Minnie Pearl
BB’s Country Man of Year

NASHVILLE—Minnie Pearl was named Country Music Man of the Year at the presentation ceremonies of Billboard’s 19th annual Country Music Awards at War Memorial Auditorium Wednesday night (19). It marked the first time a woman

NASHVILLE — Billboard’s 19th annual Country Music Awards, staged here last week in a gala presentation at the War Memorial Auditorium, will be named Nov. 8 on Dick Clark’s “Swinging Country” show on the NBC-TV network.

CBS Riding to Fame, Will Handle Go Records in Steals From Redcoats

LONDON — CBS has captured British hit parade star George Fame from EMI. CBS, for the first time here, will distribute an outside label: Go Records.

The Fame deal, which begins at the end of the year when Fame’s loose-type pact with EMI expires, is a key move for CBS on the domestic scene since it set up here last year.

Fame, however, is certain to give the company a valuable pop sales boost. Since his No. 1 smash “Yeh Yeh,” he has sold consistently. Recently topping the charts again with “Get Away” and currently in the British top 10 with a cover of Bobby Hebb’s “Sunny.”

The deal between Fame and CBS, which covers worldwide release of his records, is being signed this week. It follows a visit by Fame and co-manager John Gunsell to New York last week to iron out final details.

Pays Good Price

CBS is understood to have agreed to terms way above Fame’s present EMI terms. The signing marks an intensification of the battle for British top (Continued on page 14)

Paul Ackerman Gets CMA Award

NASHVILLE — Paul Ackerman, Billboard’s music editor, was presented the Connie B. Gay President’s Award during the Country Music Association’s annual membership and election of officers meeting here Thursday (20). Gay, the CMA founding president who just completed a term as board member, presented the award to Ackerman, and hailed him as “the dean of music business journalists.”

The award is given each year to an individual selected by CMA board of directors “for outstanding service to the Country Music Association.” The award is presented only to those who are not currently members of CMA’s board or officers.

Gay said Ackerman’s work on behalf of CMA was the job of a giant-killer; his efforts were superb, and his dedication, among the greatest.

Previous winners of the award included Bob Burton, Joe Allison and CMA counsel Dick Frank.

Additional WSM Coverage and Billboard Awards Coverage and Photographs on Pages 12-13-14-18

In his recording debut with the up tempos ballad, “Ain’t Gonna Lie” (Mercury 1709), singer Keith has already broken through in the nation’s major markets.

THE SOUND OF YOUNG AMERICA®

The Motown Sound...

MOTOWN RECORD CORP.

NEW ALBUM!

RCA VICTOR presents

ELVIS

IN THE ORIGINAL SOUNDTRACK ALBUM
From the Metro-Goldwyn-Mayer Picture

SPINOUT

Produced by JOE PASTERNAK
A EUTERPE PRODUCTION

LPM/LSP-3702

Check your distributor for Elvis' new full-color Stereo 8 catalog.

rca victor

The most trusted name in sound
Executive Turntable

SOL RABINOWITZ has been appointed to the new post of director of new records and publishing operations for CBS International. Rabinowitz previously was with Epic Records for five years, where his most recent berth was director of merchandising. He previously was national sales manager and field director for Columbia, Epic and Ohke; and independent producer for several labels. He also was president of the trade association for the RABINOWITZ ORGANIZATION for several years. In his new assignment, Rabinowitz will report to Harvey L. Schein, vice-president and general manager of the CBS International division. The new post include supervising processes of Epic, Ohke and Crossroads Records. In addition, he будет also continue his sales responsibilities for the three labels. Hoffman joined Epic in October, 1964, as director, sales. Reporting to Hoffman will be Nick Alberano, national field sales manager, and Fred Frank Albrano's duties include supervising the activities of all Epic/Ohke field managers, as well as maintaining a close liaison with all Epic/Ohke distributors and planting stars. Lawrence will continue to handle promotion for Epic, Ohke and Crossroads. In addition, he will direct the activities of distributor promotion personnel and maintain artist relations between the company, artists' managers and the artists themselves. Frank joined Epic in December, 1962 as national regional promotion manager. In June, 1966, he was transferred to Epic's New York office, where he served as national manager for the Northeast region.

ENOCH LIGHT's new Project 3 label is getting its promotional effort underway with the appointment of Tom Versey as national promotion manager, and Frank Baunach as national regional promotion manager. Versey was in charge of Eastern album promotion for London Records. Preskill had been with Kapp Records as national promotion manager for three years. In addition to their promotional duties, both men will be looking for and buying masters for the label.

Larry Baunach has been named to the new position of manager of administrative services, Nashville ad, by Columbia Records. He will be responsible to Robert Cotti, manager of administrative services. Baunach joined the company as a promotion manager in 1967. He is a native of New York. Baunach has worked for the United States State Department in Washington and South America.

George Jay, manager of credit and collections of Columbia Records sales is the new president of the New York Credit Men's Adjustment Bureau, an affiliate of the New York Credit and Finance Association. Jay succeeds M. Robert Hoffman, who has resigned to become executive director of the Music License Advisory Corporation. Hoffman had been the first-record-company executive to serve in this capacity and the first president of the bureau who represents any organization not actively engaged in textiles, banking or finance. Affiliated with Columbia Records since 1934, Jay was appointed to his present berth with the company in April, 1965.

Bernie Lawrence has been promoted to the new post of director of artists promotion for United Artists Records. In his new post, Lawrence will have charge of national promotional activities for acts on United Artists subsidiary labels. Lawrence has been with the company for two years and has been active in all phases of its promotional activities.

Michael D. Javits has been named vice-president and controller, and Charles Cerasia plant manager at Premier Albums. Javits, who joined the firm last week, makes him the first-record-company executive to serve in this capacity and the first president of the bureau who represents any organization not actively engaged in textiles, banking or finance. Affiliated with Columbia Records since 1934, Jay was appointed to his present berth with the company in April, 1965.

Lester Collins has returned to E. B. Marks to cover East Coast promotion. Collins had been associated with the Marks publishing company for 12 years. Throughout the period, he was in charge of managing the firm’s East Coast promotion. Now he is in charge of the New York office. Collins’ first projects will be from the new films “Run For Your Wife” and “Seventeen.” Collins comes to Mark after a 11-year stint at Peer-Southern in a similar capacity.

Joe Campbell has joined Record Masters as Eastern promotion manager. Campbell has been with Merrec Distributing in Philadelphia and with promotion positions at Raymond Rosen, Mainline Record Distributors, and King Records, all in Philadelphia.

Balanced Scales, Says House Unit on Rate Increase Proposal

BY MILDRED HALL

WASHINGTON—The House Judiciary Committee last week defended its position on its record label reorganization bill. The committee, in its report on the amended Copyright Revision bill, says that record producers— manufacturer alleged speculators—are being taxed "a rate per cent that will be as harmful to the basic economy as any tax rebate savings as a factor in deciding the industry will not be able to absorb the added costs and prices will be raised in rate by rate under compulsorily licensing.

The committee also said the committee "devoted many hours" to the rate question before deciding to raise present statutory mechanical royalty ceilings from 2 cents per copy to 1/4 cent per unit. Original proposal raised to 3 cents per selection or 1 cent per cent of record issued, whichever is greater. In general, the committee found that compulsory licensing is warranted, but present statutory rate is too low, and the present system is "unfair and unnecessarily burdensome to copyright owners."

The lengthy 270-page report, and last major report on the work of the House Copyrights Subcommittee which hammered out the bill's terms and amendments under Chairman Robert S. (Bob) Wexler (D., Wash.) with the aid of the Copyright Office. With Congress slated to adjourn, the bill dies, and will be reintroduced next year in House and Senate at the opening of the 90th Congress in January.

The Senate Copyrights Subcommittee is expected to hold hearings on the same controversial issues as the record royalty rate, the treatment of the jive box exemption, liabilities of educators and CATV systems. The Commerce subcommittee, which Wexler said he would set up to consider the Senate the Senate subcommittee said the committee would hold hearings on a broader copyright hearings on Community Antenna Television (CATV).

In summarizing its conclusions on the record situation, the committee report says: "We have found merit in both sides of the argument between record producers and the copyright owners, market on rates in 1966, but finds that changes in the sometime LP recording industry and an inflationary economy are offsetting factors."

The committee was convinced by record manufacturers that the 3-cent rate originally proposed in the 1965 bill could have an injurious impact, possibly sending companies out of business, that record would monopolize the industry. Record people pointed out levels of price in the industry, 3.5 cents in 1964, when 80 per cent of all recordings were sold for 3 cents, and 3.75 cents for 4 cents. Manufacturers predicted a $10 million loss in 1966, would cost to consumers at 3-cent rate on 300,000 albums.

Executive Turntable (Continued on page 14)

Handelman Backs Cap. Price Policy

DETOIT—Approval for the new Detroit record jobbers and sub-distributors announced last week by Capitol was met with approval by M. Robert Handelman, president of the Handelman Organization. Handelman heads the largest field, who is also in personal charge of the company's record department.

"I think Capitol is taking a realistic position in accepting the Handelman. "I think it is intelligent, and some of the other record companies. We plan to continue similar programs that make economic sense.

The welfare of Capitol is tied up with the welfare of the record business and have to take care of each other. I think some others should also see the light." He expressed appreciation to the promotion director, policy in this connection.

High Fidelity Names Lees the Pop Editor

NEW YORK — Gene Lees has been named pop music editor of High Fidelity, where he will be responsible for all aspects of the consumer magazine's coverage of the pop music universe. The departure of Morgan Ames, another former Hi-Fi Stereo reviewer, also has been announced. Jim Wilson and O. B. Brummet will continue to serve the high-powered Fi- dility under Lees' direction.

Roland Gentry, the magazine's editor-in-chief, said: "We intend to make High Fi- dility as influential in the pop field as it is in the classical field. Surveys show that listeners are strongly interested in the pop repertoire, and we are confident that the expanding reviewing staff headed up by Gene Lees will give us outstanding cover- age.

However, the committee says these figures were reported to be before the June 1965 excise law on record sales of $789 per year, 10 per cent federal tax. In September, the U.S. Council of Economic Advisors says record producers raised their LP prices to 38 cent per cent of record issued, 10 to the half the tax reduction. Committee re- ports that assuming the excise tax cut was 18 cents, the raise to distributors was about 9 cents.

Committee reasons that man- ufacturers for 1965 would have increased by $12.5 million over 1964, or half the 1964 record excise which was 25 million. The finding assumes unit sales remained the same and manufactur- ers kept half the tax.

Adequate to injury, the report further says that manufac- turers have saved on cost, or lower costs was increased when the tax was repealed.

Record distributors have also "calculated that the effect of the tax cut would be somewhat misleading. Since, since distribution prices have changed relatively little," the report notes. Unfortunately, who had told the committee that unit sales were down considerable from the statutory rate raises would pass along and be increased at least some of distribution on LP's, because distributors would increase prices "to offset added costs and risks.

Finally, the committee report quoted a Billboard story on 1965 unit sales up 14 percent and at all time national high of $789 million. (Billboard, June 4, 1966.

The nepor of record would also give copyright owners full damage recovery if manufac- turers default under compulsory licencing. Current law allows only the manager maximum of "treble damages," or 6 cents per record. Damages under the law can run from $250 to $10,000 and even to $20,000 for willful infringe- ment of a single copyright. The report of legal proceedings, the report updates the law by expressly including wording to prevent copyright owners from compulsory lic- (Continued on page 14)
NARAS Puts Grammy Wheels in Motion With 'Eligibility' Forms

NEW YORK—The National Academy of Recording Arts & Sciences has set the wheels rolling for 1966 Grammy recommendation. The NARAS membership will be recommended their official forms within a few days so that they can at least sign those recordings which they would like to include in this year's Eligibility List. These recommendations, along with those submitted by the record companies in response to forms mailed to them, will then complete the 1966 Eligibility List.

"Because it is important that all recordings worthy of nomination are included in the Eligibility List," said NARAS President George Avakian in a letter to the NARAS membership, "we ask that you make every effort to fill in the forms conscientiously. . . . It is not necessary to fill in all categories in fact, we urge you to list recordings only in those categories in which you believe your work is best received!"

Once all recommendations in the Eligibility List have been received and tabulated, the Academy will send out to all active members of the organization (the list has been refined and reduced from last year's 47) have been received, they will be carefully screened to make certain that each stands in its proper category, in keeping with a policy adopted by the national trustees at their recent meeting, no recording will be permitted in more than one specialized music classification. Thus, the outstanding records in each of the fields will be allowed to compete against themselves, and only among themselves. All, however, will be eligible to compete in the general or non-specialized categories, including the Record and Album of the Year Awards.

1st of 3 Phases

The preparation of the Eligibility List is the first of three phases in the annual Grammy Awards procedure. Once the lists have been completed, they are sent to all active members for the next phase—the first round of actual voting. These ballots are then tabulated by the accounting firm of Haskins & Sells, with the members' votes determining the finalists in each of the fields. The final phase consists of the active membership's voting for the awards in each of the categories. Here again all tabulating is done by Haskins & Sells with no one, including the top officials of the Academy, being drawn into the process until the ballots are opened at the annual awards ceremonies.

Second Boy to Eliot Tiegels

LOS ANGELES—Blow Harig, an 8-pound 10-ounce boy, has been adopted further Eliot Tiegels. The child was adopted Friday (14), one week after his birth, by the couple's second youngster. Scott Edward was adopted 20 months ago. Tiegels is executive vice-president of Los Angeles' West Coast news editor.

LIBERTY Lists Banner Year

LOS ANGELES—Fiscal year 1966 was another banner year in the history of Liberty Records. The company's gross sales of $200 million, a 67 percent increase over 1965, secured the company's position as one of the world's largest and most progressive companies in the music business.

First quarter sales are currently 30 percent ahead of last year. Anckbold recorded during the fiscal year which ended June 30, Liberty established Sunset, an economy line, and acquired two pressing plants, Research Craft and All Disc, and TDC, a tape duplicating facility.

EMI Names Paramour to 2 Top International Posts

LONDON—EMI has given two top international jobs to Norman Paramour, head of the division handling EMI's own product in the British company. Effective immediately, Paramour becomes controller of EMI's International Music Publishing, and his division, International Pop A&R Policy and Development.

Paramour was born in England and began his career in the music business at the age of 14. He worked for the BBC, where he was later promoted to director of music. In 1959, he was appointed managing director of EMI's London-based publishing company, and in 1963, he was made director of the company's international publishing division.

Paramour is already a director of EMI's British publishing subsidiary, Armoree, and秉承man has been responsible for the company's hit songs— notably Cliff Richard's successes.
Simon and Garfunkel

at their most brilliant...
blending powerful words and
an unforgettable instrumental sound.
"A Hazy Shade of Winter" c/w
"For Emily, Whenever I May Find Her"
(From the Simon and Garfunkel album Parsley, Sage, Rosemary and Thyme)

Where the action is.
On COLUMBIA RECORDS

(From the Simon and Garfunkel album Parsley, Sage, Rosemary and Thyme)
Rabinowitz: Exec With All-Round Music Business Know-How

NEW YORK — Increasingly, the completely rounded record-music man, one whose knowledge extends to the "roots" of the business, is being sought by top independent record labels. An example is the appointment of Sol Rabinowitz to the post of Director of New Records and Merchandising for CBS International Records (see Executive Turntable). Rabinowitz, who will report to the company's president and general manager of CBS International, started in the industry 18 years ago as a salesman for Young People's Records. Shortly thereafter he joined Malverne Distributors, which are now the South, a division of United Artists Records, and again several years later joined Lib's International. Rabinowitz was able to mine the latter label's extensive catalog of early records and again several years later joined Lib's International. Rabinowitz was able to mine the latter label's extensive catalog of early records and was instrumental in bringing it to the company's attention.

The period was 1952-1953, and such clever business as Dave "Doc" and Al Balentine, then in charge of the company's promotion department, were responsible for soliciting the promotion of the company's products. Then Rabinowitz found one of the most important sides, the Company's "Sides" series, and quickly took the side to the company. Then he made the "Chapel," and it went to the No. 1 slot on the "Chapel." The company's "Chapel" series also included "My Little Boat," a big one and an important title for the company.

About this time, rca was developing into rock 'n' roll, and some of Rabinowitz's records began hitting the Billboard pop charts. One example was "Jingle Jangle Jig," which reached the No. 1 slot on the "Chapel." The label's success was due to the fact that it had a hit record on its hands. It was true that the label could have had a hit record on its hands. It was true that the label could have had a hit record on its hands. It was true that the label could have had a hit record on its hands. It was true that the label could have had a hit record on its hands.

The company's success continued, and in 1961, Rabinowitz joined the company as a full-time employee. He has since helped the company to achieve success in the record business, and his name has become synonymous with success in the record business. His contributions to the company have been invaluable, and his role in helping the company to achieve success in the record business has been widely recognized.

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Int'l Stars to Do Bit For English Charity

LONDON—A host of top international music stars have accepted invitations to appear in the Royal Variety Show at the Palladium in London on March 9.

Among Americans in the major charity show, which the Association of the Performing Arts (APA) has sponsored for the last 15 years, are Billie Holiday, David, Reprise, Henry Mancini, RCA Victor, World Sound, and Gene Pitney, MCA. Top British acts on the bill include Chips, Maximo, and Tom Jones. The show also features Frank Sinatra and Juliette Gogoe, Scotland's biggest-selling record, and Australian group the Seekers, Columbia, currently in Britain.

The show, which also features

Distributors Added by AF

NEW YORK—Audio Publishers Inc. of New York has added four distributors. They are the World Wide Group, Imperial Records, and Sam Brown & Sons in Los Angeles, and do-sound and Liberty in Cleveland. They will handle RCA Victor and the little Darlin lines as well as AF.

The label also announced that five distributors have been added. They are RCA, Real fast and growing distributor world and distributor the company's need to enhance the world one music network.

Peirce Broadening Lib's Range in Film Tracks; Making Bid for B'way

By ELIOT TIEGEL

LOS ANGELES—Dick Peirce, Liberty's new director of film tracks, says the label wants to get into the business of providing the music for movies. The company is interested in the business, and Peirce plans to make a bid for the business.

Peirce is a well known and respected figure in the music business, and his new position is a significant step for the company. He is expected to bring a wealth of experience and expertise to the position, and his work will no doubt be instrumental in helping the company to develop and create successful film tracks.

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HERBIE MANN

HAS 2 MANN-SIZED SINGLES!

A MAN AND A WOMAN
From The Motion Picture "A Man And A Woman"
Featuring Tamiko Jones with Herbie Mann
Atlantic #2362

(IS PARIS BURNING?)
From The Paramount Picture "Is Paris Burning?"
Herbie Mann
Atlantic #2363

AND TWO MANN-SIZED ALBUMS!

NEW MANN AT NEWPORT
Atlantic #1471

OUR MANN FLUTE
Atlantic #1464
The Innocence
There's Got To Be A Word
b/w I Don't Wanna Be Around You KA-214
Produced by Ripp, Anders and Poncia
Denny Cites CMA's Gains, Goals

NASHVILLE — Retiring Country Music Association President Bill Denny reviewed a year of impressive gains for the CMA and outlined challenges of the future, in his report at the general membership meeting here Thursday (20). Denny noted that membership now totals 1,366, which includes 1,650 individual members, 105 lifetime members, 141 organizational members. He reviewed the shows and sales presentations which were CMA-sponsored or authorized, and the impact these programs made on advertisers, agencies, radio executives and the general public. The talk also noted that the movie industry produced more than 12 feature films the past year, using country music. Denny said he believed this figure would be greatly exceeded in future months.

Denny noted that the Southern California Country and Western Music Academy had performed a commendable function in presenting its awards at the West Coast. This organization and CMA have the same aims, Denny pointed out.

Denny thanked all who had a part in producing the CMA Hall of Fame album Vol. 1, which has sold more than one million units. Contracts for the second volume have already been negotiated and the package is expected to be completed soon. He stated that much of the funds raised as a result of the album sales has been used to help defray the construction costs of the Country Music Hall of Fame and Museum.

More radio outlets than ever broadcast country music; those whose format is completely country total 325, whereas the total number of outlets broadcasting country music is 1,800. Denny also thanked Station WSM, which provided so much assistance in making a success of the Hall of Fame radiothon. Producer was WSM's Bill Williams, assisted by Bill Hudson, Jo Walker, Larry Moeller and Hubert Long.

An analysis of CMA's campaign to raise funds for its Hall of Fame and Museum showed that total money raised amounted to $358,233.69. The project is closed to completion and those who registered for the WSM convention had an opportunity to view the facilities.

Denny commended WSM on its " Opry" trust fund. He also reported on the great success of the Music City Pro-Celebrity Golf Tournament, the brain child of Don Pierce and Hal Neely. In addition to CMA and the Nashville Junior Chamber of Commerce, another sponsoring organization was added, The Nashville Tennessean, local newspaper. Idea behind the tournament was to get country music names into more sections of the reporting media.

Denny commended Jo Walker and her staff of CMA workers, Bill Hudson and the officers and board with whom he worked during the past year.

Two Masters Are Bought by Diamond

NEW YORK — Diamond Records has acquired two masters, the Fifth Order singing "Goin' Too Far," which was purchased for $2,000 from Sony-owned Counterpoint Music of Cincinnati, and the Contrasts version of "Someone," which Diamond obtained from Odell W. Bailey of Bailey-McClendon Productions of Pittsburgh. Both numbers will be released on Diamond Records.

First Country Opera Recorded by Tower

NEW YORK — The first country music opera has been recorded on Tower Records and will be released shortly. Disc is titled "The Legend of Johnny Brown," and is set for a massive promotional drive at the disk jockey and dealer levels. Gordon (Bob) Fraser, Tower president, said, in announcing the announcement, that "this is the first time in history that the opera form has been adapted to the beauty and drama of country music."

The country opera concept was initiated with Eddie Miller, writer of over 2,000 published songs, including: "Release Me," a smash in all fields. Miller wrote and produced the work.

Tower ad chief Eddie Reid has already released a single from the album, Jerry Naylor "Johnny Brown," and at least three more will be out soon. Ray and Hugh Dallas, Tower's national sales manager, previewed the album at the Nashville convention.

Fraser mentioned "unlimited possibilities for country opera" in areas other than recording. It has received offers from other and agencies to put the opera on television and to plans being set to tour the country.

The opera tells the story of a young couple in a riverboat town who falls in love and in opera tradition—they are crossed paths lead to tragedy. Jerry Naylor has the feature role and Kay Adams the femi-lead.

ASCAP Meeting

NEW YORK — The semi-annual East Coast membership meeting of ASCAP is slated for next Tuesday (1) in the Starlight Room of the Waldorf-Astoria.

Important imports.
An Exciting Sound!

I'M READY FOR LOVE

Martha & the Vandellas

G 7056

MOTOWN RECORD CORP.
Billboard’s 19th Annual Country Music Awards

Billboard’s Country Man of the Year Award this year goes to the distaff side as Minnie Pearl receives plaque from Paul Ackerman.

Favorite Country Comedy Recording Artists Award is presented by Roy Acuff to Don Bowman.

Eddy Arnold receives the Favorite Country Male Vocalist Award from Tex Ritter.

Waylon Jennings appears with Jerry Byrd’s band, performing between Award presentations.

The Country Music Songwriter Award is presented by Audrey Williams to Jack Stapp (center) and Buddy Killen of Tree Music on behalf of Roger Miller.

After Awards, presenters, winners and performers assemble on stage for a rousing hand of applause.

Mary Reeves accepts a commemorative Award honoring Jim Reeves’ world achievements in country music.

Boudleaux Bryant presents the Buckaroos with the Favorite Country Band Award.

Eddy Arnold accepts Award for Favorite Country Album of the Year from Audrey Williams.

Boots Randolph and band were among featured name entertainers lending their talents to the gala event.

Chet Atkins receives Award for Outstanding Country Instrumentalist from Hank Snow.

Buck Owens and the Buckaroos, who won the Award as the Best Country Music Band of the Year, were among affair’s entertainers.

Boudleaux Bryant presents Chet Atkins with the Favorite Country Instrumentalist Award.

Jeannie Seely, winner of the Most Promising Female Vocalist Award, accepts award from Hank Snow.

Tex Ritter presents David Houston with Award for Favorite Country Single for “Almost Persuaded.”

Left to right, Jack Stapp and Buddy Killen congratulating award winners Chet Atkins, Eddy Arnold, and Ray Pillow, as Boots Randolph looks on.

Awards gala filled Nashville’s War Memorial Auditorium with music industry and Nashville notables.

October 29, 1966, Billboard
All Eyes on Nashville

Wesley Rose wields shovel at groundbreaking ceremonies of new $400,000 Acuff-Rose headquarters. Left to right: Mrs. Mildred Acuff, Pee Wee King, Miss Anna Belle Clement, Ott Devine, Roy Acuff, and Mayor Beverly Briley.

Thursday (20) meeting was attended by more than 400 industry executives—a record-breaking attendance.

Ken Nelson addresses CMA membership meeting at Municipal Auditorium.

Attending special speaker's luncheon for CMA broadcaster's meeting were, sitting from left: Gov. John Burroughs, WSM's Bob Cooper, and Jim Collins; standing: WKDA's Smokey Walker, left, and the Grand Ole Opry's Ott Devine.

Hal B. Cook, retiring CMA board chairman, thanks CMA officers, board, and members for their cooperation during the year.

Jerry Glaser opens CMA broadcaster's meeting Thursday (20).

Retiring CMA president Bill Denny and Ken Nelson, right, discuss organizational matters.

At speaker's luncheon, from left: Alan Torbet, Marshall Rowland, and Andrew Purcell.

Attending broadcaster's meeting were nearly 200 executives of radio stations.

At speaker's luncheon, and later addressing CMA broadcasters, were, from left: Harry Renfro, Phyllis Ross, and Jerry Glaser.

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KFOX, Long Beach, Calif., staged audience promotion contest, bringing winners to the WSM Celebration. Top to bottom, winners Mr. and Mrs. Richard White, and KFOX personalities: Hugh Cherry, Bill Patterson, Bill Collie, Dick Haynes, Squeekin' Deacon, and KFOX General Manager Dick Schofield.

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WSM's Country Celebration Is Bang-Up, All-Industry Hoedown

Continued from page 1

music industry lends authority to the various seminars and meet-...
12 TOP TEN PERFORMANCES!! IN 1 TOP TEN ALBUM!!

NEVER BEFORE HAS GARY LEWIS HAD AN ALBUM THAT SOLD SO MANY, SO FAST! CONTACT YOUR LIBERTY DISTRIBUTOR IMMEDIATELY FOR INSTANT RE-STOCKING!
**TOP 20**

**SPOTLIGHTS**

Predicted to reach the top 20 of the Hot 100 Chart

**SIMON & GARFUNKEL — A HAZY SHADE OF WINTER** (Prod. by Bob Johnston) (Writer: Simon) (Columbia) — From the soundtrack to the film *The Graduate*, this song became a massive hit and helped launch both artists' careers.

**JACKIE OBERTO**

**16**

(Feather, Never Good up (BMI).)

**TOP 60**

Predicted to reach the top 60 of the Hot 100 Chart

**ROGER MILLER—HEARTBREAK HOTEL** (Prod. by Jerry Kennedy) (Writers: Axton-Denos-Presley) (Tree, BMI) — "The King of the Road" turned this into a country classic.

**MIRACLES** — Come 'Round Here I'M THE ONE YOU NEED (Prod. by Holland-Dozier-Holland) (Jolene, BMI) — This one is headed for Hitville. The "Detriot group does a fine job on this solid rocker, which should make its mark on the charts in short order. Filp: "Save Me" (Jolene, BMI).

**RAY CHARLES — PLEASE SAY YOU'LL ING** (Prod. by Tec Prod.) (Writer: Stevenson) (Edon, BMI) — I DON'T NEED NO DOCTOR (Prod. by Tec Prod.) (Writers: Ashford-Simpson-Armstead) (Flammar-Baby Monica, BMI) — This is a solid ballad, well-performed and co-penned by the singer, should once again make a strong showing on a position on the top 100.

**JACKIE DeSHANNON — WINDOWS AND DOORS** (Prod. by Bacharach & David) (Writers: David-Bacharach) (Blue De-Jac, ASCAP) — The Bacharach-David tune serves as an excellent showcase for the talented vocalist, and should quickly spiral up the charts. Filp: "So Long Johnny" (Blue De-Jac, ASCAP).

**BOBBY VINTON — COMING HOME SOLDIER** (Prod. by Robert Mersey) (Writers: Allen-Vinton) (Feather, BMI) — This topical ballad, well-performed and co-penned by the singer, should once again make a strong showing on a position on the top 100. Filp: "Don't Let Mary Go Around" (Feather, BMI).

**Epic 1090**

**DEE DEE SHARP — MY BEST FRIEND'S MAN** (Prod. by Soul Sound Prod.) (Writers: Bishop Gamble) (Blockbuster-Downstairs, BMI) — Making her debut on Aico. Dee Dee turns in a performance that should get her back on the charts. Good lyric and arrangement are an asset. Filp: "Bye Bye Baby" (Blockbuster-Downstairs, BMI).

**Aeto 6445**

**THE LOOKING GLASS—SILVER AND SUNSHINE** (Prod. by H. DeVore-D.-Gallese) (Writers: D. Addrisi-D. Addrisi) (Sheimar-DeVeron, BMI) — Good pop sound from this group on this solid medium rocker, which should have no difficulty in achieving success on the Hot 100. Filp: "I Never Love Again" (Sheimar-DeVeron, BMI).

**Valiant 7590**

**CHART**

Predicted to reach the top 100 of the Hot 100 Chart

**TIPS HEED—If You Were a Carpenter (Faithful Bird, BMI)** (Writers: Simon)

**JOHNNY CASH—A MAN COMES WALKIN'** (Writers: Joe Divey-Ed Jones) (Columbia)

**CHARLIE FORD—This Girl (Chesley, BMI)**

**ELLA FITZGERALD—Yes, My Darlin' (West 100, BMI)**

**TOBY KNIGHT—You're The One** (writers: Reed, BMI)

**TOMMY JAMES & THE SHONDIES—IT'S ONLY LOVE** (writers: Cordell-Trammell-Lerry) (Tender Tempo, BMI)

**JOHN MILES—Don't Let Me Be Lonely (Capitol)**

**EMMYLOU HARRIS—Make Me A Promise** (writers: Prine, BMI)

**NEALS—a Little Help From My Friends (Rounder, BMI)**

**TOP 10 SPOTLIGHTS**

Predicted to reach the top 10 of the HOT COUNTRY SINGLES Chart

**LORETTA LYNN—DON'T COME HOME A' DRINKIN'** (writers: Lynn-Wills) (Sure Fire, BMI) — Fine marriage of lyric, melody and performance in this bitter-sweet country tune should carry it over the top. Filp: "I'm A Wild Woman Of The Roads" (Sure Fire, BMI).

**BILLY WALKER—BEAR WITH ME A LITTLE LONGER** (Prod. by Fred Foster) (Writer: Glenn) (BMI) — This million and one smash, this plaintive ballad should insure Walker of another top 10 position on the charts. Filp: "It's Beginning To Hurt" (Blue Crest, BMI).

**NORMA JEAN—DON'T LET THAT DOORKNOB HURT YOU** (Prod. by Bob Ferguson) (writers: McAlpin) (Acclaim, BMI) — The country songstress has her next big hit in this easygoing and catchy number. Performance is up to her usual high standard. Filp: "Company Of My Own" (Baron). RCA 89990

**MARTY ROBINS—Mr. SHORTY** (Prod. by Frank Jones-Don Law) (writer: Robbins) (Rapidfire, BMI) — Robins penned this smooth narrative ballad, and performs it as only he can. Make some room for the charts on this one. Filp: "Tall Hardnose Stranger" (Maricana, BMI). columbia 43870

**R&B SPOTLIGHTS**

Predicted to reach the top 10 of the HOT R&B & SOUL SINGLES Chart

**THE FALCONS—STANDING ON GUARD** (Prod. by Maple Prod.) (writers: Pavel-Monroe-Gilmore) (Rapids-Maple-Big Wheel, BMI) — Already getting some chart action, this moody-paced rock should go to the top of the r&b charts in short order. Filp: "I Can't Help It" (Maples-Big Wheel, BMI).

**CASH MCCALL—THAT LUCKY OLD SUN** (Prod. by M. Higgins-G. Gardner) (writers: Smith-Gilmore) (Robbins, ASCAP) — Strong r&b performance on the Frankie Laine standard could also be a Hot 100 chart item. McCall's delivery is solid and driving.

**THOMAS 311**

**CHART**

Predicted to reach the R&B & SOUL SINGLES Chart

**ROBERT MICHIE—DON'T SIT AROUND** (writers: Valley) (BMI) —"Sure Fire" (BMI) — Fine marriage of lyric, melody and performance in this bitter-sweet country tune should carry it over the top. Filp: "I'm A Wild Woman Of The Roads" (Sure Fire, BMI).

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Action, Air Play,
Excitement, Sales:
4 Reasons Why
These 5 Singles Are Hot!

EDDIE FISHER
"Games That Lovers Play" #8956

LIVERPOOL FIVE
"Any Way That You Want Me" #8968

TONY MASON
"(We're Gonna) Bring the Country to the City" #8938

MARILYN MAYE
"Cabaret" #8936

THE SIDEKICKS
"Fifi the Flea" #8969

If you want to get in on the big sales action—order now!

RCA VICTOR
© The most trusted name in sound
**CMA Radiomen's Parley: High-Voltage Harmony**

**By CLAUDE HALL**

NASHVILLE — Success stories and camaraderie marked this year's broadcaster's meeting of the Country Music Association here — a series of four luncheon meetings, a management, national representatives, advertising agencies, and promotion and distributing firms were on hand for the four-hour-plus trade show Tuesday afternoon (20).

One of the highlights of the spangled awards presentation was the announcement of the winners of the 1957 CMA Awards. The winners were the success stories of two country music broadcasters — Marshall Rowland, president, WQIK, Jacksonville, Fla., and A. V. Bamford, president, KBRI, San Antonio, Tex.

WQIK, a 5,000-watt daytimer, started operations in 1957, and KBRI was the station to which listeners would go to 24 hours daily to listen to country music. WQIK attributes its success to the station ranking No. 1 with 11,000 people, and KBRI's Top 10 operation, without the use of country music, just like the AM.

While the station has expanded its staff, it has done well, with the help of A. V. Bamford, president, KBRI, San Antonio, Tex.

WQIK, a 5,000-watt daytimer, served to No. 1 among adults in its market on the strength of its own music, and Rowland told the audience, "We did it. You can do it too!"

Even more impressive, Rowland reported local business up 10 per cent, national business up 300 per cent. All this came about "two years ago when we realized that if we didn't get on the ball another station in the market would switch to country music.

The station is on the air from 1 AM to 1 AM, and Rowland said, "We wanted to accomplish the upgrading of the station without driving all our old sponsors away.

Methods of upgrading the station included doing a station tour, adding 30-45 commercials and echo chambers. "We shortened the news and formatted it so that a local event always goes first, even if it's about a dog catcher. We dropped a second hour of religion, and we were paying too much, and it hurt to cut it."

The upgrading of WQIK included "inspiring the announcers," Rowland said. "Rowland, he pointed out that most of the staff had been with the station since the first of the year, five of our stations are market switched to country music. "Fortunately, three later changed back." But, to meet the competition, WQIK will go up to 50,000 watts next April 1. Next spring, the station has plans to go to 24 hours daily on its FM facility in seven or the FM facility also produces country music just like the AM."

While the station has expanded its staff, it has done well, with the help of A. V. Bamford, president, KBRI.

RADIO-TV HISTORY

**DISCUSSING A RECENT 390 dance at the Longhorn Ballroom in Dallas by Ray Price are, Waylon Jennings, the famous (and recently retired) country music artist, and Sonny Neal, who asisted his brother Bob Neal Agency, the Jackson's father. The Jackson's brother the name of the country star's band.**

**OBVIOUSLY THIS GOOD LOOKING DICK is too good for "A Cold Cup of Coffee," the title of her new release on Dolores Records. She is Diana Duke, and from the expression on Cedarwood Publishing Co. promotion manager Denny Rhodes (left) and "Grand Ole Opry" manager Ott Devine, she has made a big hit with her song at the "Opry's" coming night performance. Ray Price's new album was produced by JED Productions and is the first to be released by the new label. Before the deal finalizing distribution agreement with Laurie Records of New York.**
The Two Sides of John Gary

Both songs on John Gary’s new single have that big Number One sound.

“YOU’VE NEVER KISSED HER”
(from the new Broadway musical “Holly Golightly”)

. c/w “MINE”
(Come Strasera Mia)

When you order from your local RCA Victor distributor, choose your side – either way, you’re a winner!

#8993
RCA VICTOR
®
The most trusted name in sound

www.americanradiohistory.com
RADIO-TV PROGRAMMING

SALES UP 307%

The Davis Broadcasting Company has announced that the sales for their radio stations in the first quarter of 1966 have increased by 307%. This is a significant increase over the previous year, and the company attributes this growth to their strategic marketing efforts.

SITUATION WANTED

AIR PERSONNEL AND PROGRAMMING

Stations in the Midwest are looking for experienced air personalities and programming executives. Opportunities range from large market metros to smaller markets. Interested candidates should have a proven track record and strong local market connections.

OUT OF AMERICA'S BIG 10 AND 110

Stars & Stripes' 10th Anniversary Tour is coming to a radio station near you. This special event features top talent from the world of music and entertainment. For more information, call the booking office at 555-1234.

CAROL BURNETT SERIES • SET FOR '67

NEW YORK—CBS-TV will launch a four-hour musical variety TV series in September 1967. The show will feature Carol Burnett and is scheduled to debut on Sunday, September 17. The series will air on CBS each week and will showcase Burnett's unique blend of humor and entertainment.

BILL BALLENTINE, air personality at KGF, San Fernando, Calif., chats with Tony Bennett, right, and back at the Hollywood Bowl. Ballentine recently returned to the U.S. after a stint in Hawaii.

'50% Rule' on NAB Agenda

WASHINGTON — The big story this week at the National Association of Broadcasters (NAB) is the '50% Rule.' This new rule will affect FM stations at the national level in a series of conferences planned to take place in early April. The rule, which is expected to have a significant impact on the industry, is currently under discussion.

KING RECORDS: JAMES BROWN and his manager, Ben Barnett, right, look over an actual box office report for a recent Buffalo, N.Y., show. At left is Frank Redding, another personality with KWBK, who worked the airport in Brown's arrival. The report shows a total of 2,000 tickets sold.

CAREER AHEAD

OCTOBER 29, 1966, BILLBOARD
HERE IT IS!
THE FIRST ALBUM
with the runaway smash hit
"WINCHESTER CATHEDRAL"

Winchester Cathedral

The Palm Beach Band Boys

LPM/LSP-3734
Album contains the Palm Beach Band Boys'
great single "Bend It" #9003—their version of
the Number 2 hit song in England!

RCA VICTOR
The most trusted name in sound
STATIONS BY FORMAT

**Yesteryear’s Hits**

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Album</th>
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<tbody>
<tr>
<td>Runaround</td>
<td>Sonny &amp; Cher</td>
<td><strong>I’ve Got You Babe</strong></td>
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<td>Love Me, Lord</td>
<td>Marty Robbins</td>
<td><strong>Loves That I Lost</strong></td>
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<td>Send for Love</td>
<td>Jim Lowe</td>
<td><strong>Elvis’ Golden Records</strong></td>
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<td>Fly</td>
<td>Veda Eldredge</td>
<td><strong>I’ll Remember Him</strong></td>
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<td>Change of Heart</td>
<td>Bobby Darin</td>
<td><strong>Dream Lover</strong></td>
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<td>Bobby Darin</td>
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**AM Operation in Cleveland**

The station, which has become a household name, Inc.

**New Orleans**

The National Broadcasting Co. began operations last week of its Cleveland-produced classical music programming for all NBC owned and operated stations. The programming, 20 hours a week, was produced by WNYC for its own operation. Station manager Bob Martin said the station had not yet launched its FM programming to the five other NBC owned-and-operated stations in San Francisco, Chicago, New York, and Washington. The programming is "studying all aspects" of the FM situation. Another executive commented that the station was considering other programming ideas for some kind of FM programming.

Robert Martin, station manager of WNYC and WKCY-FM, said that his station is operating in both New York and Philadelphia. He said that a recent survey showed the station with 2.2 percent of the total audience, which I thought was quite revealing.

Though the FM programming was not yet on the air, several telephone calls and meetings were made.

**RADIO TELEVISION PROGRAMMING**

**WLCY**, in Chicago, has been in operation since June 1965 in the FCC-authorized switch between the Cleveland and Philadelphia stations. When he took over the station, he found that there was no interference available for FM programming and he had to immediately build a library of music—approximately $30,000 in albums. It was Martin who decided that the programming be classical.

Later, prompted by a series of telephone calls and meetings, the station received a week's supply of tapes with a week of backup supplies.

None of the NBC executives were willing to speculate on the network's future, but it was evident that the syndication of the classical programming to radio and even non-affiliated stations as CBS is doing in its "Young Sound (chicken rock)" FM programming. However, a top executive in NBC radio said that the network will cooperate with other NBC-owned stations.

Martin came up with the idea of producing FM programming in one area and bicycling the tapes to the other stations as a method of achieving "quality programming within the confines of economic borders," as well as within the confines of what the FCC would allow.

We want to see what the growth patterns of FM will be and I think we will eventually be the dominant audiofactor. Which is why I think the reasons we became involved on this scale. Martin has a clear view of the potential of FM.
Back together with a winner

Dion and the Belmonts

their first ABC Records release

Berimbau b/w My Girl the Month of May

ABC 10868

ARRANGED BY DION AND THE BELMONTS  CONDUCTED BY BILL RAMAL

BEST WISHES TO MUSIC OPERATORS OF AMERICA
KPRC'S 24 DRYWES RADIO PROGRAMMING

KPRC'S CHICKENMAN, Houston's answer to Batman, keeps his protective wing around Capitol Records artist Andy Russell, left, and air personalities Tim Nolan and Bob Byron, right. The two deejays took Russell on tour of Houston and wound up at the Galveston beach with Chickenman, a promotion the station is featuring.

KPRC Stereo SURVEY for Week Ending 10/29/66

TOP SELLING R&B SINGLES

a STAB performer-Side registering greatest proportional upward progress this week.

<table>
<thead>
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<td>44 GIVE IT TO ME</td>
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<td>45 A SATISFIED MIND</td>
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<td>46 CAN YOU BLAME ME</td>
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<td>47 YOU LEFT THE WATER RUNNING</td>
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<td>48 ZAG LIGHTNING</td>
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<td>49 LOVE'S GONE BAD</td>
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<td>50 I'M STILL WAITING</td>
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<td>51</td>
<td>51 FUNCTION AT THE JUNCTION</td>
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<td>52</td>
<td>52 POURING WATER ON A DROWNING MAN</td>
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<td>53</td>
<td>53 I'LL MAKE IT EASY (If You'll Come on Home)</td>
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TOP SELLING R&B LP'S

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<td>25 HOODIE COCCOIOE</td>
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FOR THE MOST UNUSUAL SOUND!
FOR THE MOST INSTANT SALES!
LOOK

'BEHIND THE DOOR'

AN EXCITING NEW SINGLE FROM

CHER

b/w MAGIC IN THE AIR

66217

and

if you look
a little further
you'll find more
"CHER" sales!
TALENT

'AppleTree Wins Taste of Critics

NEW YORK—Columbia Records got off to a good start with "The Apple Tree," its first original Broadway cast album of the season. The Jerry Bock-Harrecht musical, based on short stories by Mark Twain, Frank R. Stockton and Jules Feiffer, opened at the Shubert Theater here last week in a majority of favorable notices. Goddard Lieberson, CBS-Columbia Group president, Supervised the original cast album which was held at Columbia's New York studios on Sunday (23).

The musical, produced on Broadway by Stuart Ostrow, stars Barbara Harris, Larry Blyden and Akan Mcla. The score, for which Bock wrote the music and Harrecht, the lyrics, is being published by Tommy Valando's Sunbeam Music firm, a BMI affiliate.

A rundown of the New York critics reviews follow:

TIMES: "As an evening's entertainment, 'The Apple Tree' starts high and then scoots downward on a pretty steep slope... provided with some times discreet, sometimes hilarious, most of the time cheerful music by Jerry Bock."

NEWS: "Under the overall direction of director Goddard Lieber son, three of the most charming and witty musicals imaginable opened at the Shubert Theater last evening. The songs are extraordinary musically and lyrically."

POST: "There are many high triumphs of the imagination in this vastly original musical comedy which provides... the extra touch of stage magic."

WORLD JOURNAL TRIBUNE: "The greatest achievement of director Mike Nichols, the third one to open here, and Harrecht is their collective ability to transform themselves to fit each of the stories."

Billboard's review of the musical will appear in the Nov. 3 issue.

Petula Clark Puts on a Happy Winning Act at Copa Nityere

NEW YORK—Marking her second appearance at the Copa -the first was in March of last year and earned her a standing ovation in the States in 1964 (at the ripe old ages of 16, 17, and 18)—the 24-year-old British singer and actress, who has been described as the new Jo Stafford, will return as a special guest on the opening night of the run last week (13).

The tiny Warner Bros. record label turned up a new British talent, a wistful, winsome style, which is destined to make an impact for the first time in the States. The recording, which was made in London, will be available on a new Warner Bros. LP.

Al to Distribute 'Nashville Rebel'

NEW YORK—American International has concluded arrangements with Fred A. Niles, Hollywood-Chicago producer and Show Biz, Inc. of Nashville, for "Nashville Rebel," a going-to-country music theme and starring many of the nation's top country artists.

The film, which was given a special screening at the Country Music Convention in Nashville last week, has been set for national release by American International after Nov. 17.

The film introduces Waylon Jennings, RCA Victor artist, in the title role. Key roles in guest star partings are played by such "Grand Ole Opry" stars as Tex Ritter, Sonny James, Porter Wagoner, the Wilburn Brothers, Loretta Lynn, Faron Young, June Carter, Johnny Cash and Arthie Campbell.

Monro Begins Tour With Tahoe Date

NEW YORK—Matt Monro, the English singer, began a nine-month tour of the U.S. supper clubs on Oct. 14 at Har-Wee in Lake Tahoe. The Capitol Records artist will then fly to Los Angeles to record a new album. On Nov. 2, Monro opens a three-week engagement at the Royal Penthouse in the Plaza Hotel. This engagement will be interrupted on Nov. 14 when he will fly back to London for a one-night appearance at a Royal Command performance.

Other dates that follow the Cole in Vancouver, B.C., Canada and Los Angeles, then to San Francisco, the Century Plaza in Los Angeles, and the Roosevelt Hotel in New Orleans.

P.P. & M: Still the Masters Of Fine Art of Folk Singing

familiar Peter, Paul and Mary, who are still the masters of the folk art of folk singing. Mary's solo, "The First Time I Ever Saw Your Face," was a big hit, complete with sound effects, ending with an opera song on an old-style film, allegedly being performed by Richard Kniss, backed by the trio with all the proper shouting, and accompaniment of an old folk song, "Old Dog Blue," which also went on the same show.

But the folk music material is still the group's forte and the crowd, which included stage seats, seemed well aware of it. Whether with "The Weavers' "Rivers" or "Sweeter Than Wine," the audience was at their best.

While there was variety in the program, including a folk rock treatment of Jesse Fuller's "St. Louis Blues," the audience was the unusual pairing of two Peter, Paul and Mary's greatest hits, "Blowin' in the Wind," they were at their best.

The company added its unique label, Caravan, and its first single is "I Can Read Between the Lines" by a quartet called Los Angeles. Three other acts round out the pop label's roster: the Boiling Urge, Lyn Gibson and Freddie Williams.

Caravan is a one-year-old talent management firm, and its recently placed acts include Jerry Cook, Capitol; Herman Russell, Tudor/Decora, the Lee Hazelwood label and Ken Appleman.

The company has added its own label, Caravan, and its first single is "I Can Read Between the Lines" by a quintet called Los Angeles. Three other acts round out the pop label's roster: the Boiling Urge, Lyn Gibson and Freddie Williams.

Says there are two recording studios serving the 300,000 population community of Los Angeles.
AT THE M.O.A. CONVENTION

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GAMES THAT LOVERS PLAY

RCA 8956

Exclusively on RCA Victor
Wilson Clicking in Everything But $$_$

By ELIOT TIEGEL

LOS ANGELES—Will success ever come to Gerald Wilson? The graying conductor, composer, arranger, trumpeter wonders whether financial success will match his scrapbook of clippings.

Wilson's band, a unit working together in Los Angeles since 1962, has drawn raves on both coasts, but is not doing as well as it should. The band was rated fourth by an international critics poll in a recent jazz magazine behind Duke Ellington, Woody Herman and Count Basie.

Yet despite this, and other previous critical acknowledgments, including walking away with top honors at the 1963 Monterey Jazz Festival, Wilson admits: "We're not doing nearly as well as we should be." Pointing to the critical acclaim from the jazz fraternity, Wilson asks of the talent bookers: "How can they completely ignore this?" Not too long ago the Wilson band was voted the number one new jazz band in the nation by a respected periodical.

Wilson feels racism underlies the action of people who have the power to book his band on television and in nightclubs. He is represented by Associated Booking Corp., a respected agency, but feels the emphasis is placed on other bands.

Part of Wilson's problem has been that his product has been unable to gain AM airplay on non-jazz stations and a lack of national promotion. His forthcoming World Pacific album, "Golden Sword," could be the LP to finally bring him to the mass public's attention.

Liberty is sharpening its promotion and merchandising gun for a fullscale campaign for the Wilson band. The veteran arranger for such bands as Jimmy Lunceford, Duke Ellington, Count Basie (plus many Nancy Wilson pop sessions) wrote six selections in his sonic tribute to the heritage of the Mexican people.

Having broken such strict jazz names as Bud Shank, Chet Baker and to a lesser degree, Joe Pass, with pop-flavored product and promotion, the Liberty organization feels it can accomplish the same awakening among pop fans for Wilson.

The selections played by Wilson's inter-racial band are short and designed for airplay consideration. A good deal of the music involves the ball room.

This is his first exclusively Mexican album. Several other WP products pay appropriate tributes to Mexico and its people.

Wilson's national sales manager in New York, Ed Dinz has had the LP's double fold jacket blown up four times its normal size as a dealer sales stimulus. A link of the cover has also been blown up four times and is being mailed to radio stations. The cover art is deceptive as a polygonal representation of an old Mexican hat worn in front of a series of vintage bullfight postcards owned by actor Gilbert Roland.

John Reed to ABC Records. He formerly recorded with Vee Jay.

Gene Clark, former member of the Byrds, has been signed to an exclusive contract with Columbia Records. At one time, Clark also sang with the New Christy Minstrels. . . . Bob Fontaine, son of Frank Fontaine, signed a two-year contract with Gray-Sounds label in Brooklyn. The first release is a Christmas ballad, "The Crooked Little Christmas Tree," written by Nick and Charles Kenny. . . . Meadowlark Lemon, basketball star of the Harlem Globetrotters, signed to RSVP Records. . . . Jake Holmes to Tower Records. Vocalist TI- fani Michel in MGM.

Enter the Gurus: UA's New Artists Bowing First Single

NEW YORK—Backed by an extensive promotion from United Artists Records, the initial single of the Gurus was released last Friday (21). Preceding the quintet's LP debut were three weeks of teaser ads in trade publications as well as teaser wires and phone calls emphasizing the mysticism of the group.

The boys have played together on and off for about two years, but the LP is their first commercial venture. Middle Eastern oriented, the music features such instruments as the darbog (Syrian), oud (Turkish) and the Baizookie (Greek). Though the five are American, their activities are regulated by a music, including the release date of their first recording and the first personal appearance contracted for Nov. 25 in Philadelphia.

Ron Haffkine, an independent producer, has cut seven sides at Regent Sound with the group and has four more to go for a future album. The five, plus two non-performing Gurus, have composed their own material on electronic Wurlitzer synthesizer and electric guitars. The single sides, "Blue Snow Night" and "Coyote Girl," are not on the finished album but some of the other material, but the album will include pieces in a free style.

United Artist is preparing a short feature film on the five, Lino (lead singer), Modulo (rhythm guitarist, oud), Blackwood (lead guitarist, oud, bass), Viatoro (drummer, including drum set) and Jason (bass, harmonica). The sitar doesn't fit in with their style of "obvious intensity." The film will be distributed to teen TV bandstand shows throughout the country. The Gurus will have a tour bus decorated with Middle Eastern luxuries. Jack Tirman is special agent for the new group.

Damone's Easy Style Winner At Coast Club

LOS ANGELES—The finest and sophistication of the seasoned professional marked Vic Damone's debut Tuesday (11) in the Century Plaza's Westwood Room.

A program of 17 songs made up a smoothly paced hour's turn which avoided top 40 material, held together nicely.

There was a casualness about the performance, coming from working clubs for more than 15 years. Damone's strength lies in his support for ballads ("The Shadow of Your Smile," "The Very Thought of You" and "Meditation"). His enjoyment in gilding along with a bossa nova beat ("One Note Samba," "Girl From Ipanema" and "More") and in interpreting two dramatic showcase selections, "Tonight" and "Maria."

Damone's pianist Joe Parreno, formerly of the Los Angeles Playboy Club, led the excellent 11-man Ortega house band, augmented by the vocalists' own quartet.

ELIOT TIEGEL


*Up Tight—Ramsey Lewis on Cadet

Secret Love—Billy Stewart on Chess

October 29, 1966, Billboard

Copyrighted material
THIS IS THE BIGGEST R&B SINGLE IN THE COUNTRY on the Josie Label

NOW BREAKING "POP"

Hymn No. 5

The Mighty Hannibal

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MUSIC DIRECTOR:
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Jody Miller
could do it

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b/w Let Me Walk With You
5768

...from the little girl who answered "King of the Road" with the smash "Queen of the House."
“This is the fourth version of this fine tune and it’s the best of them all! Would you believe—Mantovani with a beat?”

Bill Gavin

Games That Lovers Play

MANTOVANI

45-20015

LONDON®
The Festival of Roses Bouquet To RCA's 'L'Amore Se Ne Va'

By GERMANO RUSCITTO

ROME — "L'Amore Se Ne Va" (Love Goes Away), published by Edizioni Musicali RCA, won the third edition of the "National Festival of the Roses of the Italian Song" Friday (14). Performers were Carmen Pagano, who was second at the 1966 Aria Citta di Napoli contest, and Luisa Cassilli, another new talent from Fox Records of Gabriels Abbaie, manager director of Edizioni Con- nelly. He revived his record production only a month ago after a year's absence in this field. Fox Records catalog is dis- tributed by Vedette Records. Although there was no official scoring, the jury gave 630 points to the winning song: 130 points to "Quando Il Sole Chiede Gil Gechi" (When the Sun Closes His Eyes), published by Curci; 120 points to "C'Era Un Ragazzone Che Non Era Bene" (There Was a Boy Who Liked Me Loved Me), published by Edizioni Musicali RCA; and 90 points to "Per- donaci" (Forgive Us), published by Durium. The second song was penned by Pino Do- naggio, who also performed it and was supported on the sec- ond turn by El Bano. Both are associated with Rosso del Pescatore, the Italian EMI.

The third song was sung by Gianni Morandi, RCA Italiana, and his composer, Mauro Lucini. It is a protest song and marks a turning point in Morandi's repertoire which included regal- lar songs up to now. Lucini's song in the Bob Dylan style. Three anti-war protest songs competed in the festival. Mora- ndi's song was censored by the Italian Radio Television State Company (R.F.A.TV.), which aired the final night, and part of the lyrics referring to the Vietnam war were changed. "Brennero '66" (the name of a mountain pass on the Italian- Austrian border, was also cen- sored because it was clearly re- ferred to the incidents arising in that area. This title song was released by "Italese La Silenzio" (The Bell's of Silence) and most of the lyrics were also changed, so that the song prac- tically became on old-style mountain folk song.

Only "Ch'Asure Contro La Guerra" (Guerra Against War), written by Saar's Umberto, a trio and spontaneous sang against any war remained unaltered. Fourth song performed by Little Tony, Durium.

(Continued on page 36)

Rifi Will Market Kangaroo Records

By GERMANO RUSCITTO

MILAN — "Kangaroo" rec- ords, which are marketed according to Giovannabattista Arnoldi, chairman of the company.

Rifi will market a single series of holiday albums by Giacinta, Iva Zanetti, John- y and Michelle, Mario Anzi- dei, Paolo Risi and Mario Gaber. Each of these records will have a with a cello containing a single, are all of the style. only a single will be released by Rifi under the pop label in December 1965. Pop records' retail price is 400 lire (46 cents), while Rifi regular records with a price list $1.50, the average Italian price for single. The "kangaroo" and the "baby" will be sold at total 750 lire, which means that the pocket record is given free.

Ten new singles were sold with a free full-color poster of the artist. Three of 10 were hits: "Tema," by I Giangli, "Se Telephoneando," by Mina and "Fra Noi," by Iva Zanetti, while most of the others were good, with initial sales of approximately $50,000.

During the summer Rifi launched the "record poster" operation. Ten new singles were sold with a free full-color poster of the artist. Three of 10 were hits: "Tema," by I Giangli, "Se Telephoneando," by Mina and "Fra Noi," by Iva Zanetti, while most of the others were good, with initial sales of approximately $50,000.

This operation pushed Rifi's summer sales to about 1,500,000 units, according to Arnoldi.

6 German Firms Cut Prices In Special Discount Offers

HAMBURG — Six German companies are offering special prices to regular buyers of their album series this fall. Using subscription mailing techniques, some firms are slashing prices by more than 30 per cent with their offers in a bid to boost pre-Christmas sales. Eleven such sets are on sale.

Most expensive is German Grammophon's complete collection of Beethoven's piano Sonatas, which normally sells for $70, but is cut for subscription buyers to only $36.00.

Teldes inc is a luxuriously packed, one retailing for $12.50 called "The Stars Are Singing." First three successes of such artists as Joseph Schmidt, Dale Anderson, Peter Anders and Erna Sack. DGG also put out the first production of the "Te Deum" by Nicolai to mark the 175th anniversary of the founding of Germany's oldest choir, The Berliner Singakademie.

And Herbert Von Karajan has recorded for DGG the first and second sets of Wagner's Christi Church in Berlin-Dahlem. The complete edition will be released in March next year to tie in with the Salzburg Festival. Cast of the record is Regine Crespin (Brunnhilde), Gundula Janowitz (Sieglinde), Josephine Rieche (Brunnhilde), Thomas Stewart (Wotan), Marti Tubalo (Hunding) and Jon Vickers (Siegmund), with the Berlin Philharmonic, which also plays the complete opera and concert program at the Salzburg Easter Festival.

Mex. Cap. Inks Singing Family

MEXICO CITY—Capitol de Mexico signed one of the world's biggest Latin recording contracts. Los Hermanos Zavala, last week. The 13-artist group has been performing for 17 years. From 1961 to 1963 they entertained 80,000 U. S. troops in Europe.

Capitol will use the Zavala recordings to promote their new release, "Leyenda," on Capitol's Mexican label. The latter is a collection of their best songs, including "Leyenda," which will be released in the U.S. next year.

Ezio Radaelli, left, Maria Luisa Pisan, OMA's manager director and Gianni Ravera, chief of news, hands. With them is Angelo Facenna, OMA's ad-
A powerful rendition of a great Bob Dylan song

"Babe you've been on my mind"

sung by the Kingston Trio

DECCA RECORD 32040

DECCA RECORDS, a division of MCA, Inc.
Compromise Bringing ARD GVL to Accord in Few Weeks

By OMER ANDERSON

COLOGNE—West Germany’s radio disk music market is ha in the process of being compromised.

Substantial progress was made by representatives of the ARD radio network and the GVL, the performing artists society, at a meeting in Frankfurt. A new agreement is expected to be reached within a few weeks.

The GVL, taking advantage of new copyright legislation, secured a royalty stra for a tenfold hike in its ARD royalty payments—from $500,000 annually to $6 million. It is understood that the GVL has significantly reduced its demands under programming pressure from the radio network. The figure now up against is $1 million.

Both sides are now speaking of “constructive proposals” which are under negotiation.

The current bonmike is in stark contrast to the frozen positions which have prevailed since last April, when the GVL sprung its tenfold jump demands. These demands were rejected by the ARD out of hand, and the network retaliated with its own tenfold step—a tenfold reduction in the amount of GVL-controlled music programmed over its entire network.

Cuts Back Gradually

Recorded music was cut back gradually over a period of months, with a further reduction in force now at nearly all stations affiliated with the ARD, West Germany’s only network. There is a discernible deterioration in the resolution and efficiency with which disk music has been banished from the radio.

With the end of the ARD of running a bell when the network first threatened to replace recorded music with live music and taped music from its own archives.

The stations have been flooded with protests by the listeners, but the ARD has stood its ground.

The undertaking, a result of the ARD’s acceptance of the way things are, is a significant contribution to the renaissance of West German radio, which has been in a state of collapse for some time.
THE GIANT
OF OUR TIME!

NEIL DIAMOND

"I GOT THE FEELIN"
(OH NO NO)

B536 PRODUCED BY JEFF BARRY AND ELLIE GREENWICH

BANG RECORDS

WWW.AMERICANRADIOHISTORY.COM
Germany Paradise to Touring Pop Artists

BONN—West Germany has become the promised land for touring U.S. and British pop artists. Currently touring the Bonn republic are the Swingle Singers, winner of a 1966 Grammy in the U.S. Johnny Mathis, Graham Bonney, the Beach Boys, Peter & Gordon and the Lords.

There is apparently invariable demand in West Germany for pop music artists, who are being booked at this country's biggest halls. For example, Johnny Mathis is appearing at the Salzburg Festival House and the Hamburg Opera House; Les Swingle Singers at the Salzburg Festival.

JFK's Son Honored In Philips' Record

PARIS—Philips this week released a France Gall record, "Bonsoir, Johnny" ("Goodnight, Johnny") which is dedicated to the son of the late President Kennedy.

The song is published in France by Editions Bagatelle and the back cover of the LP bears a sketch of John Kennedy Jr. carrying the American flag.

Morandi Records

ROME—Gianni Merandi of RCA Italiana sold 5 million records during the last three years, not 2 million as previously reported.

Support Gains On Pub Market

PARIS—Bernard Chevry, organizer of the first International Record and Music Publishing Market which will be held in Cannes from Jan. 30 to Feb. 4, 1967, reports growing support throughout Europe for the venture.

Already more than 60 organizations from France, Britain, Belgium, Italy, Yugoslavia, Spain and Germany have subscribed to be represented in the Palais des Festivals in Cannes and additional office accommodation is being arranged.

From The Music Capitals of the World

LAS VEGAS

The Happy Jesters, currently appearing in the lounge at Desert Inn, will be two guests on the Ed Sullivan TV show, in January, the other in April.

Richard Davis, independent motion picture producer in New York, has signed Aladdin Hotel star Jackie Martyniuk for a four-picture deal starting February... Peter Lind Hayes flew into town from New York to visit his mother Grace Hayes... Joe Glaser, president of A
cienl Booking Corp., was on side for Jackie Wilson's debut at the Riviera Hotel Oct. 14.

U.K. Piano Solo Up

LONDON—Backed by a powerful new campaign on British radio, theadians' piano sales are booming. The first eight months of the year total home market sales were 4,483, 15 per cent more than in the same period last year.

Francois Mincip, former director general of La Voce del Padrone in Milan, has been appointed president-director general of IME Pathe-Marcioni (France), succeeding G. E. Cross who has left the company after holding the post for seven years.

THE JAZZ SOUND FOR EVERYONE

New! Solid! for October

ROUGH 'N TUMBLE

Stanley Turrentine

FREE FORM

Donald Byrd

Cecil Taylor

The All Seeing Eye

Wayne Shorter

(Continued on page 39)
YOU RECEIVED THE RECORD A WEEK AGO
YOU'RE UNDOUBTEDLY PLAYING IT NOW

CHRIS MONTEZ

TIME
AFTER
TIME

ISN'T IT FANTASTIC!

AM RECORDS

822
CHICO HITS WITH HIS NEW SINGLE

CHICO HAMILTON

EVIL EYE

b/w

MONDAY MONDAY

Impulse A-249

CHICO HITS AGAIN WITH HIS NEW ALBUM AND HIS BEST-SELLING IMPULSE CATALOG

THE FURTHER ADVENTURES OF EL CHICO

A-8114 THE FURTHER ADVENTURES OF EL CHICO

A-82 CHIC CHIC CHICO
(also Stereo #80082, 4 track reel to reel #2007)

A-9162 EL CHICO
(also Stereo #49102)

A-28 PASSIN' THRU
(also available Stereo #80029)

A-9162 EL CHICO
(also Stereo #49102)

A-89 MAN FROM TWO WORLDS
(also 8 track stereo reel to reel #2003)

IMPULSE!

BEST WISHES TO MUSIC OPERATORS OF AMERICA

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A SUBSIDIARY OF AMERICAN BROADCASTING COMPANIES, INC.
HITS OF THE WORLD

BRITAIN

(Counted Record Retailer)
The Week
1  1 DISTANT DRUMS—Dee, Dozy, Brains (RCA Victor—Ed. Ina)
2  19 BEACH BALL—J. B. Burke (Columbia—Mojo—Bel)
3  2 BEND—Davey, Jesse, Brad (Mercury—Bel)
4  I CAN'T CONTROL—The Comets (Parlophone—Bel)
5  3 FREE—Rick James (Fantasy—Bel)
6  WINDSOR CATHEDRAL—New Vandaveer Band (Capitol—Bel)
7  4 KC AND THE SUNSHINE CORNERS—Harmony (Capitol—Bel)
8  5 I'M NOT YOUR MOTHER—Rolling Stones (Decca—Bel)
9  6 YOU CAN'T HURRY LOVE—Beatles (Parlophone—Bel)
10  7 STICK IT UP—The Beatles (Parlophone—Bel)
11 11 ALL I SEE IS YOU—Dusty Springfield (Philips—Bel)
12  8 WALK WITH ME—Bert Kaempfert (Capitol—Bel)
13  9 LITTLE MAN—Sonny and Cher (Scepter—Bel)
14 10 SUNNY—George Hamilton IV (Decca—Bel)
15  7 TO THEM—George Jones (Vanguard—Bel)
16  6 LADY GODIVA—Pete and the Pirates (Mercury—Bel)
17  5 NO MILK TODAY—Stevie Wonder (Tamla—Bel)
18  4 ANYTHING—Frankie Palmeri (Palmeri—Bel)
19  3 I DON'T CARE—Los Braves (Decca—Bel)
20  2 I'VE GOTTEN UNDER MY SKIN—Jimi Hendrix (Columbia—Bel)
21  1 TIME TO SAY GOODBYE—Charlie Rich (Columbia—Bel)
22  7 SUNNY—Bobby Heborn (Scepter—Bel)
23  6 DEAR MR. ABBAEPEE—Mama Cass Elliot (Scepter—Bel)
24  5 BORN TO BE A WOMAN—Sandi Shaw (Scepter—Bel)
25  4 TRUE—Skeeter Davis (Brunswick—Bel)
26 36 ASHES TO ASHES—Mindbenders (Fontana—Bel)
27 35 I CAN'T HELP MYSELF—Four Tops (Tamla—Bel)
28 34 DOченE'—Johnny Hallyday (Philips—Bel)
29 33 LE DÉSECTEUR—Les Chaussettes VERTES (A2.—Fran—Bel)
30 32 WISH ME PLEASE—Frank Potash (Ariola—Bel)
31 31 HOW...—Les Chaussettes VERTES (A2.—Fran—Bel)
32 30 CHERYS GOIN' HOME—Winston Foulkes (Parlophone—Bel)
33 29 HOLLAND AMSTERDAM—Leukoplast (Philips—Bel)
34 28 LE CARNAGE DE LARA—Compagnie de la chanson (CBS—France—Bel)
35 27 CELINE—Hugues Aufray—(CBS—France—Bel)
36 26 ANGELIQUE—Michel Delpech (CBS—France—Bel)
37 25 QUELL'EST BELL'E—Les Chaussettes VERTES (A2.—Fran—Bel)
38 24 LITTLE LOVE—Frank Sinatra (Decca—Bel)
39 23 BLACK IS—Les Chaussettes VERTES (A2.—Fran—Bel)
40 22 ROGER—Graham Bonney (Columbia—Bel)
41 21 SUMMER—The Rolling Stones (Decca—Bel)
42 20 WHEN I'M...—The Rolling Stones (Decca—Bel)
43 21 A DAY WITHOUT YOU—The Beatles (Parlophone—Bel)
44 24 WORK IT ON IN A COLD COMIN'—Zoe—Moe—Edwin—Ike—(Ed.—Bel)
45 23 MERRY CHRISTMAS—Amos Milburn (Budd—Bel)
46 22 IN THE DAYS OF LOVE—Andy Williams (CBS—Bel)
47 21 SUMMER SKY—The Beach Boys (Warner—Bel)
48 20 TRUE LOVE—The Rolling Stones (Decca—Bel)
49 29 HOW...—The Shadows (Columbia—Bel)
50 28 DAVE IT—Davey, Jesse, Brad (Mercury—Bel)

FRANCE

This Week
1  C'EST COST—Johnny Hallyday (Philips—Bel)
2  LE DÉSECTEUR—Les Chaussettes VERTES (A2.—Fran—Bel)
3  WISH ME PLEASE—Frank Potash (Ariola—Bel)
4  HOLLAND AMSTERDAM—Leukoplast (Philips—Bel)
5  LE CARNAGE DE LARA—Compagnie de la chanson (CBS—France—Bel)
6  CELINE—Hugues Aufray—(CBS—France—Bel)
7  ANGELIQUE—Michel Delpech (CBS—France—Bel)
8  QUELL'EST BELL'E—Les Chaussettes VERTES (A2.—Fran—Bel)
9  LITTLE LOVE—Frank Sinatra (Decca—Bel)
10  BLACK IS—Les Chaussettes VERTES (A2.—Fran—Bel)

GERMANY

(Counted Record Retailer, Berlin)

This Week
1  MOTHER'S LITTLE HELPER—The Rolling Stones (Decca—Bel)
2  MEIN LEBENS—Die Backen (Columbia—Bel)
3  LIEBEN...—Les Chaussettes VERTES (A2.—Fran—Bel)
4  TRUE LOVE—The Rolling Stones (Decca—Bel)
5  BLACK IS—Les Chaussettes VERTES (A2.—Fran—Bel)

ITALY

(Counted Record Retailer, Milan)

This Week
1  YOU DON'T HAVE TO SAY YOU LOVE ME—Ciccolini (Columbia—Bel)
2  RAING—Euripide '84 (CBS—Bel)
3  YELLOW SUBMARINE—The Beatles (Parlophone/ME—Bel)
4  SONG...—The Beatles (Parlophone/ME—Bel)
5  THEM...—The Troggs (CBS—Bel)

PHILIPPINES

(Exactly local origin)

This Week
1  CAN'T HELP MYSELF—Four Tops (Tamla—Bel)
2  DANCE IT—Davey, Jesse, Brad (Mercury—Bel)
3  TRUE...—The Shadows (Columbia—Bel)
4  BLUES—Bravos (Philips—Bel)

JAPAN

(Exactly local origin)

This Week
1  YUME WA YORU HIRAKU—GENE... (CBS—Bel)
2  KOOKOTSU NO—JASRAC/“Hikaru Ace” (CBS—Bel)
3  TAMELE—JASRAC (CBS—Bel)
4  NO...—JASRAC (CBS—Bel)
5  GIQUI NO—JAYMARC (CBS—Bel)

HOLLAND

(Exactly local origin)

This Week
1  SUNNY—Bobby Heborn (Scepter—Bel)
2  I'LL...—Ronnie Cutler (Parlophone—Bel)
3  I LOVE YOUR DOG—Caesar and Cleo (Parlophone—Bel)
4  CAN'T GET YOU INTO MY LIFE—C.C. Bennett and the Blue Beats (Decca—Bel)
5  100 YEARS OF THE WORLD—Marni (Decca—Bel)

NEW ZEALAND

(Exactly local origin)

This Week
1  SAVAGE—The Who (Decca—Bel)
2  YELLOW SUBMARINE—The Beatles (Columbia—Bel)
3  THE COMING—GENE—Bel

From The Music Capitals of the World

La locomotive The Beach Boys and Peter Torker will star in a European tour. "In Mexico," according to the Beatles' French label, "is a possible visit. They are planning a tour of Spain later this year." CBS has released a new LP by Donovan who visits Paris next month for a second working trip. The English singer will also play one concert in Paris on his European tour next year. "In France," according to the Beatles' French label, "is a possible visit. They are planning a tour of Spain later this year."
WHAT'S NEW!
Sonny Stitt
on the varitone
FROM THE HIT ALBUM
(S) R25343
AND THE SMASH SINGLE
"MORGAN'S SONG"
b/w "WHAT'S NEW"
ROULETTE 4701
AND DON'T MISS
"THE MATADORS"
MEET THE BULL: STITT"
ROULETTE 25339
Featuring:
SONNY STITT

FIREWORKS
THE SINGLE
T475
THE ALBUM
(S) LP1146
"BANG! BANG!"
"PUSH, PUSH, PUSH"
THE JOE CUBA SEXTET

AND COMING:
TOMMY JAMES AND THE SHONDells
"IT'S ONLY LOVE"
"DON'T LET MY LOVE PASS YOU BY"
ROULETTE 4710
AND THEIR BRAND NEW SMASH ALBUM
AS GOES LIBERTY STEREO-TAPE
THE BEST SHAPE ENTERTAINMENT HAS EVER BEEN IN!

LIBERTY STEREO-TAPE—a leader in the exciting new world of tape cartridges... First with complete full-color cartridge graphics... First with completely indexed illustrated consumer catalog... First with self-service browser divider system... First with technical information sales aid bulletins.
NOW, we continue to innovate, with the all-new: Full-color Fall-release window display... “Cartridges Available Here” in-store display... Complete illustrated full-color catalog... and brand-new separate 4-track and 8-track browser divider systems, each featuring artist and category dividers.

ANOTHER INNOVATION! ALL-STAR CUSTOM SERIES

Exciting... Varied... 4-Track and 8-Track Fall Release!

HEARD EVERYWHERE!
<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist/Artist(s)</th>
<th>Label/Producer</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Three Dog Night</td>
<td>Manfred Mann</td>
<td>A&amp;M</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>revolver</td>
<td>Liverpool Beatles</td>
<td>EMI</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>DR. ZHIVAGO</td>
<td>Robert Morley</td>
<td>RCA</td>
<td>34</td>
</tr>
<tr>
<td>5</td>
<td>WHAT NOW MY LOVE</td>
<td>Peter, Paul &amp; Mary</td>
<td>Reprise</td>
<td>28</td>
</tr>
<tr>
<td>6</td>
<td>THE MONKEES</td>
<td>The Monkees</td>
<td>Atco</td>
<td>17</td>
</tr>
<tr>
<td>7</td>
<td>and then...along comes the association</td>
<td>The Association</td>
<td>A&amp;M</td>
<td>8</td>
</tr>
<tr>
<td>8</td>
<td>LOU RAWL'S SOULIN'</td>
<td>Lou Rawls</td>
<td>CBS</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>THE IMPOSSIBLE DREAM</td>
<td>The Beatles</td>
<td>Capitol</td>
<td>16</td>
</tr>
<tr>
<td>10</td>
<td>somewhere my love</td>
<td>The Miracles</td>
<td>Epic</td>
<td>16</td>
</tr>
<tr>
<td>11</td>
<td>THE KINGS GREATEST HITS</td>
<td>The Isley Brothers</td>
<td>Mercury</td>
<td>16</td>
</tr>
<tr>
<td>12</td>
<td>the sound of music</td>
<td>Millie Jackson</td>
<td>Epic</td>
<td>7</td>
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<td>13</td>
<td>STRANGERS IN THE NIGHT</td>
<td>The Small Faces</td>
<td>Columbia</td>
<td>20</td>
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<tr>
<td>14</td>
<td>SUNSHINE SUPERMAN</td>
<td>Bobby Darin</td>
<td>Capitol</td>
<td>6</td>
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<tr>
<td>15</td>
<td>WADE IN THE WATER</td>
<td>The Manhattans</td>
<td>Mercury</td>
<td>8</td>
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<tr>
<td>16</td>
<td>LOU RAWL'S LIVING</td>
<td>Lou Rawls</td>
<td>CBS</td>
<td>8</td>
</tr>
<tr>
<td>17</td>
<td>going places</td>
<td>The Rolling Stones</td>
<td>Atlantic</td>
<td>35</td>
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<td>18</td>
<td>ATTITUDE</td>
<td>The Turtles</td>
<td>Capitol</td>
<td>17</td>
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<td>19</td>
<td>SERGE MONTGOMERY</td>
<td>Serge Gains</td>
<td>Decca</td>
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<tr>
<td>20</td>
<td>SINATRA AT THE SANDS</td>
<td>Frank Sinatra</td>
<td>Reprise</td>
<td>11</td>
</tr>
<tr>
<td>21</td>
<td>THE EXCITING WILSON PICKETT</td>
<td>The Excitons</td>
<td>Capitol</td>
<td>6</td>
</tr>
<tr>
<td>22</td>
<td>THE BEST OF THE ANIMALS</td>
<td>The Animals</td>
<td>Capitol</td>
<td>23</td>
</tr>
<tr>
<td>23</td>
<td>WONDERFULNESS</td>
<td>The Miracles</td>
<td>Epic</td>
<td>23</td>
</tr>
<tr>
<td>24</td>
<td>GETTIN' READY</td>
<td>The Osmonds</td>
<td>Columbia</td>
<td>17</td>
</tr>
<tr>
<td>25</td>
<td>BEST OF THE BEACH BOYS VOL. 1</td>
<td>The Beach Boys</td>
<td>Capitol</td>
<td>35</td>
</tr>
<tr>
<td>26</td>
<td>HIS HITS (High Tide and Grizzly)</td>
<td>The Coasters</td>
<td>Mercury</td>
<td>29</td>
</tr>
<tr>
<td>27</td>
<td>SOUTH OF THE BORDER</td>
<td>The Ventures</td>
<td>Epic</td>
<td>11</td>
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<tr>
<td>28</td>
<td>BILL COSBY IS A VERY FUNNY FELLOW.</td>
<td>Bill Cosby</td>
<td>MGM</td>
<td>36</td>
</tr>
<tr>
<td>29</td>
<td>ANIMALIZATION</td>
<td>The Animals</td>
<td>Capitol</td>
<td>10</td>
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<tr>
<td>30</td>
<td>FIFTH DIMENSION</td>
<td>The Four Tops</td>
<td>ABC</td>
<td>11</td>
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<tr>
<td>31</td>
<td>BLONDIE ON BLONDE</td>
<td>Blondie</td>
<td>Liberty</td>
<td>6</td>
</tr>
<tr>
<td>32</td>
<td>THE LONELY BO Yuletide Edition</td>
<td>The Beach Boys</td>
<td>Capitol</td>
<td>13</td>
</tr>
<tr>
<td>33</td>
<td>THE PETER PAUL AND MARY ALBUM</td>
<td>Peter, Paul &amp; Mary</td>
<td>Reprise</td>
<td>10</td>
</tr>
<tr>
<td>34</td>
<td>GO AHEAD AND CRY</td>
<td>Bobby V.</td>
<td>Epic</td>
<td>10</td>
</tr>
<tr>
<td>35</td>
<td>TENDER LOVING CARE</td>
<td>The Four Tops</td>
<td>ABC</td>
<td>10</td>
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<tr>
<td>36</td>
<td>ON WITH THE TIMES</td>
<td>The Four Tops</td>
<td>ABC</td>
<td>10</td>
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<tr>
<td>37</td>
<td>MAMA</td>
<td>The Young Rascals</td>
<td>United Artists</td>
<td>6</td>
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<tr>
<td>38</td>
<td>IF YOU CAN BELIEVE YOUR EYES AND EARS</td>
<td>The Miracles</td>
<td>Epic</td>
<td>4</td>
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<tr>
<td>39</td>
<td>PET SOUNDS</td>
<td>The Manhattans</td>
<td>Mercury</td>
<td>8</td>
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<tr>
<td>40</td>
<td>WHY IS THERE A REASON FOR THIS?</td>
<td>The Four Tops</td>
<td>ABC</td>
<td>8</td>
</tr>
<tr>
<td>41</td>
<td>YESTERDAY AND TODAY</td>
<td>The Four Tops</td>
<td>ABC</td>
<td>6</td>
</tr>
<tr>
<td>42</td>
<td>JOHNNY RIVERS GOLDEN HITS</td>
<td>Johnny Rivers</td>
<td>Columbia</td>
<td>6</td>
</tr>
<tr>
<td>43</td>
<td>I COULDN'T LIVE WITHOUT YOUR LOVE</td>
<td>The Drifters</td>
<td>Colpix</td>
<td>9</td>
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<tr>
<td>44</td>
<td>THE BEST OF HERMAN'S HERMITES</td>
<td>Herman's Hermits</td>
<td>Epic</td>
<td>9</td>
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<tr>
<td>45</td>
<td>WILD THINGS</td>
<td>The Four tops</td>
<td>ABC</td>
<td>7</td>
</tr>
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<td>46</td>
<td>RED RUBBER BALL</td>
<td>The Four Tops</td>
<td>ABC</td>
<td>7</td>
</tr>
<tr>
<td>47</td>
<td>MIDNIGHT RIDE</td>
<td>The Four Tops</td>
<td>ABC</td>
<td>7</td>
</tr>
<tr>
<td>48</td>
<td>OUR WEDDING ALBUM OR THE GREAT SOCIETY AFFAIRS</td>
<td>The Great Society Affair</td>
<td>Epic</td>
<td>7</td>
</tr>
<tr>
<td>49</td>
<td>THE TIME OF MY LIFE</td>
<td>The Four Tops</td>
<td>ABC</td>
<td>7</td>
</tr>
</tbody>
</table>

Note: The above chart is a snapshot of the Billboard Top LPs chart for the week ending October 29, 1966. It includes various hit records from that era and is presented in a table format.
MEXICO CITY — Lear Jet licensed Majestic Electronics to manufacture the Lear Home Deck 8-track player in Mexico. Advertisement designer Kenneth E. Miller of Lear and Victor Rivero Azaurre of Majestic, who oversee the operation, were the originators of the concept.

A new company has been formed for the project. Sonox-mex, S.A., will try to get Mex-ico's first 8-track player on the market by Jan. 1. Unit will be sold for the public to about $44, according to a Sonox-mex spokesperson. Sonox-mex will also manufacture a unit for the industry here. A basic model with preamplifier only, in 115-volt versions for home and 12-volt versions for cars, will be plugged into existing speakers. It's a licenced model. Lear Jet has no financial interest in Sonox-mex.

**Hanged-On Unit**

Car owners will be offered a "hanged-on" unit to be used in conjunction with their own units. Leaders will be manufactured in Mexico. Only imported parts in the new, all-Mexican players heads. Units will be sold through Majestic's nationwide distribution system and to any manufacturer for integration in his own models.

Sonox-mex will be housed in Majestic's Mex-Oth factory. Mex-Oth manufactures loudspeaker, IF transformers, coils, ferrites, cones, spiders, etc. All the electronic parts and a majority of the mechanical parts will be manufactured by Ma-jestic's group of companies. Only 4-track players are on the market now. One is a partially made-in-Mexico offering; the other is imported. Several record companies now produce 4-track cartridges. Both Musart and Peerless have recorded mostly national repertoire on their 4-track.

RCA Victor has already said (Billboard, Aug. 27) it will only produce 8-track cartridges in Mexico, and is waiting for an 8-track dealer to begin production. Nearly 8 per cent of its cartridge production will be vinyl.

**Reliability**

If the player is on the market, locally manufactured cartridges should be forthcoming.

**ITCC 'Programs' Cartridge Series**

NEW YORK — Billed as "The Roulette Parade of Stars," International Tape Cartridge Corp. begins shipment Oct. 25 of a "programmed" Cartridge Series. Each cartridge, said ITCC President Larry Finley, has been especially programmed for auto and home listening, featuring a variety of artists. It's the first time in history that a cartridge that the selections as well as the artists have been panelized to a radio station's programming to give consumers a variety of artists. One of the more popular features is a "nerve" feature featuring live reproduction for ideal listening.

Finley had indicated the possibility of such a programmed cartridge on Billboard's recent Cartridge Conference in Chicago. The cartridge series was developed over three months of work by Morris Levy, president of Roulette Records; Jerry Counts, sales manager for Roulette; and Fin-ley. It includes 20 single-album cartridges and 20 double-album cartridges in 8-track, plus 20 single-album cartridges in 4-track.

**32 Releases In 3M Batch**

ST. PAUL, Minn. — Bill Cosby, Barbra Streisand and the original cast recording of "Mame" are among the latest 32 releases in 3M Co.'s tape cartridge system. It's billed as the newest brand name. In addition to "Mame" and the Streisand album, the company is also releasing a "Columbia" feature Paulee Revere & the Raiders, Percy Faith, the Beach Boys, Burt Bacharach, The Dr. Hook, Fats Domino, The Righteous Brothers, The Rolling Stones, and The Osmonds, and the American Symphony Orchestra's "Nutcracker Suite." The 3M releases are presented by the "Columbia" label. The label selection is "Persuasive Percusion 1966" on Commandoit, and "Lazlo Somogyi and the Vienna Symphony Orchestra."
LONDON presents a POWER PACKED PAIR!

Stereo PS 491
Mono LL 3491

bachelors' girls

Stereo PS 83003
Mono PR 73003

black is black
los bravos

JUST RELEASED - IMMEDIATE REACTION!

THEIR 1st LP A CHART BREAKER!
'Pilfer-Proof' Rack Unveiled by ITCC

NEW YORK—The International Tape Cartridge Corp. has come up with what ITCC's president Larry Finley claims to be the first truly "pilfer-proof" stereo tape CArtridge rack. The first shipments of this rack were made last week to ITCC distributors.

The ITCC pilfer-proof rack requires only 18 square inches of floor space, but, at the same time, permits the customer to actually touch the cartridge and not to hide the cartridge behind glass doors.

In addition to the 262 cartridges that are permanently displayed, eight different side panels of the logo's of 43 different labels duplicated and distributed by ITCC can be seen.

A large sign in three colors calls the consumers attention to the rack. Other features include stacking of the tapes in multiples of three so that a tape may be taken from any place in a row without disturbing the stacking of the cartridges above and below. Another feature is that the "pilfer-proof" arrangement can be effected without the use of lock and key.

Larry Finley stated that racks are available only to dealers through ITCC distributors.

Motorola Marketing Own 8-Track Player

CHICAGO—Motorola, which has been providing car tape CArtridge players to Ford, is now shipping its own auto player, according to C. J. Gentry, manager of radio products for Motorola Consumer Products, Inc.

Launched with the new product is a promotional drive including in-car dealer demonstrations, counter-top displays, window banners and, for a limited time, free 40-minute tapes to player purchasers.

Designated Model TM7062, the new unit carries the manufacturer's suggested retail price, optional to dealer, of $125.95.

RCA Push on Stereo Tracks

NEW YORK—RCA Victor is engaged in an intensive fall advertising and promotion campaign for its stereo 8-track tape CArtridgEs. The ads are being illustrated by Victor artists who have stereo equipment in their cars and homes, such as Lena Horne, Arthur Fiedler, Peter Nero, Al Hirt and Henry Mancini. There also will be an ad devoted to the soundtrack tape of "The Sound of Music."

Motorola Marketing Own 8-Track Player

An under-dash model, the TM7068, boasts such features as dual-stereo negative ground electrical systems, solid-state chassis with 13 transistors and one diode, dual channel amplifier providing an audio response of 50 to 10,000 cycles per second, a balance control knob on the right side of the unit to permit balance of left and right stereo channels and variable tone control.

A dual speaker kit, KM13S, with a suggested list of $15.95, is available as optional equipment.

Top records of the week

Compiled by Billboard

Send and Recording Artist

1. Summer in the City—Lovin' Spoonful
2. Lily, Who)—Vanilla Fudge
3. They're Going to Take Me Away—Napoleon XIV
4. See You In September—Hank Benge
5. I Know What Kids Like—Bill Withers
6. I Can't Help Myself—Pealz Clark
7. I Almost Lost My Mind—Burl Ives
8. West Side Story—Richard M. Sherman and Robert B. Sherman
9. I'm a Believer—The Monkees
10. My Sally Went to Meeting—The Grasskippers
11. Where Would You Be—Duane Eddy
12. I Can't Help Myself—Al Green
13. The Eve—Oliver Nelson
14. Summer—Gil Scott-Heron
15. The Most Important Days—The Who
16. The Wild One—Francis Albert Sinatra
17. The Other Side of Sleep—The Beatles
18. Let's Dance—Bobby Darin
19. Land of 1,000 Dances—Bill Flett

Top 20 records

19.10

Some 980,000 families see Billboard's top records of the week

In the Philadelphia Inquirer special Sunday amusement section

An important reader feature from Philadelphia's leading daily newspaper.

Exclusive advance information supplied to America's leading consumer newspapers as a record industry service by BILLBOARD.
<table>
<thead>
<tr>
<th>Position &amp; Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 IF YOU CAN BELIEVE YOUR EYES AND YOUR AM</td>
<td>The Man's &amp; The Woman's &amp; The Paula's</td>
<td>Dunhill 21-270A</td>
</tr>
<tr>
<td>2 STRANGERS IN THE NIGHT</td>
<td>Frank Sinatra</td>
<td>Reprise 10-47A</td>
</tr>
<tr>
<td>3 SOUL AND INSPIRATION</td>
<td>The Righteous Bros.</td>
<td>Verve 21-28A</td>
</tr>
<tr>
<td>4 BOOTS</td>
<td>Nancy Sinatra</td>
<td>Reprise 10-36A</td>
</tr>
<tr>
<td>5 TRINI LOPEZ AT PJ's</td>
<td>Trini Lopez</td>
<td>Reprise 10-117A</td>
</tr>
<tr>
<td>6 EVERYBODY LOVES SOMEBODY</td>
<td>Dean Martin</td>
<td>Reprise 10-20A</td>
</tr>
<tr>
<td>7 ROY ORBISON'S GREATEST HITS</td>
<td>Roy Orbison</td>
<td>Monument 21-36A</td>
</tr>
<tr>
<td>8 DOWNTOWN</td>
<td>Petula Clark</td>
<td>W-B 10-246A</td>
</tr>
<tr>
<td>9 HOUSTON</td>
<td>Dean Martin</td>
<td>Reprise 21-34A</td>
</tr>
<tr>
<td>10 PIPELINE</td>
<td>The Chantays</td>
<td>Dot 21-117A</td>
</tr>
<tr>
<td>11 IN THE WIND</td>
<td>Peter, Paul &amp; Mary</td>
<td>W-B 50-110A</td>
</tr>
<tr>
<td>12 JUST ONCE IN My LIFE</td>
<td>The Righteous Bros.</td>
<td>Philips 21-242A</td>
</tr>
<tr>
<td>13 SEPTEMBER OF MY YEARS</td>
<td>Frank Sinatra</td>
<td>Reprise 10-28A</td>
</tr>
<tr>
<td>14 DAYS OF WINE AND ROSES—MOON RIVER AND OTHER ACADEMY AWARD WINNERS</td>
<td>Frank Sinatra</td>
<td>Reprise 10-15A</td>
</tr>
<tr>
<td>15 THE KINKS GREATEST HITS</td>
<td>The Kinks</td>
<td>Reprise 21-39A</td>
</tr>
<tr>
<td>16 THE PETE, PAUL AND MARY ALBUM</td>
<td>Peter, Paul &amp; Mary</td>
<td>W-B 50-194A</td>
</tr>
<tr>
<td>17 THE BEST OF THE EVERY BROTHERS</td>
<td>The Everly Bros.</td>
<td>W-B 21-30A</td>
</tr>
<tr>
<td>18 YOU'VE LOST THAT LOVIN' FEELIN'</td>
<td>The Righteous Bros.</td>
<td>Philips 21-244A</td>
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<tr>
<td>19 THE HIT SOUND OF DEAN MARTIN</td>
<td>Dean Martin</td>
<td>Reprise 10-45A</td>
</tr>
<tr>
<td>20 NANCY IN LONDON</td>
<td>Nancy Sinatra</td>
<td>Reprise 10-45A</td>
</tr>
<tr>
<td>21 WHAT KIND OF FOOL AM I</td>
<td>Sammy Davis, Jr.</td>
<td>Reprise 10-11A</td>
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<td>Pekka Clark</td>
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<td>47 MOVING</td>
<td>Peter, Paul &amp; Mary</td>
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<td>48 (REMEMBER ME) I'M THE ONE WHO LOVES YOU</td>
<td>Dean Martin</td>
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<td>49 SOME BLUE-EYED SOUL</td>
<td>The Righteous Bros.</td>
<td>Moonglow 21-17A</td>
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<td>50 BABY DON'T DO</td>
<td>Sonny &amp; Cher and Friends</td>
<td>Reprise 21-330A</td>
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FROM THE WORLD'S LARGEST 4 & 8 TRACK CARTRIDGE LIBRARY. FROM $1.19 PER CARTRIDGE.

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COUNTRY MUSIC

Material, Act Key To Artist: Thompson

LOS ANGELES — The key for today's new country artist, according to veteran performer Hank Thompson, is "good material and performance." Years ago, the key was a unique, different style.

A record company can make an unknown artist sound better through its technical facilities, Thompson says. But with the improvement in sound, it becomes harder for a new performer to establish his own distinct identity.

Country music has such a strong characteristic sound, believes the new Warner Bros. recording artist, that this works as a blockader in forcing the new performer to go around these characteristics to find himself. Hence performance and material take on greater meaning.

Thompson's own name power, developed through 20 years as a professional recording artist, helps sustain him against the flow of new acts, he feels. For 19 years his products were released by Capitol. He says he switched labels to be with a label "coming up" rather than staying with a company "already there." Thompson's first Capitol disk was "Hungry Dumpty Heart." His debut WB single and a forthcoming LP are both titled "Who Is The Circuit," cut at Capitol where the majority of his disks have been recorded.

In 20 years Thompson has never recorded in Nashville, the old capital. His early records were made in Dallas.

Thompson estimates he plays 240 dates a year, a figure which has remained constant for the last ten years, he says. He is planning a Far Eastern tour for next March-April which will probably take him in Vietnam. Thompson is anxious to perform before U.S. servicemen.

Asked if as a composer he feels ideas are being introduced into country music, Thompson answered that song ideas are really variations of old themes. "What we do is re-pack people with these variations from a different angle," he explains.

At a recent Capitol tour, with more than one toss of the dice, held groundbreaking ceremonies Wednesday (19) here for its new $400,000 building with nearly 200 civic officials, music industry executives, artists, songwriters and managers present. The event was highlighted by a presentation tracing the history of the publishing, management, record firm from a one-room office 25 years ago on Capitol Boulevard to its present site on Franklin and 15 offices around the world. Both Roy Acuff, one of the original founders along with the late Fred Rose, and president Wesley Rose gave brief speeches. Various dignitaries took turns on the stage.

Pearl Butler flew into Nashville last week to join her bunny car, after wrapping with Johnny Cash's wife, Vivian, in Calif... Al Gallico, publisher of the phenomenal country hit, "Almost Persuaded," flew into town to meet with the tune's originator, Pat Oliver, and David Houston, whose Epic Records version of the tune still occupies the No. 1 spot on the Billboard chart for 16 weeks. 

Items for Nashville Scene should be sent to Hank Wood, Bill- board, 226 Capitol Boulevard, Nashville, Tenn. 37219.

To entertainers everywhere, the Blais House is known as home away from home.

Blair House Apartment, Hotel 344 Desert Inn Road, Las Vegas, Nevada Reservation Phone (702) 735-2233

Yesteryear's Country Hits

Change-of-pace program from your library's shelves, featuring the disks that were the hottest in the Country field 5 years ago and 10 years ago this week. Here's how they ranked in Billboard's chart of that time.

COUNTRY SINGLES — 5 Years Ago

October 30, 1961

1. Walk On By, Leroy Van Dyke, Decca
2. Tender Years, George Jones, Mercury
3. It's Your World, Marty Robbins, Columbia
4. I'm Just Like You, Roy Acuff, Columbia
5. Send Her My Regards, Red Sovine, Columbia
6. A Whole Lot Of Love, Webb Pierce, Decca
7. Why The Reason, Bobby Edwards, Crest
8. Sea Of Heartbreak, Don Gibson, RCA Victor
9. Hello, Feels, Ralph Emery, Liberty

COUNTRY SINGLES — 10 Years Ago

October 27, 1956

1. Don't Be Cruel/Hound Dog, Elvis Presley, RCA Victor
2. Crazy Arms, Ray Price, Columbia
3. I Walk The Line, Johnny Cash, Sun
4. Singing The Blues, Marty Robbins, Columbia
5. Searching, Kitty Wells, Decca
6. Love Me Tender, Elvis Presley, RCA Victor
7. Sweet Dreams, Faron Young, Capitol
8. Sometimes I'm Guilty, Hank Snow, RCA Victor
9. You Are One Of The, Connie Smith, Columbia
10. You're Running Wild/Big On The Farm, Lefty Frizzell, Capitol

COUNTRY PROFILE

Perhaps the most experienced new-musician in the country music field is veteran Ray Pennington. The singer, who first loves songwriting, has over 15 years of musical training in his diversified background.

Born in Clay County, Ky., in 1935, Ray began singing at the age of six, taught by his father, Ara, who was the church choir director. At 10, Ray was singing on television in Cincinnati and three years later formed his own western swing band, playing the Ohio Valley, Kentucky and Indiana circuit. Deeply interested in all types of music, Ray ventured into the rnb field.

Ray PENNINGTON
Capitol Records

Nashville Scene

Many personalities from the pop music scene appeared in the Nashville area last week. Perry Como and Lesley Gore played the Music City Pro-Celebrity Golf Tournament, as did Paul Stankley of Peter, Paul and Mary. The New Christy Minstrels, led by Mike Settle, came to work, recording some singles for Columbia's british studio. The Playboys of Edinburg, a hard Rock combo from Texas, also played their latest for Columbia, to follow "Their Look At Me Girl." Ralph Waite was the guest of the Randy Wolfe, Don Peterson, and they both played in the 36-hour show at the Bluegrass Country Club. Meanwhile, back at the ranch, country music's top names began their invasion of Nashville for WSM's 41st Anniversary of the Grand Ole Opry celebration. Scenes about town were Rex Ritter, Ernest Tubbs and Ray Acuff, the three living members of the Country Music Hall of Fame; the WIlburn Brothers, Stu Phillips and Ruby Wright, who were guests along with this week's Roy Earnest's "Story Spot," Schoolhouse Rocks, Claude Gray, helping Louis B shellkey celebrate the opening of his new store, and Charley Louvin, back in town after an appearance in Chicago, with reports that stations have flipped his latest release "Proof Is In The Kissing" and are raving heavy on "Scarecrow," his new record. For Monday, the only non-family member to perform is Ray Campion, who will rectify the situation by marrying Barbara Stoneham on Friday, 20. Sam Ramey and Brandy Lee hit the campaign trail with Mrs. George Edwards in mid-June, and the mid-Georgia area as they seek the gubernatorial seat of Governor's House. Billy Walker, who signed with the label just eight months ago, has his third record released by the firm, which features a sure hit with Darrell Glenn's "Bear With Me a Little Longer," according to the label's promo chief Chuck Chettlebaum. The famous English-language "Breakfast Show," broadcast by the Voice of America, will feature 15-minute Country Music interviews, as well as an introduction to Nashville personalities at Chet Atkins, Janie Brown, Bobby Lord, Tex Ritter, Marty Robbins, Jimmy Dean, Johnny Cash and Hank Williams Jr... Capitol's Wade Peper touring the talents of the West Coast, Circuit, Von Bobbi, Bill, the story of a woman who discovered by the label's Ken Bush. Dwayne, is getting some airplay with his "Nothing But Time," and Dwayne has a new hit, "Three of Us," with David Frizzell, and a hit record, "Think You Can Help Me." Waddy Wachtel, Boston Cannons all-pro guard, took time off from basketball to enjoy WWA's Jamboree. It was the start's fourth trip to Wheeling, W. Va. on December 23. Career Music President Jack Staggs was in New York in time for the festivities after a short business trip to New Orleans, and his back house WSM's first Opry anniversary celebration with 69 disk jockeys. To prove its growth, the event, now 50 years old, expects to attract 5,000 music industry representatives this year. Happy 50th Anniversary Grand Ole Opry!

October 29, 1966, BILLBOARD
THANK YOU MUSIC OPERATORS OF AMERICA

HERB ALPERT & THE TIJUANA BRASS
Make this your happiest Christmas season ever with these winning displays from RCA Victor.

Big colorful lighted window display A sure shopper-stopper for your window! Includes decorated and lighted Christmas tree, mounted album covers in full color, with easel backs for use with the window display or separately. Album covers come with removable album headers. Kit also includes 10 come-clean stickers with Christmas theme.

Ad Mats, Minnies & Radio Scripts
Use these proven selling pieces to tie in with RCA Victor's big national advertising campaign.

Streamers
For holiday sales, hang these attractive streamers in window or on counter for quick consumer response and purchases.

MERRY CHRISTMAS
Contact your distributor for details of the RCA Victor window display promotion

Christmas catalog Attractive full-color catalog is included in kit and will also be inserted in such powerful national consumer magazines as Cosmopolitan, Esquire, Saturday Review and Holiday. Can be detached and used throughout the year for repeated sales and home reference guide.
### HOT COUNTRY SINGLES

<table>
<thead>
<tr>
<th>Week Ending 10/27/66</th>
<th>Chart Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Number &amp; Label</th>
<th>Worked On</th>
<th>Chart Week</th>
<th>Publisher</th>
</tr>
</thead>
</table>

| 39 | 35 | MY UNCLE USED TO LOVE ME BUT SHE DIED | Waylon Jennings | RCA Victor 3024 | 45 (Star) | 6 | 46 | 48 |
| 48 | 40 | ROSES FROM A STRANGER | Glen Campbell | Capitol 20308 | 45 (Star) | 3 | 41 | 30 |
| 30 | 21 | THE GREAT ELSE WHERE | George Jones | RCA Victor 3036 | CBS | 11 | 43 | 31 |
| 43 | 22 | COME ON AND SING | Ray Price | RCA Victor 3035 | Columbia | 6 | 44 | 33 |
| 23 | 12 | LOVE'S SOMETHING (I Can't Understand) | George Jones | Capitol 2046 | Columbia | 10 | 51 | 34 |
| 24 | 10 | UNCONDITIONAL LOVE | Merle Travis | RCA Victor 3022 | Columbia | 9 | 50 | 35 |

### HOT COUNTRY ALBUMS

<table>
<thead>
<tr>
<th>Week Ending 10/27/66</th>
<th>Chart Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Number &amp; Label</th>
<th>Worked On</th>
</tr>
</thead>
</table>

| 11 | 5 | CARNegie HALL CONCERT WITH BUCK OWENS & HIS BUCKAROOS | | Capitol 1031 | 45 (Star) | 14 |
| 8 | 2 | ANOTHER BRIDGE TO BURN | | Capitol 1032 | (S) | 15 |
| 12 | 1 | YOU AIN'T WOMAN ENOUGH | | Capitol 1033 | (S) | 16 |
| 4 | 1 | LOVE YOU DROP | | Capitol 1034 | (S) | 17 |
| 2 | 1 | ALMOST PERFECTION | | Capitol 1035 | (S) | 18 |
| 12 | 1 | THE COUNTRY TOUCH | | Capitol 1036 | (S) | 19 |
| 10 | 1 | SUFFER TIME | | Capitol 1037 | (S) | 20 |
| 12 | 1 | THE STREETS OF BALTIMORE | | Capitol 1038 | (S) | 21 |
| 10 | 1 | GEORGE JONES GOLDEN HITS | | Capitol 1039 | (S) | 22 |
| 16 | 6 | THE DRIFTER | | Capitol 1040 | (S) | 23 |
| 14 | 1 | THE LAST LEAF SHALL FALL | | Capitol 1041 | (S) | 24 |

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Press

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FRED KIRBY

Mace's Quiz Promotion

Draws 1,500 Responses

NEW YORK — More than 1,500 responses have been re-
ceived by Mace Records on a quiz promotion in connec-
tion with their current publications. Mace placed one-
column ads in two magazines and mailed a question-
naire to the subscribers of their classical record-
ists were to match "five classical titles and one operatic
and send the blank into the label, which is produced
by the Sparre web. Customers were to receive a free Mace
LP each.

A contest to the ad enti-
titled "A Short Quiz for the Contestant's Collection" was

for the name of the contestant's record. The envelopes
were to be sent to the dealers along with a card

calling for the name of their distinguished classical
were advised that their records were waiting for them at the
depot. Alan Mace, Mace's sales manager, who handles
and promotion for Scopet, distributor of classical and
material for a special Mace ad. The company distributed
about 800 different dealers. He said that Scopet was
was the primary goal of the program, Mace records
in the competition for the recognition of new classical
recordings. The promotion itself was designed as a
for the name of the contestant's record. The envelopes
were to be sent to the dealers along with a card

October 29, 1966, Billboard
Sipiora Calls for More Packaging Uniformity

CHICAGO—Album packaging and identification incompatibilities among manufacturers provoked Singer One-Stop president Fred Sipiora last week to call for standardization steps.

"In a day of automation," he pledged, "the record industry is plagued by a hodge-podge of different systems of catalog numbering, identification symbols and positioning.

"Solvability and ease of handling today depend on streamlined systems. I believe that one thing the director does need is to hold on longer a depth of catalog—a disheartening fact to many manufacturers—and that systems variations make in-depth stock handling a nightmare. It's one of the ironies of the business."

Sipiora, who recently made straight rental of $7.50 per day.

Purchasing the gating agent, general manager of the firm, a one-demonstration Sipiora pointed out the usefulness of such machines in keeping a transcript of every sales presentation, important conferences, in training new employees, and cupped the offer with a further discount of 20 per cent where machines are used for a week or longer. Likewise pointed out was the fact that Ewald-Clark operates two camera stores with complete tape-recorder departments, one in their own Roanoke, another in a suburban shopping center, which made pickup and return a simple matter.

Purchase

NATURALLLY, the idea that the Virginia photo retailer had in mind was merely the establishment of a pattern with such business firms which might easily lead to purchase of tape recorder equipment, he feels, is not lost on anyone.

Consequently, he keeps after all such accounts by telephone, sending in a thank-you note when a rental transaction has been completed, and keeps his renters up to a minute on what is available in the way of accessories for their use.

There has been an outstandingly high percentage of sales per rental customer, despite the fact that in many instances, such commercial customers would actually be better off from a tax standpoint to get along on rentals alone. Numerous installations have amounted to as much as $450-$500, followed by another order for an in-plant music installation. Ewald reports, as commercial accounts have found the simplicity and dependability of tape recorders much to their liking.

Net result of this type of promotion was an increase in recorder sales of better than 30 per cent last year over the previous year, nearly all of it directly on account of the build-up in the commercial market which rental operations brought about. Thoroughly pleased with the results, the Virginia photo retailer plans to expand his, protecting program, calling on all firms which may logically be expected to have a need for tape recorder rental, and building continuously for bigger industrial sales.

NAMM SERVICES

Merchandising Bulletins

A continuing series of articles describing NAMM Association and its services to the dealer. The series is presented in response to dealer requests.

CHICAGO — The National Association of Music Merchants' bag of dealer aids for members is full of ideas to help build sales. One idea is merchandising bulletins.

Because consumers are stimulated to buy musical merchandise by the merchants who help them discover their needs through showing and selling, these bulletins are a simple matter. Demand certain needs, NAMM publishes regular merchandising bulletins to alert dealers to a world of merchandising ideas.

Examples of the subjects in recent merchandising bulletins from NAMM include: tape with popular musical movies; Christmas sales planning and materials; National Music Week-Artists with music issues of national magazines, special films for social and service clubs and surveys of manufacturers selling methods.

NAMM merchandising bulletins also provide ideas on how to gain the greatest mileage out of a product, to offer selling opportunities; suggested window and store displays; decoration; newspaper releases of music and other sales builders.

For more information on NAMM services, contact National Association of Music Merchants, 222 West Adams Street, Chicago, Ill.

Arvin Demo Tape Ready

COLUMBUS, Ind. — Arvin has produced the first of a series of demonstration tapes for its 1967 line of tape recorders. The series features original music picked to show the range of separation, reproduction and fidelity of reproduction. Included is an announcement that Arvin will offer Spinol recording features of the Arvin unit.

Among the artists are Carol Channing, Dick Van Dyke, Ray Charles, and the Enoch Light Orchestra. The first tape available is the 86/144AAS Solid State Tape Recorder.

Sipiora's second standardization suggestion was for uniformity of labels for differentiating between "stereo" and "mono" albums.

"The distinction should never be made in a consistent manner," he said, "it should be used as an important clue.

He said that perhaps a numerical prefix to the catalog number would be the best system, with output of the Decca method employing a "7" as indicative of the title's form.

"If the system is adopted that stereo is the number of the plate, then the one with the title on the top edge as it is usual in recording is fine, well. But the line edges positions should be uniform throughout the industry."

He noted that A&M, the industry's highest album label, has only recently gone to edge numbering, Cavalcado, he was pleased to comment, has both back and top edge numbering.

Discussion

"Standardization in these areas would be a good discussion topic at next year's National Association of Music Merchants Convention," he said, "the record dealers will be there next year as a business meeting there, and I would like to see representatives of the RIAA invited to attend.

"To bring order to a business that has been consumed in the past we've had too many people with real organizational abilities in our business, now we're getting back to it."

He added that the most acute noncomformity problem areas to be found are with smaller, independent labels.

Sipiora's third major standardization phase isavored showing titles of all cuts on the front of the album package. "This would be an invaluable sales aid. Customers are attracted by the cover and then want to hear the music."

"This can be a much better product today that without standardized systems dealers will be unable to stock catalog," Sipiora said.

"The lack of standardization in every one of these areas is very disturbing. I've mentioned it is costing retailers millions of dollars every year, for wasted stock-handling time is one of the most costly overall expenses."

In September, the National Association of Record Merchants (Continued on page 73)

FRED SIPIORA: Inconsistency is always the bane of the industry.
Radio Corp. of America racked up third-quarter and nine-month earnings, according to executive committee chairman Elmer W. Engstrom and president Joseph S. Wright. Third-quarter earnings rose to $229.9 million on $645.6 million volume and nine-month profits were up 28 per cent to $859.5 million on $1.8 billion in sales, a 20 per cent increase in volume. It was the fifth consecutive record for nine-month earnings and the 22nd consecutive quarter in which profits exceeded those of the preceding year's comparable period. At the Electronics Industries Association's Full Conference in San Francisco this year, (Oct. 17-20) EIA president Robert W. Galvin is to present a "Mid-Year Review and Outlook." The company is facing major problems and the electronics industry. Craig Panarama, Inc will sponsor NBC's radio broadcast of the Rose Bowl game Jan. 2, according to president Robert Craig, and it will advertise car stereo, tape recorders and radios. Craig has signed Stan Kenton for the commercials. The Hon. Robert W. Scott, Governor of North Carolina, spoke Oct. 5 at ceremonies dedicating the new entertainment electronics division plant constructed by Sylvania at Smithfield, N.C. Visual Electronics Corp. has opened a new Midwest regional office at 20 North Wacker Drive in Chicago. Henry Ford II, chairman of Ford Motor Co. and Robert O. Flicks. Ford vice-president and chief executive officer of Philco have announced the changing of the name "Philco" to "Philco-Ford Corp." This name change is intended to establish the "greater public relations potential of the direct patent-subsidiary relationship of the Ford and Philco organizations." Flicks said. . . . California/Rohm and Hass has opened a new sales office at 6071 Venice Boulevard, Los Angeles. It will stock components from components to finished parts from tape recorders to guitars.
CONGRATULATIONS!
TO THE WINNERS OF THE 1966 BMI COUNTRY MUSIC ACHIEVEMENT AWARDS!

ALMOST PERSUADED
Glenn Sutton
Billy Sherrill
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Ray Griff
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Ned Miller
Sue Miller
Central Songs, Inc.

BELLES OF SOUTHERN BELL
Don Wayne
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BUCKAROO
Bob Morris
Blue Book

DEAR UNCLE SAM
Loretta Lynn
Sure-Fire Music Company, Inc.

DISTANT DRUMS
Cindy Walker
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ENGLAND SWINGS
Roger Miller
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EVIL ON YOUR MIND
Haran Howard
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FLOWERS ON THE WALL
Lewis DeWitt
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You WANT IT
Buddy Mix
Blue Crest Music, Inc.

GIDDYUP GO
Tommy Hill
Red Sovine
Starship Music

GREEN GREEN GRASS OF HOME
Curly Putman
Tree Publishing Co., Inc.

HELLO VIET NAM
Tom Hall
Newkeys Music, Inc.

THE HOME YOU'RE TEARING DOWN
Betty Sue Perry
Sure-Fire Music Company, Inc.

HUSBANDS AND WIVES
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Tree Publishing Co., Inc.

I LOVE YOU DROPS
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Moss Rose Publications, Inc.

I WANT TO GO WITH YOU
Hank Cochran
Pamper Music, Inc.

IF I TALK TO HIM
Dorothy Edgin
Priscilla Mitchell
Vector Music

IT'S ALL OVER
Harlan Howard
Jan Howard
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I'VE BEEN A LONG TIME LEAVING
Roger Miller
Tree Publishing Co., Inc.

KANSAS CITY STAR
Roger Miller
Tree Publishing Co., Inc.

THE LAST WORD IN LONESOME IS ME
Roger Miller
Tree Publishing Co., Inc.

LIVING IN A HOUSE
FULL OF LOVE
Glenn Sutton
Billy Sherrill
At Gallico Music Corporation

LOVE BUG
Wayne Kenp
Curtis Wayne
Gladd Music Company

LOVIN' MACHINE
Larry Kingston
Window Music Publishers
Matthew Music

MAKE THE WORLD GO AWAY
Hank Cochran
Pamper Music, Inc.

MAY THE BIRD OF PARADISE
FLY UP YOUR NOSE
Neal Merritt
Central Songs, Inc.

NOBODY BUT A FOOL
Bill Anderson
Stallion Music, Inc.

THE ONE ON THE LEFT IS ON THE RIGHT
Jack Clement
Jack Music, Inc.

ONLY YOU (CAN BREAK MY HEART)
Buck Owens
Blue Book

PUT IT OFF UNTIL TOMORROW
Dolly Parton
B. E. Owens
Combine Music Corp.

SNOWFLAKE
Rod Miller
Open Road Music, Inc.

SOMEONE BEFORE ME
Bob Hicks
Sure-Fire Music Company, Inc.

STANDING IN THE SHADOWS
Hank Williams, Jr.
Lyn-Raro Music

THE STREETS OF BALTIMORE
Tom Hall
Harlan Howard
Glazer Publications

SWINGING DOORS
Merle Haggard
Blue Book

TAKE ME
George Jones
Leon Payne
Glad Music Company

THINK OF ME
Estella Olson
Dana Rich

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- **Gloria Lynne — Where It's At**
  - MGS 27555/SRF 67555

- **Gals & Pals—Sing Something for Everyone**
  - MGS 27051/SRF 67051

- **The Band of the Scots Guards — The Band of the Scots Guards**
  - Original Motion Picture Soundtrack composed and conducted by John Dankworth
  - John Dankworth — Joseph E. Levine’s The Idol
  - MGS 27558/SRF 67558

- **The Presenters and Stars of Changing the Guard**
  - MGS 27559/SRF 67559

- **Gloria Lynne — Where It's At**
  - MGS 27555/SRF 67555

www.americanradiohistory.com
The Tape Cartridge Conference Report Book

(Limited Supply Available at $5 Per Copy)

The complete text of all speeches delivered at the Billboard Forum's Tape Cartridge Conference recently held in Chicago.

ALL-ENCOMPASSING PROGRAM OF TOPICS COVERED BY MAJOR INDUSTRY LEADERS

A unique and vital 56-page transcription of the first inter-industry seminar ever conducted for key industry leaders in the burgeoning Tape Cartridge field.

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| NEW HORIZONS FOR THE TAPE CARTRIDGE BUSINESS IN PENETRATING BROADER MARKETS: James R. Gall |

| EXHIBITOR LIST |

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BILLBOARD, Special Projects Division
165 W. 46th St., New York, N. Y. 10036
Eppy Blossoms New 'Fruity' Capsule for 10c Vending Only

By HANK FOX

NEW YORK—Eppy Charms will introduce a specially de-
signed capsule to be used for ten-cent vending exclusively. It is believed that this marks the first time that any bulk vending manufacturer has ap-
proached its own customers for the release of a capsule designed for the trade. The capsule was introduced by Eppy's director of sales and de-
sign, George Eppy.

Eppy's original claim for the capsule is that it will be the only one on the market that will not be confused with existing products. The capsule was designed to resemble a miniature fruit, and the company is confident that it will be successful.

SCHOENBACH CO.
Managers Representative
44th Ave. & 38th St.
MACHINES

With every OAK VEND TISTA Model Fl
to vend, you get: 1. 1000 FREE Capsules. 2. Full Price $18.00. If this ad is returned with order.

FUTURA

Oak's handkerchief designed Futura stand brings to vending a unique new method of operation. Providing double-lock safety, including an Ace top lock, it is engineered specifically for the Cabinet Model machines. Available in automotive chrome finish or baked red epoxy enamel, the Futura stand occupies only a 13 x 13 x 16-inch floor area. Wheel mounted for mobility, it stands 50 inches high. The shipping weight is 11 lbs.

YOU COUNT MORE WITH OAK

Pat and Lyn
SAY:
CINNAMON HEARTS!
THE "HOTTEST" PENNY'S WORTH IN MACHINES TODAY!
Bright Red- or Assorted Pastels

Pat and Lyn
CANDIES
DELIVERED TO YOU BY THE WORLD'S LARGEST
BULK VENDING CANDY MANUFACTURER!

STANDARD SPECIALTY COMPANY
1028 44th AVE. OAKLAND, CALIF. 94601
DISTRIBUTOR INQUIRIES INVITED

BULB VENDING new5

Eppy Blossoms New 'Fruity' Capsule for 10c Vending Only

Eppy said that any capsule being used for the first time will be sold exclusively to Eppy vending machines, and that this will be the only capsule available for the next two years.

SCHOENBACH CO.
718 10th St., Los Angeles, Calif.

Eppy's new capsule will be available at a price of $100 per thousand, and will be shipped to all vending machines that have been purchased by Eppy. The capsule is designed to resemble a miniature fruit, and the company is confident that it will be successful.

First Capsule

Eppy said that the capsule will be available at a price of $100 per thousand, and will be shipped to all vending machines that have been purchased by Eppy. The capsule is designed to resemble a miniature fruit, and the company is confident that it will be successful.

Second Capsule

Eppy said that the capsule will be available at a price of $100 per thousand, and will be shipped to all vending machines that have been purchased by Eppy. The capsule is designed to resemble a miniature fruit, and the company is confident that it will be successful.

Third Capsule

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Fourth Capsule

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Fifth Capsule

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A Capsule History

Introducing
VICTOR'S NEW MODEL "88," VICTOR'S "77" VENDORS & DELUXE CONSOLE STAND

BE SURE TO VISIT BOOTHS 24 & 25 M.G.A.
SHOW AND HOSPITALITY SUITE 500

Illustrated above: 1 Victor "77" VENDORS MOUNTED ON TOP AND 4 VICTOR "88" HORNETS IN CONSOLE AND MOUNTED TO SLIDING SHELF

This new deluxe unit has been designed to get maximum sales at the location level, together with minimum servicing for the operator.

- Displays the merchandise as no other vendor has in the past.
- Compactness permits far greater inventory; yet requires minimum floor space.
- Lower level units unlock and slide forward for ease of service.
- Each unit has its own individual cashbox. Makes for easy and quick handling of collections.

Truly the ultimate in beauty, sales and service.

VICTOR'S "77" and "88" units are available as a combination or sold as separate units.

INVESTORS WANTED

To join me in bidding in my late father's interest in bulk vending manufacturing company.

Necessary only to top $75,000 bid.

Signed,
Marilyn Bloom Sherman
2531 Genesee Ave.
Encino, Calif.
Phone: (213) 789-8602

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USED MACHINES

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IMMEDIATE DELIVERY
THERE ARE BIG PROFITS IN GUM
GET YOUR SHARE WITH NORTHEASTERN

GUM VENDOR PACKAGE

This amazing feature is a sure fire for big profits. A color coded merchandise, with the column vending machine in the regular standard nickel pack size. "Wonders" display at top of machine.

HORNET DISTRIBUTORS, INC.

NORTHEASTERN SALES AND SERVICE CO.

MOE MANNED

NEW ITEMS
HIGH QUALITY
LOW PRICES

WELCOME!

Come visit us at our suite in the Conrad Hilton in Chicago, October 29th through the 31st.

Write for complete price lists and name of our distributor in your territory.

The Penny King Company

2308 Mission Street • Pittsburgh, Pa. 15213
World’s Largest Selection of Capsules and Charms
From Factories in Hong Kong & U.S.A.
On to Chicago!

Remember how great coin-machine conventions used to be? They still are. Travel to Chicago this weekend and discover that not hyperbole—sometimes called "hype"—is needed to describe the Music Operators of America 16th annual convention and show. It's a sellout. There are 57 exhibitors, most with startlingly new merchandise and ideas. The business side of the conclave is interest-packed. MOA officials look for 2,000 to attend. We think they're being conservative. Five thousand will attend. On to Chicago.

MOA Hits Member Goal

CHICAGO—The Music Operators of America rounded out its 250-member goal last week and set its sights on 300 new affiliates in a recruitment drive that began Jan. 1. We're sure to hit 300 by the end of the convention Oct. 30," said executive vice-president Fred Granger. "We'll be cornering every operator who isn't wearing a membership ribbon."

Headed by MOA board member Jack Bees from Richmond, Va., the drive incorporated nine districts, each with a chairman and a quota, based on population.

First district to hit its quota was the Southwest region headed by J. Harry Snodgrass. The (Continued on page 65)

Where to Find MOA Show Exhibits

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National Shuffleboard 65
Northwestern Corp. 54
Patterson International 93
RCA Victor Records 89
Record Sources International 65
Rock-Ola Manufacturing 87
Rowe AG Manufacturing 83
David Rosen, Inc. 88
Rowe AC Manufacturing 83
Scopitone 47
Seeburg Corp. 85
Sheldon, Dickson & Steven 58
Sonder Insurance Agency 76
Star Title Strip Co. 70
Sterling Title Strip Co. 71A
Sutra Import Corp. 63
Tape-Attn Corp. 51
U. S. Billiards 7
United Billiards 20
Valley Sales Co. 14
WICO Corp. 10
Williams 37
R. C. Williams 103A
Wurlitzer 79

EXHIBITOR

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D & R Industries 50
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Irving Kaye Co. 39
Kiddie Railways, Inc. 52
Logan Vending, Inc. 24
 MGM/Verve 86
Merrimac Music Industries 72

EXHIBITOR

BOOTH

52 through 101 on 2nd floor.
51 on 1st floor; (Booths 1 through 51)

Shippin

EXHIBIT HOURS

Friday, Oct. 28
9 A.M. to 3 P.M.
Saturday, Oct. 29
9 A.M. to 5 P.M.
Sunday, Oct. 30
10 A.M. to 3:30 P.M.

OCTOBER 29, 1966, BILLBOARD
... NAMA Exhibit Biggest Ever

VENDO UNIT SURPRISES FOR MEET VISITORS

CHICAGO—Operators will learn that the innovations of dollar bill acceptance in coin-operated machines is not limited to phonographs when they visit Veno's exhibit in McCormick Place here during the National Automatic Merchandising Association convention Oct. 29-Nov. 1.

The Kansas City company's 650 single-cup coffee maker and 10 other models are being offered with dollar bill changers yielding 90 cents change on a 10-cent vendo. Additionally, a variety of coin-change chargers are on display, including one using an electro-mechanical, multiple totalizer.

Unusual lighting and eye-level appeal, also familiar to music operators, are incorporated in many of Vendo's new machines, which feature compactness and adaptability to bank location.

Other new Vendo items include cold beverage venders with refrigerated conveyor tracks, a 7-selection hot canned food unit, and two ice making machines.

Vendo is introducing new color finish combinations.

NAMA Celebrates 30th Year; Many Accomplishments Cited

BY EARL PAIGE

CHICAGO — The National Automatic Merchandising Association, to celebrate its 30th anniversary during the national convention here, became a success only after it realized the need for a singleness of purpose and identity.

Actually, an organization known as the "National Automatic Merchandising Association" was organized, duly incorporated and registered in New York in 1933. But it was never recognized by the National Recovery Act and by 1935 it had floundered.

The National Recovery Act, one of the first of many programs growing out of Franklin Roosevelt's New Deal administration, spawned a number of trade associations of which the earlier hastily-conceived NAMA was one. The National Association of Coin Operated Machine Manufacturers was another, and from this organization emerged one of the leading minds behind NAMA as it finally re-organized in 1936.

This early leader was Clinton S. Darling, and as an energetic and somewhat disillusioned manager of NACOMM, Darling sought to organize a merchandise vending division within the organization. Meeting opposition here, he then explored the idea of an entirely separate organization and came to know Nathaniel Leverone of the then Automatic Canteen Co.

On Sept. 14, 1936, shortly after Darling had become acquainted with Leverone, NAMA was re-born with good with Darling hired as a part-time secretary. The original officers were: Nathaniel Leverone, president; Robert Z. Green, vice-president; W.G. Fitzgerald, treasurer; and director, W.R. Fowler and C.C. O'Reilly.

NAMA's purpose was to combat discriminatory vending taxes. Its struggle for an identity was even a tougher battle but in less than a year the organization had brought about a change in the tax laws of North Carolina.

Not Gangsters

Speaking of NAMA's early search for an image it may have mentioned a Raleigh lawyer he and Leverone obtained for NAMA's battle with the legislature, "It took us three days to convince him we weren't a bunch of Chicago gangsters," Darling was quoted as saying.

Working with a cramped budget

(Continued on page 85)

Where to Find NAMA Show Exhibits

(The following 41 firms were selected out of 160 NAMA exhibitors as being of particular interest to Billboard readers)

Exhibitor

Automatic Products Co.
Automatic Vendors of America
Avenel (Advance Engineering Co.)
Brandt Automatic Cashier Co.
Changebank
Chicago Lock Co.
Choice-Vend
Coin Manufacturing Co.
Coffee-Mat Corporation
Coin Acceptors, Inc.
Controls & Instruments Division ITT
Customusic
Delta-Soar International Corporation
Dischorn Vending Machines, Inc.
Electronics Equipment Co.
Griepen, Inc.
Gold Medal Products
Hamilton Scale Corporation
Johnson Five Box Co.
Marvend, Inc.
Mechanical Servants, Inc.
Micro Vendo, Inc.
National Rejectors, Inc.
National Vendors
Northwestern Corporation
Reed ElectroMech Corporation
Rock-Ola Manufacturing Corporation
Rowe Manufacturing
Rudd-Melikian, Inc.
Seeburg Corporation
Seeburg Music Library, Inc.
Standard Change-Makers, Inc.
Steelmaide, Inc.
Trainline Division
Universal Vendors, Inc.
Vendo Company
Vendo Manufacturers, Inc.
Victor Products Corporation
Wexlinghouse Electric Corporation
25th Century Manufacturing & Leasing, Inc.
Wico Corporation

Booth

253
666
763
656
216
352
112
303
401
554
366
13
744
B6
544
116
562
720
Marvend, Inc.
Mechanical Servants, Inc.
Micro Vendo, Inc.
National Rejectors, Inc.
National Vendors
Northwestern Corporation
Reed ElectroMech Corporation
Rock-Ola Manufacturing Corporation
Rowe Manufacturing
Rudd-Melikian, Inc.
Seeburg Corporation
Seeburg Music Library, Inc.
Standard Change-Makers, Inc.
Steelmaide, Inc.
Trainline Division
Universal Vendors, Inc.
Vendo Company
Vendo Manufacturers, Inc.
Victor Products Corporation
Wexlinghouse Electric Corporation
25th Century Manufacturing & Leasing, Inc.
Wico Corporation

B11
302
208
300
450
610
716
255
750
A1
645
B14
260
B20
252
528
603
152
550
345
A10

MISSES EVA ADAMS, director of the U.S. Mint, will address the NAMA convention, Monday, Oct. 31. Her subject—"Making Money."

Continued from page 81

members to bring their programming personnel to meet record company people.

A free-wheeling panel discussion on jukebox programming and promotion is scheduled as the first half of an industry seminar, double-header scheduled for the first day of the MOA convention. The second segment will be devoted to the jukebox royalty legislative threat which has been in the air for another year. The MOA legislative committee will participate in this feature, bringing the industry up to date on all late developments and plans for next year when the volatile legislation will be re-introduced.

Bazaar

Business sessions will be vying with the bazaar of new equipment exhibited in recent years as top show topic.

The spectacular return of coin-op audio-video concepts will be immediately apparent to registrants at the MOA exhibit at the Pick-Congress Hotel.

Scopitone, Color-Sonics, Cinemajukebox and Rowe will exhibit. Scopitone will be officially announcing price cuts during the show, and may have its 8mm cartridge film unit ready. Dave Rosen's Cinemajukebox, a combination unit, will make its U.S. debut. Color-Sonics will exhibit its just introduced 8mm cartridge film models and Rowe will unveil its silent-synched Phonovox jukebox attachment. There is considerable speculation that Seeburg and perhaps Rock-Ola will have video applications ready by show time.

Scopitone, Color-Sonics and Cinemajekebox will also make show news by announcing distributor appointments.

Percolator

The MOA show will serve, to the delight of operators, as the official premier of the new Wurlitzer Americans phonograph line (see separate story). Seeburg, Rock-Ola and Rowe will also have recently introduced models on hand. Many models feature dollar-bill acceptance.

In background music, Tape-Athon and Merrimac will be

(Continued on page 85)

OCTOBER 29, 1966, BILLBOARD
30th Year
For NAMA
* Continued from page 82

et NAMA went on to win tax relief in other States and in 1939 the organization tackled another tough—the slug problem.

Darling had been to Minnesota and returned with a sack full of nickel slugs, then being sold via ads in magazines. It was not long after Darling had dumped the $80 worth of slugs on the desk of a Justice Department official that H.B. 3403 passed the Senate and was signed into law by President Roosevelt making it illegal to make or sell slugs.

First Chicago Meet
The battle of the nickle slug was not the first NAMA successfully fought in Washington. In 1942 the government made a change in the metal content of the nickle. NAMA's efforts in working with the treasury, as it was to do 23 years later when Congress voted in the "clad" coins, brought about a wartime nickle that would work in vending machines.

By late 1944 the wartime ban on manufacturing vending equipment was partially lifted; NAMA held its first meeting outside New York at the Palmer House here; the organization had 16 active members, 119 associate members and 33 contributors. The post-war image of NAMA was being formed. NAMA needed more money, hence, more members, and Baltimore's Bernie Scheuer championed Fixx revision of the membership rules so every operator could have a say. Regional councils were set up. An active public relations program was launched.

By 1945 NAMA had its second president in R. Z. Groene and a man named Thomas Bedroe Hungerford was named to get NAMA's public relations in shape. A year later NAMA held its first national convention at the Congress Hotel here and 450 new members had been signed up. The industry reported sales of $600 million and its members were fast going from single prod-

The Seeburg Stereo Showcase
Vending In Southeast

By BRUCE WEBER

LOS ANGELES — The prodigious industrial market in California, with its vast "factory-warehouse" complexes, is reaping benefits from "in-plant vending machines," a trend that is heating up the vending industry. The future is now.

No longer is the resourceful vending operator limited to serving "in-counter" and "in-shop" locations which often produce diminutive revenue streams. Today, vending operators have begun to position their machines in locations beyond the realm of the traditional vending industry.

Operators are also finding new and profit opportunities by locating vending machines in schools, hospitals, colleges and athletic arenas.

Open Doors

Amenably, vendors are finding doors open. It's no wonder operators and distributors feel optimistic about the future.

Stan Larsen, manager of Strive Distributing, Los Angeles, predicts, "without hesitation," a banner year in vending equipment at Struve. "We anticipate growth in sales and earnings," he said, "and it is difficult to see any slow-down in the future trend."

The food service industry is only one of several vending empires operating in California. Larsen said, "Despite the recent surge in the Los Angeles cigarette tax, operators are continuing to increase their revenues from cigarette machines."

Awareness

"Improved equipment, new machines and flexible vending arrangements are creating an environment favorable for the vending industry," Larsen said. "Operators, too, seem to have gained an awareness of the vending industry. Today, operators are businessmen, not just operators."

Last year, food vending achieved a prosperous season, making a better profit with higher sales and increased earnings. Larsen said, "I expect to see an increase in sales and earnings to both the distributor and the vendor. Substantial increases should be forthcoming as more operators invest in vending equipment and techniques in service and customer relations.

Larsen feels there are many revenue avenues still to be discovered. He cites the relatively new trend of vending

(Continued on page 103)

NAMA Celebrates 30th Year

The year 1983 marks the 30th anniversary of the National Automatic Merchandising Association. The NAMA was formed in 1953 to represent the vending industry.

The organization has grown from a small group of vending machine operators to a large and influential association.

The NAMA's membership now includes over 7,000 vending operators and manufacturers.

The association's mission is to serve as a dedicated advocate for the vending industry, both domestically and internationally.

The NAMA has played a pivotal role in shaping the vending industry, setting standards, and promoting vending as a legitimate business.

The NAMA's programs and initiatives have helped to establish vending machines as a viable business venture, providing employment and economic opportunities for millions of Americans.

The NAMA's efforts have also contributed to the development and improvement of vending machine technology, making vending a more convenient and user-friendly experience for consumers.

The NAMA continues to uphold the highest standards of ethics and professionalism in the vending industry, ensuring the continued growth and success of this dynamic sector of the economy.
CONVENTION SPECIALS
From Shafter's New Refurbishing Department
All Equipment Reconditioned and Location Ready

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<td>$450.00</td>
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<td>Bally 764-D</td>
<td>$950.00</td>
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<tr>
<td>Bally 664</td>
<td>$750.00</td>
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<tr>
<td>Bally 663-D</td>
<td>$645.00</td>
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<tr>
<td>Bally 650-D</td>
<td>$495.00</td>
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<tr>
<td>Seeburg 62C</td>
<td>$1150.00</td>
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HOT AND COLD FOOD VENDORS

| Row 147 All-Purpose (Cold) | $950.00 | Vendo Milk Pre-Select | $250.00 |
| Row 147 Robotera H & C | $395.00 | Vendo Milk Post-Select | $295.00 |
| Row 147 Robotera Hot | $295.00 | Vendo Ice Cream Pre-Select | $250.00 |
| Vendo Vis-Vend UB1A-H Cold | $950.00 | Seeburg Milk MV1-M Post Select | $595.00 |
| Vendo Vis-Vend UB1A H & C | $950.00 |
| Vendo Hot Food—Model 174 | $225.00 |
| Vendo Hot Food—Model 172 | $225.00 |
| Steelmade Hot Food—Model 168 | $250.00 |
| Hot Food—Model 137 | $250.00 |
| Wittlenburg 64 R Cold | $295.00 |
| Wittlenburg 64 R & H C | $295.00 |

CANDY VENDORS

| Row 77 333 Mech, w/changer | $225.00 | Row 277 Modular | $345.00 |
| Row 77 Coin Master | $200.00 |
| Row 141 Tasty 20 Sq/Buttons | $250.00 |
| Stoner 6 Col. 5/10 | $159.50 |
| Stoner 7 Col. 5/10 & G/M | $149.50 |
| U-Select It 94UD W/Base | $69.50 |
| U-Select It 1-10/2-56 | $69.50 |
| U-Select It 74 Cap. 56 | $59.50 |

MISC. VENDORS

| Seeburg WBCO Cigar | $225.00 | Row Model 5 Bill Changer | $325.00 |
| Row 123 Pastry | $175.00 |
| Row 251 Pastry | Phone |

PHONOGRAPH SPECIALS

| Seeburg LPC-1 | $745.00 | Seeburg U-100 Mustang | $695.00 |
| Seeburg LPC-480 | $845.00 | Seeburg AQ160H | $425.00 |
| Seeburg SQ165H | $955.00 | Seeburg SQ1-Console | $395.00 |
| Seeburg KV160H | $495.00 | Seeburg SQ1-Wallboxes w/speakers | $175.00 |
| AM-JAN “Olympian” | $795.00 | Seeburg SQ1-Typewriter Covers w/Keyboard Control | 69.50 |
| Wittlitz 2710 | $495.00 |

For Quantity Purchases of Reconditioned or As-Is Equipment See B. C. “Boris” Flynn at Essex House or at “Rouse” Booth

SHAFER MUSIC COMPANY
849 N. High Street
Columbus, Ohio 43201

Phone (614) 294-1614

Present at the NAMA show, as will displays of the Seeburg and Rowe systems. The latter two will be exhibited at the NAMA show as well.

In games there is no diminution of excitement. Billy, Williams, Midway and Chicago Coin are among the new units. Billy, for example, after having introduced the revolutionary Loop-the-Loop flicker game, will show Bazaar, a flicker game with another innovation alluded to in a recent Esquire magazine article.

The coin-operated racer, slow to catch on in the industry, will get a boost this year by Bally, the All-Tech Industries Inc. and American Machine & Foundry Co., making its first venture into the coin-operated field.

Billiard-table models in abundance will present from such firms as Valley, Irving Kaye, Fischer, All-Tech, American Shuffleboard, United Billiards, National Shuffleboard and U. S. Billiards.

Another pleasant show surprise will be the entry of long-time builders, the Northwestern Corp., into the games field. They'll show a coin-op racket game that could catch fire (see separate story). And Automatic Products will bring two new venders to the show.

"The momentum of this show has built up to fantastic proportions," MGA executive vice-president Fred Granger said on show eve. "This is quite a contrast from just four years ago when trade punters were predicting the demise of the MGA. Three major jukebox manufacturers were absent from the 1962 show, and MGA morale was at an all-time low. It has been said that MGA leadership took its biggest single step toward recovery by hiring Fred Granger as its executive vice-president (see profile).

MGA convention co-chairmen Les Montooth and Frank Shabiano declared last week: "Into this three-day convention we have tried to co-ordinate exhibits and special events to best serve your needs. As you arrive on the first day we have six exhibit hours plus an outstanding seminar. On the second day we will have eight exhibit hours with a general membership meeting at midday. On the last day, five exhibit hours and in the evening a gala banquet and stage show."

Talent Talent at the annual banquet will include Eddie Fisher, Al Martino, Lou Christie, Harriet Blake, Boots Randolph, Lennie Kloman, Billy Walker, Marilyn Maye, Enzo Starace, Mrs. Nat King Cole and a host of others.

Meanwhile at McCormick Place the massive NAMA exhibit is expected to draw 10,000 through the turnstiles to view some exciting innovations in vending equipment. As with jukeboxes, many vending models are expected to sport some form of dollar-bill acceptance.

The largest vending show ever held, the NAMA event will gather 15,000 visitors within 60,000 square feet of space.

NAMA business sessions, to be held at the Conrad Hilton Hotel, are expected to feature management know-how themes (see program). While emphasizing industry topics which interest primarily the vending company owner, we also want to continue the successful series of managerial know-how sessions which have proved popular at previous meetings of NAMA," said convention program chairman Robert Kinney.

The convention, which is NAMA's 50th anniversary event, will be addressed by Joe Adams, director of the U. S. Mint, on Monday, Oct. 31.

Non-member operators are charged a $35 fee for attending the convention and exhibition, $10 for the exhibit only. The fee for non-member manufac-

quotation was 15. But the first chair-

Running second to Nims in a meeting of a-50-0r-50 contest was Les Montooth of the Midwest. With the help of his co-chairmen Bob Vi-

Chairman Jerry C. Flynn of Essex House and as "Rowe" Booth

Membership drive awards will be handed out at the MOA an-

Continued from page 82

CINJUKEBOXES moving down assembly line at Innocenti plant in Milan, Italy. The machine, which combines audio visual with jukebox features, will be exhibited by David Rosen at the MGA.

NAMA Exhibit the Biggest Ever

Continued from page 82

New Member Goal

Continued from page 81

Back issues of AMERICAN RADIO HISTORY are available on microfilm fromżywiczki.
Sure
Color-Sonics looks like it's got everything it takes for the most advanced design in audio-visual entertainment.

For instance:
The Color-Sonics exclusive automatic, continuous loop cartridge—that you drop in as easily as a record—requiring no rewind—plus automatic reject in case of breakage—that eliminates expensive downtime. Solid state amplifier and off-the-shelf components for trouble-free servicing. And almost half the price of more complicated, bulky machines.

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SEE US AT THE CHICAGO MOA SHOW (OCT. 28, 29, 30)

On October 28th, Color-Sonics will unveil a new product that will probably revolutionize the entertainment industry.
“... the toolmakers, heavy-set, firm-footed men with agile grace of artists in their fingers ... the modern minervas of the cable department, weaving wires with rhythmic gestures of wrists and arm, fashioning serpentine highways for the tireless messengers of electrical impulses ... the craftsmen of cam and contact, switch and spring ... the colorful flow of materials ... cabinets fresh from the wood-shop, gaunt in their emptiness but flashing a bright promise of later glory ... sleek and shimmery plastics in heaps like loot of aladdin's cave ... gay, gleaming play boards ... piles of plate glass, resembling great, green blocks of ice ... back-glass as rich in line as cathedral windows, trapping sparks of sunlight in webs of mirrored lines ... the final inspectors probing suspiciously for flaws ... the ceaseless caravans of crates trundled from packing room to loading platform ... the clamorous, consoling symphony of men and machines at work.”

—Herbert B. Jones, Bally Manufacturing Co.
"Hey, Bill. What's the national pastime? Baseball or Ballyhoo?"

New York Giant Manager Bill Terry grabbed the welcoming hand of Ray Moloney and shouted back, "Ballyhoo!" A ghastly reminder of the other Giants cheered. After all, it was Moloney's party (he called them "shindigs" and had them often). And, fact was, Ballyhoo was rivaling baseball as the No. 1 elixir for what ailed depression-ridden, dispirited America.

It was a sticky July night in 1932. Giants and Cubs had just wound up a hot series. Scene was No. 8 West Erie Street, Chicago, home of nearly-a-year-old Bally Manufacturing Co.

With the radiant Ray T. Moloney as shindig host that night with three other high-society gals involved in the printing business late in 1931, to manufacture a little counter game with sparkling pins, during Monday and Joseph's cost coloration. There was James M. Buckley, Bally sales manager; Pat Millette, production manager, and Alford E. Fox, advertising manager.

The boys were happy because their depression pin game had caught the fancy of the coin machine industry at the 1932 Coin Machine Exposition in Chicago and had set the 10,000 conventioners chanting "What will they do in '32?" Ballyhoo" to the tune of "Mademoiselles From Armetieres."

Priced at only $16.50 (15.50 in lots of five), briefcasesized Ballyhoo had quickly become the young industry's coloratura coin machine.

Seven-balls-for-a-panny and 10-balls-for-a-dime Ballyhoo models for seven months had been going out to such distributors as Banner Specialty Co., Birmingham Vending Co., B. R. Barson Co., Moloney Vending Machine Exchange, Trimount Coin Machine Co. and three dozen other outlets.

"Conscientiously constructed!" Ballyhoo, aptly named ascendant to the hold, brilliant Bally Hall of Games which link booth No. 10 at the Sherman House in the 1932 trade show with booths 34-38 at the Pick Congress Hotel this week.

Declared a trade observer after the 1932 show: "Since the automatic games have taken a definite place in the amusement world, special attention should be given to the possibilities of showmanship in marketing them. One of the best concrete examples new before the trade is that of the Ballyhoo game. Moxer, Moloney, Buckley, Millette, the quartet back of the Ballyhoo, have demonstrated their ability in showmanship."

Indeed. Buckley, a wavy-haired young man of artistic appearance, distinguished himself at the 1932 show by intrepidly bashing Bally marbles with a hammer to prove their superiority. Buckley became known from Jersey to Jerusalem as Jim (Bally) Buckley (close friends call him "Bates"). Bally's promotional prowess—thanks to the colorful Moloney, Buckley and a yeoman-introduced chap by the name of Jones—was in a class by itself.

For one thing, Moloney liked inventors, inventions and innovations. He was one of the first to insist that an intercom system and delighted in talking to all parts of the plant. There were many more relevant facts.

Herbert R. Jones quietly joined Bally in May of 1932 and, among other things, switched Foxes to another publicity from "C" ("Conscientiously constructed") to "B." The famous Bally "B" games were on their way.

"We're in the Bally job," declared newspaperman, author and advertising man Jones, "is more fun than any job I've tackled—especially writing copy for the wonderful game of Ballyhoo."  

"Yes, wait till you see Goofy," Moloney said, referring to the more popular Merchandising. The editor had just sampled a number of Bally hoo describing the game as one of the outstanding coin-operated devices of the year."

"Goofy, described in Jones's copy as "a blaze of color; an orgy of thrills;" was one of several Bally games in 1932. There were nine different Bally machines at the Coin Machine Exposition: the twin-field game Jack and Jill, boasting an ebony finish with bright trim; the petite Bally; a game in the "square circle" genre called Ballyrocket, aggressively advertised in the daily newspapers around the country. All were heavily promoted. Bally even hired a nationally known coin machine merchandising expert named Dana Hubbard to lend a hand. As the year waned, Bally—still innovating—was working on a new plunder-type game; had opened up eight foreign markets; was expanding its plant and installing the most modern lighting system yet developed. And the company was only a year old."

"The spirit back of Bally evidently means that pin games are not dead," wrote a trade reporter, "that the summer of 1932 is going to be momentous in automatic game history, and that new marketing practices are being developed right before our eyes."

Six thousand coinmen filled past Bally's elaborately illuminated booth at the Sherman Hotel during the March 1933 trade show to view the new Airway pin game. With automatic pocket features, the single-machine price was $22. It had silver airplanes and 10 ball-traps in beautiful colors. "Bucks" Kullaham, "America's only woman jobber," flew to the show from New York and informed Bally that she should be appointed exclusive Bally distributor for the greater New York area.

"We were surprised," Buckley said. "As far as evidence of her willingness to do business she declared her readiness to deposit $5,000 in Liberty bonds to our account, with the stipulation that these bonds be to be forfeited to us if she failed to move at least 2,500 Airway machines in the New York area."

"The bonds were put up and, as the industry now knows, she was appointed Bally distributor. Needless to say, the $5,000 in bonds has long since been returned to 'Bucks.'"

Summer came, with it the return of real beer and the creation of thousands of new locations. "We're running day and night," said Moloney. "Two shifts are on. Off the lines ourselves, Rocket, with the first payout pin table; the Cub, a low-cost, 4-coiner counter game; Crusader: Boston; Blue Ribbon; the Pennant, slated for the lowest paid field in the wake of an elaborate Bally market survey; and Skipper."

Meanwhile hundreds of operators were visiting Bally by way of the World's Fair. Representatives of the year's callers were Dan Lufkin of San Francisco, P. H. Montgomery from Georgia, R. H. Hughes from Wash., Tesla, Barrett from Memphis and J. R. Peters from Kalama, Wash. Late-year visitors were to find Bally in a new three-story 50,000 square-foot plant at 4619 Ravenswood Avenue, Chicago.

Bally Buckley seated over the opening of a Bally branch office in Memphis in March, did likewise in Los Angeles in April, checked into Mercy Hospital in Chicago for an appendectomy in May, opened a New York branch office in the General Motors building in August and plugged export of giant Crusaders to Jerusalem in December. He also found time at year's end to announce a radical 15-day trial, money-back guarantee plan on his Bally 500 printed Ballyhoo, starting departure from the customary seven-day plan.

But Bally was prone to abandonment of cliche concepts. Consider this pronouncement by Herb Jones on a new advertising policy initiated with Rocket: "With a machine of this type, a new line of approach in advertising is required. More pith and piquancy are no longer sufficient to put over a game; it is no longer possible to convince operators by beating the drums of sensationalism. Operators want to know the reason why. In speaking of Rocket, we intend to give them the reasons—they, unabashed statements of fact."

The year died; with it, prohibition. "After a heavy night of celebrating repub," confided a trade paper columnist, "Silver Sam disclaims all notoriety that may accrue from any incinerey of the coin in the Coin Chute this week."

"Good old days for pin games are coming back," predicted Jim (Ballyhoo) Buckley as 1934 was run in. "During 1934 we will again see pin games in every little store we pass."

February was trade show time and several hundred operators from south of the Mason-Dixon rode into Chicago on the "Ballyhoo Special."

At the Bally booth they found Ray Moloney, Jim Buckley, Herb Jones, Herb Breitenstatt, H. R. Hartmann, Celia Adams and Helen Savage with "Airway, Rocket, Pennant, Crusader, Blue Ribbon, Royalty, Skipper, Bosco, Cub, National, the 10-ball show-maker, Rabehl, and others. Bally gave away their free Rocket machines during the show to operators. A. R. Tigerman, Chicago; Sol Silver from Indiana; Wolff Vending Co., St. Louis, and H. R. Elmadige, Chicago.

Naming John A. Fitzgibbons Eastern distributor, Bally also introduced during 1934 such games as Plymouth, Streamline, Action, the illuminated game Sky-Skaper, Red Ace; the first and last ball, Natural; Fleet (Ut. and Sr.), Signal (purchased for production from Harry Williams with tools and dies; rushed air express to the Bally plant from the coast), and Spark Plug.

Bally innovations during the year included a series of small electric lights used in the totalizer on Sky-scraper, the invention of Edward W. Wolfstedt, president of the Indiana Metal and Machinery Co. Another Bally first that year was the use of a new type of dry cell developed by the Burgess Battery Co. on Fleet. And a further spectacular first was scored with the shipment of a full-sized Fleet table game via air express to Lou Wolcher at Advance Automatic Sales in San Francisco.

In November Moloney latched on at price cutting practices, and in December Fitzgibbons announced elaborate plans for a Bally Special train to the 1935 Coin Machine Exposition. Real entertainment was promised during the 18-hour trip.

Plantellus, Ranger, Sambo, Traffic, Imp, Tunes, Sparkler, Klix and Fink graced the Bally booth at the 1935 Coin Machine Exposition in March, shepherded by Ray Moloney, Herb Jones, Jim Buckley, G. W. Jenkins, C. H. Gillett and Charlotte Lausen. Will Rogers stopped by the Bally booth during the... (Continued on page 52)
Pioneering Vending Company extends a special greeting to Bally on its 35th Anniversary.

We've been a Bally customer for 32 years and we attribute a large measure of our success to the quality Bally products introduced over the years.

signed

Joe Westerhaus and all the employees at Pioneer Vending Company.

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The Bally Story: 1931 - 1966

Continued from page 90

visit to the exhibition that year and the next day his syndicated 'News of the Week' column was the talk of the show. Wrote Rogers: "What would you say was the biggest and most prosperous convention held in Chicago? It's not autos, or bankers. The only industry that has never asked for government relief. Frank Bering, manager of the Sherman Hotel, says it's only the convention that paid their room rent since 1929. It's the slot-machine convention. Manufacturers and operators of those games where you put in a nickel, pull a lever and play marbles with yourself. It's replaced golf, bridge, Kelly pool and the New York Stock Exchange for exercise and gambling. We will win the next war in a walk if they let us shoot marbles at em.'"

The Coin Machine Manufacturers' Association announced that the company would move general offices, engineering and experimental departments and much of the manufacturing facilities to a new, larger plant at 2640 Belmont. There Bally resides today. The two original facilities were retained, giving Bally a combined total of 125,000 square feet of space. The move was made April 1.

The new line was offered Rockflow, with a special light-up signal to warn the merchant when the machine was tilted; Skill Circle, Ranger, Natural, Ace, Silver Interstate, Jumbos, High Hand, Golden Harvest and Prospector. On the last named machine Bally launched an unprecedented publicity campaign based on suspense and the slogan, "You're Guns Strike It Rich on the 23rd-Watch!" Operators viewed the new machine on August 17.

Sales manager Buckley had gone deep-sea fishing off Galveston, Tex., earlier in the month and struck something not a four-inch fish. "An inch shorter and I'd have used it for bait," he said.

BIG news out of Bally as 1936 dawned was that Abe Miller, 47, of Phila., Pa., N.C., had won first prize in the manufacturer's $1,000 Christmas Package Contest.

"I took for a good pin game year in 1936," said Moloney as he unveiled equipped with 103 firms at the eighth annual Coin Machine Exposition in January. Bally entries were Ray's Track, Peerless, Multiple, Par-Mumental, Northern Lights, Golden Harvest, Rambler, Peerless, Bally Derby, Jumbo, Harvest Moon, Bally Bonus, Paramount, Bally's Eye, Jack Pot, Tesser, Bally Baby and Spark-A-Lite.

As the year went on, along came Hialeah, Sky-High, Air Lane, Challenger, Lights Out, Blue Bird, Ray-Rider, Lip-Sizer, Space Saver, another Bally first: coil spring switch bumpers. And in November Ray Moloney announced the formation of a national fraternity for coin machine operators called "The Tribe of O'Toolie Indians." A genuine tattoo pole was shipped to the plant by Lou Wolcher.

Five hundred industry members surprised Ray Moloney with a testimonial dinner at Chicago just before the 1937 trade show. Banquet arranger Lee S. Jones of American Sales Corp. at the affair: "No one can be taken by surprise in the coin machine industry or so richly deserves the gratitude of everyone in the industry as Ray Moloney. Thirty-seven was a year of honors. In March the

Coin Machine Suppliers' Association voted unanimously to award its 1937 Trophy of Merit to Bally for its engineering and development of the bumper spring (Bumper Spring, phonetically and without prior advertise or appear during the year in two new models). Declared association official Charlie Caetener (who today is considered by many as the acknowledged expert on the changing-old idea and the automatic payout, and it is important to note that Bally had a major part in the development of all of these milestones of progress in fact, was the first to design and build an automatic payout system.

Bumper drew praise from all directions that year. Bally's Frank Bering, W. E. Carter, J. M. Decker, Bally Bumper baseball game, Deauville, Match-Em, Nugget, Golden Wheel, Fleetwood, Bally's Stables, Club International, Bryant's, the originators of coin sales stimulator, Sprint, Classic, Arlington, Bally Belts, Favorite, Cruseline, Sun-Fan, Saddle Club, Bally's Eye, and Bally Baskets, to name a few.

And noting that sales were at record levels, president Moloney added that the month pay increased for all 500 Bally employees. In a special Thanksgiving message he said: "I am particularly thankful that financial success during 1936 has enabled us to carry on a costly development program along lines which, regardless of restricted operating conditions, will enable operators to continue in the business they understand and enjoy."\n
"The 1938 Coin Machine Show, Jan. 17 to 20, operated a win-win-win situation in the business," the veteran recalled. "But much of the gloom has been relieved by the financial opportunity in an immense array of machines and products."

He must have been talking about Bally, for the company introduced the first place dedicated numbers and a line of coin machines. The latter had been in continuous production ever since the 1940s to the following games: Lincoln Fields, Skill Field, Life-A-Pep, Ball Rico, Grand Circuit, Bally Baskets, Bally Zephyr, Bally Heritage, Bally Funster, Bally Mizi, Dog House, Mount Royal, Roulette, Blue Grass and Bally's Headliner.

Appearance of the vendor, dubbed Hot Vendor, marked the beginning of Bally involvement that led to the development of what is now considered the most successful coffee machine ever placed on location. The Bally vending division was bought by Sebring in the early '40s. "The operators are better off from the proposition that you mix it and serve it," Moloney said. "Of the many new ways of serving coffee, operators are learning that variety is as important as ever.

Last year Bally introduced a new carbonated beverage vender requiring no plumbing connections. "Easy to install as an pin game," said Moloney. Bally also bowed a pop corn popper that year.

And the prolific game production was not slowed by the move to a new plant. Bally introduced Sport Page, a multiple, one-shot: Magic Ball, on which the player controlled streams of compressed air; Bally's Racer; Millwheel, a counter game; Bambino inspired by the Sultan of Swat; Bally Ponies, the multiple; Kleveland Pole, Springs, Eureka, Thistledown, Rainbow, a pencil award machine; World's Fair, Thumb-Down and other games.

"If I have seemed to emphasize merchandising equipment," said Moloney, "do not get the idea that this is the most important in 1939. Stability will be the keynote of 1939."

But before the year was out, 1939 would see the emergence of games continued unchecked through 1939: Bally Royal, a novelty game; Keytite five-ball, Hamilton's Superspin with a new kicking man; Farkenmaker, a novelty Spot-Teem, Double Feature, Cheyron, Victory, Fifth Inning; Magna, I've Sold Out, a passing power; Gold Medal, Pick-Em, Variety, Vogue, Grand National, Champion, Gold Cup, Scop, Royal Flush and in December, Bally Alley with a bowler's pin ball game.

But before Bally Alley hit distribution, sales manager Jim (Ballyhead) Buckley resigned to head his own manufacturer, Bally Industries, Inc.

"Jim's resignation is no surprise to those who know his ambitions in the amusement business. He's built the coin machine field in the operation of beverage vendors," Moloney announced. Buckley took the Bally Brew to greater heights before becoming sales manager. Bert (Perk) Perkins had joined the firm a couple of months earlier as assistant sales manager.

Jenkins started big by taking the entire 17th floor of the Sherman Hotel for Bally's exhibit at the annual trade show. Herb Jones handled all publicity and was said to be responsible for a "flood of convention news in public and private press." Gold Medal, Pick-Em, Variety, Vogue, Grand National, Champion, Gold Cup, Scop, Royal Flush and in December, Bally Alley with a bowler's pin ball game.

Bally headliners at the show were the Bally Alley and Bally's Eye ray gun. The beverage vendor was also shown. Shortly after the show Bud Lieberman and Leo Kelly joined the Bally sales staff and Charlie Casperson was added.

Biggest Bally bombshell in 1940 was the announcement of the new Bally wall box at the big show factory during the annual trade show.

A big industry outing at Chicago's Riverview Park attracted thousands.

No pinball in Europe, and the war influenced Bally's 1940 game offerings. It was the year of the game. Chicago's famous gambling fun was laid out. Games included Triumph, Sport Special, Bally Beauty, Royal Draw, Bally's Eye and Bally's Racer. Bally also had a baseball game; Limelight, Bally Fast-Fire ray gun; Bally's Fleet, with revolving target; Progress, Bally Shuffle, 1940's first electronic game; and with tele-\n
Let's Tell Our Story Straight' (Herb G. Jones)

Upon joining Bally—"This Bally job is more fun than any job I've ever tackled ... especially writing copy for the weekender."

At the introduction of a new Bally game in August 1960—"Rocket" the iconic format that will tend to perpetuate the amusement machine operation on a more business-like basis. I refer particularly to the automatic tally of games played, the type of feedback that is important in amusement. A new line of approach in advertising is required. More glitter advertising—get the buyer's excitement to play over a game; it is no longer possible to convince operators by beating the drums of sensationalism. Operators today can be relied on to sell a ticket with a testimonial. It is the power of the machine; Lead Off! We intend to give them the reasons—plain, unadorned statements."

And later in 1960—"A few years ago the permanence of the pin table was questioned by more than one manufacturer. Today there can be no doubt of the stability of this type of amusement device. While manufacturers who depended solely on the fade factor have passed out of the picture, far-sighted manufacturers have won a lasting place for their products by giving more attention to mechanical and structural refinements."

While working on publicity for the 10th annual Coin Machine Convention and Exposition in 1929—"Drawing my salary from a manufacturer, I naturally cannot fulfill the importance of the exposition to the amusement industry, that the operator sees the newest devices for increasing his income."

"Yet, important as this aspect is, I cannot help.

For the past 34 years, poet-publicist Herbert G. Jones did double duty as Bally's art director and public relations liaison to the entire coin machine industry. In neither role has he peered. As poet he was something of a man who parodied it. I remember when I first had the good fortune of meeting him, I was marvelled at the confidence displayed by men associated with this industry. I came fresh from a group of industries where business was almost entirely a question of depression."

"We had a great convention in 1932, just when things looked gloomiest to the world at large. We had a greater convention in 1933, at a time when the dollar gold was about to go. We had an even greater convention in 1934—when we thought we were beginning to gird and worry about "dangerous experimental situations." Now we're getting ready for the greatest convention ever. How to get and keep together? When coined get together they don't use.

OCTOBER 29, 1966. BIBLIOGRAPHY
Congratulations Bally

ON
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Happy 35th Anniversary Bally

and the best to you on another 35 years . . . from all of us.

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(419) CH 3-7191

Congratulations Bally

ON
35 YEARS OF PROGRESSIVE COIN MACHINE LEADERSHIP

Automatic Music Distributors
900 North Western Avenue, Oklahoma City, Oklahoma
Phone: (405) 235-3456

OCTOBER 29, 1966, BILLBOARD
A WIRE came from Washington. The Army wanted to test Bally's Rapid-Fire ray gun for training purposes. A 12,000-square-foot addition to the plant was begun immediately.

From the coin machine business standpoint it was busy as a beaver at Bally during 1941. The usual ambitious array of products were rolled out for the January trade show and Bally executives as usual lent considerable effort to the show's success. Herb Jones chaired the publicity committee. Attendance hit 10,000.

There were 300 exhibitors from the coin-operated industries who were all there for the coin-operated amusement machines today, he asserts, and the prospects for the future of our business are tremendous.

The Bally Story: 1931-1966

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A Herb Jones Anthology

Continued from page 92

high-ball glasses to weep into. In fact, 'tis sometimes said they don't use glasses at all! When they get together they let something that gives them the go-by, "To hell with hard times and tears for the future!"

"Prigging the 1937 trade show."—The truth of the matter is that the American people, who found so much comfort in coin operated machines during the past few dismal years, have learned to love the whimsical gadgets of our industry so much that no amount of prosperity can wean them away from the pleasure released by putting a coin into a chute.

"The very fact that the public will be in a spending mood will mean that all industries will be in terrible competition for the loose-change market. To protect his position in that market the operators must be armed with the right equipment. Only by attending the show can he get the first-hand slant so essential to the profitable selection of equipment."

March 1941—"Billboard's" pin-ball pond-pong tables and bridge tables—and pinball games, too, are among the items American's getting ready to defend.

... the men whose blood and sinews will give life and liberty to America—also they put their oyster on the frills and futilities. You know what they wrote and signed on that midsummer day 165 years ago. You know what they rang that big old bell for. "Life, liberty and... the pursuit of happiness."
For 35 years, operators have expected only the best in coin operated equipment, and for 35 years, Bally has delivered only the best.

Our best to the Bally organization on 35 years of leadership.

Calderon Distributing, Inc.
423 N. Alabama Street, Indianapolis, Indiana
Phone: (317) 634-8468

Bally 35th Anniversary

AND THE BEST TO YOU ON ANOTHER 35 YEARS . . . FROM ALL OF US.

Sutherland Distributing Co.
2710 McGee Traffic Way, Kansas City, Mo.
HA 1-7445
Within something projects. Bert Moloney's machine operative Moloney. He'd have to wear a suit and tie. Herb Jones, vice-president in charge of contract production for Bally, was a tall man with a slight stoop that gave him an air of authority. But, Jones also remained a professional in every sense of the word, and his talent was evident in his career-long dedication to the coin machine industry.
Happy 35th Anniversary
Bally

and the best to you on another 35 years . . . from all of us.

Southland Distributing Company, Inc.
814 East Broadway, Louisville, Kentucky

Bally 35th Anniversary

FOR 35 YEARS
Operators have expected only the best in coin operated equipment, and for 35 years Bally has delivered only the best.

Bally

35th Anniversary

Congratulations

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for 35 years
Bally has
delivered only
the best . . .
and together
we have also
enjoyed 35
wonderful years

MAY WE BREAK BREAD AND BIRTHDAY CAKES
TOGETHER IN THE YEARS AHEAD

David Rosen
35th
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Bally Continental Ltd.
103 Ave. J. Van Rijswijck
Antwerp, Belgium

Happy 35th
Anniversary

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the best to you on another
35 years . . . from all of us.

Bally Continental Ltd.
103 Ave. J. Van Rijswijck
Antwerp, Belgium

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Bally Distributing Co.
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FOR 35 YEARS
Operators have expected only the best in coin operated equipment, and for 35 years Bally has delivered only the best.

OUR BEST TO THE Bally ORGANIZATION ON 35 YEARS OF LEADERSHIP.

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AND
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and the best to you on another
35 years... from all of us.

STAR SUPPLY COMPANY
4709 Roosevelt, Gary, Indiana
Phone: (219) 887-4015

OCTOBER 29, 1966, BILLBOARD
The Bally Story: 1931–1966

Period included the five-ball Atlantic City, Palm Beach, in-line; Frolics and Sunshine Park, jumbotron-type pin-ball; Bally's Beach, a three-cushion featuring in-line scoring; Beach Club, a five-ball, an in-line called Dade Wonderful and Sun Magic, with a new hold and draw play; Ice-Frolics, an in-line creation; Champion Bowler, with light-up machine; Super-Flipper, another in-line called Surf-Claire; Hi-Fi, a five-ball; Variety five-ball and Magic and Mystic Bally's Bowler...both with a single strike...giving the player something extra to shoot for.

With the introduction of Hi-Fi in August of 1954, Jones announced that Bally had completed a large government contract and was once again stepping up production of games.

Peace, once again. Ten years of it. Peace, with a capital "P"—and that stands for "POOL!"

Bally's broke big in the coin machine industry in 1955—crowning them to the home-style parlors—and Bally was again in at the beginning.

"RUMOR BALLY TO JOIN RED POOL RANKS..." read the headlines. Sure enough, in October Bally shipped Pin-Pool, a 32 by 36-inch model with coin-proof mechanism. By the end of the year, Pin-Pool was available in four different models.

And the Hall of Games grew. 1955: Hot Rod kids; Ride: Bally's Eye rocket game for kids; Gayety, a pin game with a special kicker mechanism; Blue Ribbon, a regular play shuffle, and Gold Medal a match play shuffle; Gay Time, an in-line model; Congress Bowler and ABC Bowler, with king-size cards; Framed Bowler with speed-control scoring; Broadway and Beach Beauty, in-line pinball.

Bally returned to vending in 1956 with a hot and cold cup vending, models of which were unveiled at the National Automatic Merchandising Association convention just a decade ago. A separate division, Bally Vending Corp, was set up to manufacture the new Bally Vending Box. Fred Mills Jr., was named sales manager.

"The selling and marketing of the vending will entail different problems than we face in our games," explained vice-president Herb Jones. Price of the new unit was announced as $1,095 at the NAMA show. (Continued on page 102)

EXCLUSIVE ROW

JOHN A. BRITZ
General Manager

Begun with Bally as a draftsman in 1927 and was assigned, when World War II broke out, to production and later to engineering tasks in Bally's military program. He later became production manager of the Bally Vending Division, moving to Seaburg when that corporation acquired rights to the Bally coffee vendor. Britz returned to Bally in the request of Bill O'Donnell in 1963.

HERMAN L. SEIDEN
Director, Research & Development

Brought to Bally in late 1932 a crude but novel model of the first payout mechanism, especially adapted to register various scores on a pinball game. He is considered the father of the payout pinball games. Remained associated with Bally in the research and development department and continued with many new ideas. He retired in the early 50's, returning to the company in the early 60's to again put his inventive talents to work. He is largely responsible for the present Bally's slot machine.

JOSEPH E. LALLY
Chief Engineer

As a Bally's engineer since 1963, he finds it challenging, "to create a continual flow of amusement machines which have a fresh approach."

A Bally employee since 1940, he feels strongly that the industry must strive to create "a completely new and different concept in a machine for the amusement field."

PAUL G. CALMARI
Sales Manager

"I am determined to impress upon all operators the importance the manufacturer attaches to their idea and suggestions," he says. He learned of the fertile field of operator ideas first hand in his role as field engineer-chief before appointment to his present post.

Calamari sees as the major industry challenge today the continued development of the "type of amusement equipment that appeals to the general public" and Bally's contribution, he suggests, is "the further development of top money making amusement equipment for all types of locations."

ROBERT R. HARPLING
Assistant Sales Mgr.

Introduced to the coin machine business by his father, he joined Bally in April of 1946 and assumed his present position in 1956.

Bally's biggest contribution to the operator, Harpling feels, has been the company's, "undying effort to make all of its equipment easier for the operator to service while enhancing player appeal for top results in the cash box."

CHOICE OF STANDARD Model

AMAZING NEW INSTANT BALL ACTION

Snap the shooter on Loop the Loop...and see the ball...swoosh! Suddenly...one loop across the panel to the upper left corner, then dive down through the Top Rollers...providing a "new dimension" in pinball play that attracts immediate attention, holds players for long sessions of top money-making repeat play.

EXTRA WIDE PLAYFIELD

Elimination of bull-runaway by new cross-field ball-entry adds width to Loop the Loop playfield, adds action and excitement to play.

NEW ROTARY FLIPPER

Located directly below the Top Rollers, amazing new Rotary Flipper automatically spins during entire period of play...with triple rebound edges constantly churning the ball into frenzied scoring commotion.

DOUBLE CARRY-OVER BUILD-UP BONUS

Now twin Bonus feature...with Red and Yellow Bonus each yielding up to 200 points...is potent continuous play attraction to players and kibitzers alike, because both Bonus scores carry over from game to game until added to total score by skill shot into the Bonus Kick-Out Hole

24 WAYS to build score

From 1-point Buttons to 200-point Bonus, two dozen score-building targets are scattered...it the big, broad Loop the Loop playfield. No wonder Loop the Loop is building up new collection records! Get your share!

See your distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS 6061 B, U.S.A.
In FEBRUARY 1957, telegrams began pouring into the Chicago office congratulating Bally and Ray Moloney on their 25th anniversary of Ballyboo. The eventful Silver Anniversary year was filled with key events: the March-Atlantic Vending Corp. announced pay-as-you-go profit promotion plan; April—Show-Time in-line shipped three Ballys at the MOA Show; Bally gum machines, Bally vendes and Bally records; six-pocket Official Pool delivered; May—Ennismore Trolley stops young hearts of America; June—ABC Tournament-Bowler lets ball actually hit fly-away pins; August—Bally scheduled regular release of five-ball novelty games and shipped first of series, Circus, to be followed by Carnival; November—with line of switches, Strike-Bowler is delivered.

"As my heart does some very peculiar antics," wrote Billboard veteran Jack Sloan, in February 1958, "I am confronted with a dazed assignment—a salute and farewell to my good friend and the good friend of untold hundreds, the fabulous and lovable Ray Moloney."

"Mr. Coin Machine Industry" was he regarded even by his peers—had succumbed to a heart attack in Chicago Feb. 26.

In April, Joseph Flesch, long-time Bally executive, was elected company president. James D. Yates Lion Manufacturing Co. secretary, was elected Bally secretory-treasurer. Herb Jones continued as vice-president, and Bill O'Donnell became general sales manager.

Top 1958 feature in the Bally Hall of Games is All-Star, the first complete bowling game of the type which electrified the industry that year. "The game is an answer to locations that require a relatively small, compact machine," Jones said. Other 1958 Bally entries were Target-Roll, Miss America, Super-Bowler, All-Star Deluxe, Skill-Roll, Trophy Bowler, Space Gun, Big Innings, Cypress Gardens, Bally U.S.A., Golf Champ, the first golf putting game, Lucky Alley, Beach Time, Lucky Shuffle, Spook-Gun, Carnival Queen, Skill Parade and in, a major kiddie ride push, four new models at year's end.

In the memory of many industry friends, 1958 also was recalled as the year Tom Callaghan, colorful aide to Ray Moloney for 15 years, passed away at the age of 73. Callaghan had served with the Secret Service 35 years and had made many official authenticated photographs of every U.S. president during that period.

One other 1958 event of note: Bill O'Donnell and a fellow named Paul Garten came to the aid of WGN-TV, Chicago, rigging up a Big Innings scoreboard for a television show.


As the business swung into the '60's, public relations

---

**VISIT FISCHER BOOTH 3-4-5 MOA SHOW**

- New trouble-free mechanism, drawer and ball return (combined in one compact unit).
- One piece side panel. Easily removed for replacement.
- New style die cast chrome corners.
- New style wedge type metal leg saddles.
- Security control metal cashbox and housing.
- Cue ball return at opposite end of table.
- Bolt down top frame.
- All metal self-cleaning open center runways.
- Mechanism drawers keyed alike.
- Heavy die cast leg levelers.
- Burn-proof top rail.
- Finest all wool felt covering.

---

**FISHER**

The EMPRESS SERIES

The ultimate in coin-op billiards equipment. Luxurious styling... precision crafted... designed to give years of use. Empresses 101 C or 92 C in walnut-grain Formica or mahogany-look vinyl clad.

**REGENT SERIES**

Compact companion to Empress line. Walnut-grain vinyl clad on finish, chrome-plated cast corner pocket fittings, patented Wedge-lock and cushion assembly. Mechanism drawer and ball return, all combined in one compact unit, metal self-cleaning open runways, many quality features.

---

**EXCLUSIVE FISCHER FEATURE**.

New, truly-balanced, smaller, precision weight cue ball. WEDGE-LOCK and cushion assembly. Provides faster ball action, faster, easier set-up; metal wedge lock replaces more than 50 wood screws... Wedge-lock lacks cushions top rail, playfield and frame perfectly fitted rigid unit. Precision-ground marble playfield, guaranteed not to warp for life of table (also available, state playfield), Pre-levelled playfield supports.

"You've tried the best...now play the best!"

**OCTOBER 29, 1966, BILLBOARD**

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**Coffin Pick C-S Flicks**

NEW YORK — Color-Sonics will enlist coin machine distributors and operators to select the complete future film productions. In addition, the company will form a permanent marketing advisory panel after the MOA show in Chicago.

During the show, coinmen will be invited to view some of the films in the Color-Sonics library. Survey cards will then be filled out. The operators and distributors will be asked to say if they enjoyed the films. They are not allowed suggestions as to what type of film should be added to the library. said Stanley Green, president of the company, "Much of our future productions will be keyed to their choice because they know the peculiarities of their market."

OVMSC Named Cornuts Sales Rep

LOS ANGELES — Operators Vending Machine Supply Co. has been appointed national sales representatives for bulk vending by Cornuts, Inc., manufacturer of the patented product. The appointment was announced by Herb Goldstein, vice-president of Operators.

Corns for Cornuts, which was formerly grown exclusively in Peru, is now being grown in California.

---

**THIS SERVICE CALL WE CAN USE MORE OF**

ST. LOUIS—Wander Novelty Co. here, which recently took delivery of the revolutionary new Loop-the-Loop flipper permanent novelty game, received a service call on one of the games the first weekend. "Here's what had happened," reported owner Jerry Nienhaus. "The cash box had been filled up and shut off the game. We had to fabricate an extra large cash box on the spur of the moment. Merlino, Pete Entringer, Advance Distributors sales manager, reported that his stock of the new game had run out and he had placed an urgent call with the factory. Cabinet at the Bally factory for more. I'm doing more with Loop-the-Loop than any other game I've seen," Entringer said. "And I think that Bazaar is even more exciting!"
Vending Boom

• Continued from page 83

The coin-operated machine industry has made in the booming industrial market in Southern California as an example of "undiscovered business opportunities for an aggressive operator."

Avoid Lost Time

Industry here is searching for methods to keep the employee in the plant proper, to eliminate lost and tardiness time and to improve employees' relations. Major corporations have turned to the vending industry to supply machines—cold drinks, coffee, cigarettes, and candy—for cafeteria-style lunchrooms.

Food vending machines to cater to factory personnel unable to take more than an hour break for lunch also finds its way into industrial complexes. Major firms are using the vending industry to improve its employee-employer relationship with "implant" food vending machines.

Capsule History

• Continued from page 80

to new 10-cent "Fruity" (see separate story).

Three years ago, Victor marketed an even larger capsule than its V-1. Called the V-2, it measured two inches in diameter by two inches in length, the V-7, which vended through the Victor 77, is the 25-cent capsule in current use. Among the other types that have been made are the penny capsule, the screw-type and the 50-cent capsule. The penny type is designed to vend the smallest items available. It is sized to vend through a regular penny machine.

The screw-type is currently being used by several companies. Among them is Bill Falk's Knight Toy and Novelty Co. Victor had made a 50-cent capsule, but it is reported that Oriental manufacturers did not feel a sufficient market existed to warrant the investment. However, Vendor Manufacturers in Nashville has a half-dollar capsule with a machine that accepts two quarters.

M.O.A. VISITORS

See "WHERE THE ACTION IS" Color film

Booths #91, #92, #93

PATTON INTERNATIONAL

PICK-CONGRESS—CHICAGO

Meanwhile, at the Bally Plant, the Seeberg Corp., was making a $3 million offer for assets of the Bally Vending Corp.'s highly regarded single-cup coffee machine. The offer was accepted.

To the nation—indeed the world—operators in 1961 Bally offered Sharpshooter, Circus Queen, Li-c-a-Line, Acapulco, Marksman, 1961 Bally Bowler, Biggie, Coin-Can, Bar-B-Q Fun and Super Shuffle.

In October of 1961 Bill O'Donnell announced that Bally would introduce a 33-column electronic cigarette vendor of the first-in-first-out genre. This development was to be acquired by Rock-Glu Manufacturing Corp.

The 1963 Bally product parade marched by like this: Shoot-a-Line, with light-line scoring; Deluxe

(Continued on page 118)
HAVE YOUR PHOTO TAKEN AT BOOTH 101

CHICAGO—On Friday and Saturday during the MOA convention, all operators are invited to stop at booth 101 to have publicity photos taken for mailing to their hometown newspapers. The publicity service is being provided by the Music Operators of America at its booth, number 101. Photography will be handled by the dean of coin machine industry photographers, Joe Gino, and his United Photographers staff.

Neb. Ops Meet; Talk Little LP

NORFOLK, Neb.—Pro and cons of little LP's came under much discussion during the regular meeting of COIN here recently. The gathering was hosted by association proxy Ralph Reves here.

In expressing the consensus of opinion heard during the two-day affair Omaha's Howard Ellis said, "Most operators are continuing to use them and the situation is improving. We're making big money on little LP's but still they like the variety offered with them," Ellis stated.

The meet, at which a service school on Seeburg phonographs was also held, found much discussion on the question of the copyright revision pending all congress.

Next meeting for Coin Industry of Nebraska members will be in Omaha during the first week in December.

Fred Granger: Architect Of the Revitalized MOA

CHICAGO—Frederick M. Granger wouldn't agree, but his presence at the Music Operators of America gives him a large amount of credit for the re-establishment of the organization among the front-rank national trade associations.

His experienced, diplomatic influence will be everywhere is apparent at the MOA's 16th annual national convention and trade show here this week (Oct. 28-30), from record-breaking sale of exhibit space to such matters as equitably apportioning Jukebox demonstration time.

"Granger is fair, knows what he's doing, and is a hell of a hard worker," is the way MOA board chairman Lou Cusolo put it once. Before Granger accepted the MOA's position in January of 1964, there was considerable speculation about the association's life expectancy. Today the association is in the black, has just gone over the top in its 1966 drive for 250 new members (boosting the total over 1,000), has established itself as an articulate and forceful voice. The Capitol (Washington) winning praise from legislators and even opponents during the prolonged Jukebox royalty debate, has captured the imagination of record industry executives through advocacy of progressive programming, has managed successfully to represent all the diversified segments of the coin-operated amusement and exhibiting industry, has adopted a firm helping-hand policy toward state trade associations and is on the threshold of initiating new, much needed industry services.

First Impression
"My first impression of the industry was a good one," Granger said. "I was interviewed by the executive committee, and J. Harry Snodgrass was board chairman.

"After discussion with officers and board members, we became convinced that the first step needed was to rebuild the administrative structure and revise the dues structure."

The administrative office staff today consists of Granger and Bonnie York, undoubtedly the most productive two-person trade association staff extant.

The dues structure, with the advent of Granger, was raised from a basic $25 to a basic $50, with $75 and $150 categories for larger operators. There were some who feared a dues hike would kill the association, but Granger's belief was that the organization would have no trouble collecting if it delivered services and built prestige. "If the dues don't come in, I won't get paid," Granger said.

Member Influx
"Today MOA is in the pleasant situation of promptly receiving dues from every member billed in a given month. The association is also riding the crest of a (Continued on page 110)
Anthony at MOA to Give 'Straight Poop'

By BRUCE WEBER

LOS ANGELES — David Anthony, executive vice-president of Tape-A-Thon, Inc., Inglewood, Calif., will travel to Chicago, site of the Music Operators of America and National Automatic Merchandising Assn. shows, just for the opportunity of giving jukebox operators the "straight poop" on background music.

He hopes to impart to the operator why background music is for the modern coin machine operator.

According to Anthony, the reasons are simple: First, custom programming to fit the specific needs and requirements of the music operator. Second, economically priced. Third, professionally reliable. Fourth, stimulus psychological advantages to employee and patron. Sixth, lends privacy to coin box—masks objectionable sounds.

More Interest

"The coin machine industry is becoming more interested in the background music market," Anthony said. "The effect of business activity is becoming increasingly visible to both the operator, searching for fresh methods of boosting his income, and to the background music firms, now deriving because of increasing acceptance.

"The jukebox operator has become interested in background music as a means of additional profit," he said, "in he rate of business growth to both the operator and background music firms has been gratifying.

Education-oriented

"A tape-A-Thon man is a useful driver to teach coin machine industry about background music as the key to the system's public acceptance of the system. "After convincing operators of the advantages of background music, if promoted correctly in champagne-type locations, will add the necessary revenue to their income," Anthony said. "The jukebox operators become as excited with the product as Tape-A-Thon executives. Now they (operators and distributors) are playing an important part in the growing prosperity of this field."

Not a Replacement

Although he feels background music is not meant to replace the jukebox, he believes the photograph is limited in use and in location. "Background music must be used in a wise tool to create additional revenue for the operator and the location owner.

"To be effective to the jukebox operator, he said, "background music must be properly programmed for a specific location, whether it be a bowling alley, a carnival location, a restaurant, or even a regular jukebox location.

"Not a Fad

"Now that coin operators are convinced background music is not a fad, and not likely to fade," Anthony said, "the two industries are bound to come closer together.

Give

The UNITED Way

NEW YORK—American Machine and Foundry Co. will kick off its entry into the coin operated amusement field with the introduction of two new model soundcarvings. The formal showing of the equipment is timed to coincide with the MOA Convention in Chicago.

According to AMF officials would not reveal the company's merchandising plans, they indicated it will employ a "totally new and unique approach." AMF will, however, make the one and two-player soundcarvings available to operators through normal distributor channels.

"American Speedway" the larger of the two games, is set for one or two player operation. The race, according to the spokesman, usually lasts less than one minute. The unit, "American Indy," takes up less floor space than an average size pinball machine. Price is reported to AMF, which has been in the public eye for months pinspotters for bow, maintains a global operation employing more than 20,000 in its 50 plants and engineering facilities. The company is also known in industry circles for high precision, special purpose, automated machinery systems for industry and defense. AMF's total domestic revenue in 1965 was $1386 million. See Booth 73.

THE BOOZ BAROMETER and PUNT-RETURN

Premiere Showing:

BOOTH '54, MOA CONVENTION

The newest, most exciting 5¢ play novelty machine. Designed and manufactured by Northwestern Corporation, a long established firm known for producing quality vending machines.

BRINGS LOADS OF LAUGHS TO CUSTOMERS, AND LOADS OF NICKELS TO OPERATORS.

Lots of fun to play, but more fun to replay.

- Low in cost
- Big in profits
- Great for all locations
- Maintenance? Forget it. Only a low-cost 6-volt battery needs to be occasionally replaced. No electrical outlets or troublesome cords.
- Attractive baked enamel finish: Choice of red, blue, yellow, brown or grey.
- Service? Operator's only problem will be to empty the heavy-duty cash box...frequently.
- Trouble-Free 5¢ coin mechanism.
- Small in size: 16" high, 18" wide, 7" base depth. 3½" machine depth.
- Counter or Wall Mounted: Felt bumpers prevent machine moving.
- Cabinet stands optional.

AVAILABLE IN TWO MODELS...the Booze Barometer or Punt-Return

Here's how the Booze Barometer or "Soberity Test of Champions" works:

Player drops a nickel in coin slot; then maneuvers the hoop as far as possible over the obstacle course without contact. When the ring and rod touch, the game is over. Player then gets his hilarious Booze Barometer rating.

Definitely a game of skill which involves manual dexterity and patience. But the real fun comes in watching an all-dumb customer who has one small drink get rated "Drunk as a Skunk," while a skillful (or lucky) heavy drinker rates "Sober as a Judge.

The game consists of an electrified eye ring on a plastic handle which is guided over a crooked metal rod.

Player places the eye ring in the start position on a plastic buffer, drops his nickel and the Booze Barometer lights up, ready for action. If the ring makes contact with the rod, a bell rings, the lights go out, and the game is over.

Punt-Return unit works in similar fashion to Booze Barometer machine. Player must zig-zag for a touchdown. See illustration above for view of playfield.

WRITE OR CALL RAY GREINER TODAY FOR NAME OF NEAREST DISTRIBUTOR. SEE THESE EXCITING NEW AND PROFITABLE NOVELTY MACHINES AT THE MOA CONVENTION.
MOA Legislative Committee to

BULLETIN

Manufacturers Endorse MOA's Strong Stand

WASHINGTON—Counsel on copyright for the phonograph manufacturers issued the following statement at press time last week:

"The Washington copyright counsel for the automatic phonograph manufacturers, Perry S. Patterson, speaking on their behalf, states that the manufacturers are most gratified with the resolve stand taken by Music Operators of America president John Wallace and Fred Granger, executive vice-president, against jukebox royalty proposals of the copyright revision bill.

Their recent statement that the MOA intends to vigorously continue the fight for its own proposal of 2 cents per side royalty—a fair and reasonable proposal which would not exceed more than $5 per box annually—should reassure all concerned that there is no prospect of acquiescence to the oppressive provision of the proposed copyright revision bill, nor to any agreement with ASCAP, BMI or SESAC, which would leave the operators open to demands for further increases in royalties in the future.

The long-stand common interest of the automatic phonograph manufacturers and the music operators makes it essential that they continue their historically successful co-operation on the issue of performance royalties.

The manufacturers are confident that the MOA leadership will receive complete

(SEMINAR TOPIC 1)

Treating Jukebox Ills

One of the two industry seminar topics at the MOA convention this week will be finding cures for what ails the jukebox. Here is a rundown on some of the topics administered during the past year—Ed.

- Jerry Kunreuther, Pioneer Amusement and Vending, El Monte, Calif., told Billboard he spends 10 hours each week studying Billboard charts and listings of new releases.
- "Ten years ago it was necessary to put on a Frank Sinatra record, forget it, and collect," said Marshall Caras, general manager at Trimount Automatic Sales in Boston. "Today," Caras stated, "he has to stay with it."
- Ken Kerr, record buyer and programmer at Lucky Coin Machine Co., New Orleans said, "I have that radio going constantly. You have to subject yourself to pop music unmercifully in order to program it on jukeboxes."
- Lack of individuality and professionalism—is this, a criticism offered by Bill Canno, Haddonfield, N.J., operator and chairman of the MOA standing committee on Record Company Communication and Programming. "Our title strips are all identical and we buy our records at the same places, accepting the advice of the same supplier as to what records to buy," Cannon said.
- Lawrence L. Lagarde, manager of Tac Amusement Co., New Orleans, wrote letters to record companies listed in Billboard...

(Continued on page 118)

AMERICAN SPEEDWAY...

from American Machine & Foundry Co. One or two players race model cars on a 15 tap figure eight track featuring a collision-proof intersection.

106

OCTOBER 29, 1956, BILLBOARD

www.americanradiohistory.com
Answer Royalty Questions at Show

GEORGE A. MILLER
CLINTON PIERCE
J. HARRY SNOODGRASS
JAMES F. TOLISANO
JOHN A. WALLACE

Jukeboxes and Copyright Law

At the MOA convention this week a special seminar will be devoted to the unanswered question: "Will Congress legislate a jukebox royalty and if so, how much will it be? To help place the discussion in context we recall here top copyright developments over the past two years.

March, 1965—Congress prepares to discuss a mammoth revision of the national copyright law. Original draft contains a section removing the traditional

The name of the game is

AMERICAN

American Machine & Foundry Company enters the coin-operated amusement field with a racing start. Introduces the first new game ideas in a decade: American Speedway and American Indy. All the thrills, excitement and skill of auto racing with very high income potential. Designed by industry experts. Engineered with the precision that has made AMF famous throughout the world. For the name of the distributor in your area, contact Howard Smith, National Sales Director, American Speedways, American Machine & Foundry Company, Westbury, New York 11590.

See American First

Booths 73, 74, 77, 78. MOA Convention

Name Gilbert Seeburg Int. President

CHICAGO — Seeburg Corp. president Louis J. Nicastro has announced that George L. H. Gilbert, distinguished European businessman, has been named president of the International Division, establishment of which he directed.

"Mr. Gilbert has served the interests of our organization for over 25 years," Nicastro said, "both from headquarters here and abroad. He is eminently qualified to continue the expansion of our international marketing of coin phonographs, vending machines and background music systems." Gilbert and his wife now reside in Chicago. He is currently on a world tour.
**NOTICE**

Purchase your used equipment from the firm that has the best reputation in the United States for used flippers, bingos, kiddie rides, bowlers and arcade equipment. We have the following games in stock:

**FLIPPERS:**
- GUNS & ARCADE:
  - MAVERICATE...$495.00 LITTLE LEAGUE...$300.00
  - ROOK CITY...$375.00 TEXAS BANDIT...$250.00
  - ROGUE...$389.00 G.C.P. PAR GOLF (like new)...$85.00
  - A GO GO...$355.00 AQUARIUS MEDICAL FERRIS...$355.00
  - GOLD RUSH...$389.00 WHITE CRANE...$375.00
  - WHISPER...$330.00 MONSTER GUN...$375.00

**BINGOES:**
- SADDLE...55.00 SADDLE...55.00

If interested in any of the above equipment, write, call or wire for prices.

**NEW ORLEANS NOVELTY COMPANY**

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**SPECIALS ON PHONOGRAPHs**

Ready to Go

Seeburg LPC-1 Console $695
Seeburg 400's $295 Make Offer
Wurlitzer 2400, 2500, 2600, 2700, 2800, 2900, 3000 Make Offer
Rock-Ola Grand Prix Make Offer

**HELP...**

Wipe out our used inventory!

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  - GAMES
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  - ROWE-AMI
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  - TREPKOA
  - SEEBURG LPC-480 $355
  - SEEBURG LPC-1 $345
  - SEEBURG DP-160 $375

**Advance Distributing Company**

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**Monument Eyes Chance To Meet Operators at MOA**

CHICAGO—The record manufactur er, inspired to a great degree from the jukebox operator and his equipment, has been looking to the Music Operators of America for a chance to present its new equipment to the industry. Monument Records has invited operators from across the country to attend its exhibit at the Music Operators of America Show, Oct. 28-30, according to sales manager Ray Greiner.

The exhibit will feature a new game called the Monument Models, which is a combination of a coin-op game and a pinball machine. The game is designed for use in bars, clubs, and other locations where coin-operated games are popular. It is also suitable for use in amusement arcades.

Greiner said that the exhibit will feature a new model of Monument's popular Maple Leaf game, which has been a hit in the Chicago area. The new model includes a larger display, improved sound, and new features that will appeal to both adults and children.

Monument Eyes Chance To Meet Operators at MOA

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**Northwestern Corp. Enters Game Field**

CHICAGO—The Northwestern Corp., one of the oldest coin machine manufacturing companies in the world and one of the largest makers of bulk vending equipment, is entering the amusement game market with a low-cost, nickel-play unit.

The game will be unveiled at the Music Operators of America Show, Oct. 28-30, according to sales manager Ray Greiner. The unit is designed to be easy to install and maintain, and it will be available in a variety of colors and designs.

The Northwestern Corp. has a long history in the coin-operated game industry, having produced some of the most popular games of all time. The company's new game is a departure from its usual line of products, but it is expected to be a welcome addition to the amusement game market.

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**ILLINOIS ASSOCIATION TO ELECT OFFICERS SUNDAY**

CHICAGO—The Illinois Coin Machine Operators' Association will hold an election of officers during its 11 a.m.-12 noon meeting in the Pick Congress' Music Room Sunday, Oct. 30 and set the date and time for its next quarterly conference.

Current officers of the organization are: president, Lou Casola, Rockford; vice-president, Harry Schuflauer, Alza; secretary-treasurer, Mary Gillette, Chicago, and board members, Charles Johnson, Rock Island; and Charles Casola, Rock Island. The association is organized into two districts: District 1, which serves the northern part of the state, and District 2, which serves the southern part. The association's purpose is to promote the interests of coin-operated game operators in Illinois.

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**Welcome to Chicago for the big MUA convention and trade show**

Pick Congress Hotel, Friday • Saturday • Sunday, October 28, 29, 30.

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**Schedule of Events**

**FRIDAY, OCTOBER 28**

9:00 AM—Exhibits Open
11:00 AM—Meeting of Wis. Assoc.
3:00 PM—Exhibits Close
3:30 PM—MOA Industry Seminar on Record & Jukebox Industry
4:45 PM—Seminar Coffee Break
5:00 PM—Seminar Continues on Copyright Question
6:00 PM—Seminar Closes
Hospitality Suites Open in Evening

**SATURDAY, OCTOBER 29**

9:00 AM—Exhibits Open
11:30 AM—Brunch for MOA members followed by Meeting & Program
5:00 PM—Exhibits Close
Hospitality Suites Open in Evening

**SUNDAY, OCTOBER 30**

10:00 AM—Exhibits Open
11:00 AM—Meeting of Illinois Association
3:30 PM—Exhibits Close
6:00 PM—Cocktail Hour
7:00 PM—Gala Banquet & Show in the Great Hall
Empire Twinbill
MENOMINEE, Mich. — A new innovation in service school seminars was reported as a success last week when Empire Dist., Inc. hosted a two-day phonograph and games school here. Rock-Ola field engineer, Bill Finley, conducted classes on all three current Rock-Ola models and Bob Jonitz of Midway told forth on the company's new Premiere Push Shuffler and Captain Kidd ruffle game. A total of 46 service men from Northern Michigan and the Upper Peninsula attended.

United Gala
Milwaukee

MILWAUKEE — United, Inc. tossed an area-wide operator party here Oct. 22, highlight of which was a new car drawing. The event was held at the Pfister Hotel and Tower, Wisconsin Avenue and 4th Street. A total of 600 came to peruse the latest in games, machines and raffle prizes given away.

LOOK FOR MAJESTY at the Col- "Equus" sions exhibit at the Music Opera- tors of America convention and trade show in Chicago Oct. 28-30. Miss Kazan, who films for D.C. and records for MGM, is expected to be on hand at the firm's display and hospitality suite. She will also sing at the annual M.O.A. banquet.

Italy Execs.
Visiting MOA

CHICAGO — Top executives of Innocenti, which now has the David Rosen Cinejukebox in production at its Milan, Italy plant, are here for the premiere of the new machine. Heading the group is John Lauro, general manager at Innocenti and with him is Angelo Bottani, president of the International Phonovision Corporation, from New York. Luciano Cueli, chief engineer for Bottani's company, and his brother, En- manno Cueli, are also here.

In view of the tremendous acceptance given the machine when it was first shown earlier this year at the Milan Trade Fair in Italy, both Lauro and Bottani feel that once the machine is actually seen in action by machine operators and distribu- tors in the United States, their reaction will be just as "overwhelming."

"Their plans to come to the M.O.A. show personally," said Rosen, "are indicative of the great importance these high executives attach to the M.O.A. show as the industry's focal showing point."

Adrian Dist.

Rosen is particularly pleased that the Italian company officials are coming here and making themselves available to all interested parties. It will also provide them with the opportunity to meet with prospective distrib-utors and establish a personal relationship with them and with others in the industry.

It is expected that Rosen will assign territorial distributors for the new Cinejukebox immediately following the premiere show- ing of the machine at the industry trade show.

Stecher Dies

MILWAUKEE, Wis. — The coin machine industry here was saddened recently by the sud- den passing of James Stecher, Novelty Service Co. He was stricken with a heart attack.

The firm is now being operated by veteran routemen, Bob Widenhoft and Art Zastrow.

Candy 'Thank You' Booklet Set by NCA

CHICAGO — "How to say 'Thank You' With A Gift Of Candy" has just been issued by the National Confectioners Association, the fifth such booklet in its current literature series promoting candy consumption in the U.S.

The booklet will be distributed free to the public at retail candy counters, vending machines, in candy packages and by mail.
Music Seminar Panelists
(The following will comprise a panel of jukebox programming, promotion and merchandising scheduled for the first afternoon of the MOA convention.)

Wayne Hasch
A & H Entertainers
Arlington Heights, Ill.

Bill Cannon
Cannon Coin Machine Co.
Haddonfield, N.J.

Don Owens
Record Source International
New York City

Leonard Levy
Vice-President-General Mgr.
New York City

Fred Sipiora
Singer Coin-Op
Chicago, Ill.

Millie McCorrill
Casino Amusements
Huntley, Ill.

Billboard
Cash Box
Record World

2½" MAGNETIC CUE BALL
ALL 16 BALLS NOW SAME SIZE
Valley manufacturing & sales company
333 Morton Street - Bay City, Michigan - 892-4536

Leonard Levy
Vice-President-General Mgr.
New York City

Fred Sipiora
Singer Coin-Op
Chicago, Ill.

Millie McCorrill
Casino Amusements
Huntley, Ill.

Billboard
Cash Box
Record World

LEGALISITCE CLOUDS LOOM FOR VENDERS
By BRUCE WEBER

LOS ANGELES - Possible new legislative action which may curb the progressive development of both the cigarette vending and tobacco industries looms as a distinct possibility here when the California State Legislature convenes in January 1967.

Already burdened with a 4-cent-a-pack cigarette tax, including a new 2-cent-a-pack tax hike, and a tax on tobacco products, vending operators here fear any additional legislation could sink many operators and force "mama-and-papa" type vending enterprises into oblivion.

To several vending executives, legislative problems lurk on the cigarette vending front.

Bernard Geotkin of 20th Century Cigarette Vendors, 6339 Venice Boulevard, Los Angeles, who feels the vending industry is being cast as a "revenue snoopdog," predicts the vending industry in California is in for more "harassment by the politicians."

Geotkin's view is shared by many operators. They feel there is a strong possibility the State legislature will look into the State cigarette tax on top of the municipal levy when they meet in January.

Harm
"Our troubles are not over yet," Geotkin promises, "especially if the State decides it needs an addition to its revenues."

John D. Kelly, executive direc-
tor of the California Cigarette Vending Distributors, warns that further harassment by legislators will cause "irreparable harm" to retailers and vendors.

"Within a year after a 1964 hike went into effect in Los Angeles, and as Geotkin said, Los Angeles retailers and vendors lost at least $35 million in cigarette sales and an unknown but substantial millions in sales of other products because consumers were driven to areas where the tax is not imposed."

Running machine operators in California, Kelly said, will feel a "terrible economic pinch" if further legislation is enacted by State solons.

For instance, Kelly feels State legislators must drop any ideas of future legislative action because:

1. The revenue yield is negligible.

2. Not only will the tobacco industry feel an economic pinch, but so will the vending machine operators and the liquor industry.

3. A tax on cigars and other tobacco is virtually unenforceable

(Continued on page 116)
M.O.A. SPECIALS

Royal welcomes you to Chicago and to the big MOA Convention at the Pick-Congress Hotel. Royal personnel will be headquartered at the Carriage House, 235 E. Chicago Avenue (Phone: Whitehall 3-5000), just a short cab ride from the Pick-Congress.

In attendance at the Royal suite will be Jim Wall and Dick Gilger.

We'll look forward to have you visit with us and to partake in our hospitality.

Clint Shockey will be at the WURLITZER BOOTH, MOA CONVENTION. See Clint, Jim, Dick or myself regarding the many excellent values listed below.

Signed
Joe Westerhaus
President

ROYAL DISTRIBUTING, INC.
1210 GLENDALE-MILFORD ROAD, CINCINNATI 15, OHIO PHONE: (513) 771-4250

USED SCOPITONES

These will be sold quickly at the MOA Show.
14 in stock. All in excellent condition. We'll make attractive offers on just one or all. Film included. Have a location problem? If so, place a Scopitone in the location and your problem will be solved.

BOWLERS

All bowlers have new pins, new balls, new V-Rubber, T-Rubber. Ready for location.

A new guard furnished FREE with every bowler purchased during the last week in October and the month of November. If you wish to buy any bowler complete and working but not shipped; deduct $75.99 from price indicated.

CHICAGO COIN

GOLF GAMES

Good working condition. Ideal for country club and bowling alleys. Price new was $995.00. Now while 14 last — $115.00 Ea.

KIDDIE RIDES

10 Southland Engineering X-17 Space Ship (or the track) 8½ ft. track. Cost new — $1,195.00.

Royal's price — $325.00 Ea. or $295.00 Ea. in quantities of 2 or more.

1 — Bally Champion Horse excellent condition — $395.00.

GUNS

2 — Chicago Coin Champion Guns — $295.00;
2 — Chicago Coin Texas Ranger Machine Guns (like new), Ea. — $395.00.
1 — Exhibit Jungle Hunt — $95.00;
1 — United Tool Eng. Kiddie Ride Boat — $295.00;
1 — Geneco Circus Gun — $50.00;
1 — Geneco Invader — $50.00;
1 — Bally Gunsight Gun — $35.00;

SPECIALS

15 — Pop Ups — $275.00, Ea.
8 — Chicago Coin World's Fair — $295.00 Ea.
Royal is now delivering the new C.C. Super Scope & Midway Captain Kidd. Call me collect and I'll tell you if you are in my territory.

CIGARETTE MACHINES

12 — Seiburg E2 (A-1) — $195.00
2 — Seiburg 4-E-2 (A-1) — $175.00
1 — National 7 Col. — $195.00
1 — Fawn 12 Col. — $195.00
2 — Seiburg E1, Ea. (1st Class Condition) — $175.00
1 — Eastern 22 Col. — $155.00
1 — Dualcenter 11 Col. — $195.00
1 — Continental 20 Col. — $195.00
8 — Rowe 14 Col. Manual — $125.00
20 — Rowe 11 Col. Candy to Match Rowe 14 Col. Cig. Machine. These are in excellent condition. $135.00 Ea. in lots of five or more; and $110.00 each if sold separately. Twenty-three Beyond Vend Gumbos (like new), $65.00 each.

SPECIALS

1 — Apco Soda Shoppe, 6 Selections — $185.00
1 — Waiting Weight Scale — $35.00

CALL COLLECT. ASK FOR CLINT OR JIM.

MUSIC

5 — Seiburg B Phonos. Complete & working, $65.00 each; Shipped, $59.00 each. Repainted, $110.00 each.
12 — Seiburg C Phonos. Complete & working, $75.00 each; Shipped, $65.00 each; Painted, $125.00 each.
1 — Seiburg KD-200 — $135.00
2 — Seiburg V-200, very good condition, Ea. — $135.00
1 — Seiburg D6-160, A1 condition — $625.00
3 — Seiburg 480's, new in crate — $1095.00
1 — Wurlitzer 2819 T-7 (A1) — $650.00
1 — Wurlitzer 1800 (A1) — $75.00
1 — Wurlitzer 2300 (A-1) — $295.00
1 — Wurlitzer 2400 (A1) — $325.00
1 — Wurlitzer 2500 (A-1) — $525.00

SPECIALS

2 — Seiburg Discothecue Speakers, Large Floor Models, Each — $100.00
1 — Seiburg Q-160, Phon-o-A-1 — $450.00

FIVE BALLS

1 — Bally S/F Magic Circle — $175.00
1 — Bally 4/P Blue Ribbon — $350.00
5 — Chicago Coin Sun Valley 2/P. — $150.00
1 — Gott Cover Girl S/F — $165.00
1 — Gott Frontiersman S/P — $45.00
1 — Wms. Golden Gloves S/P — $45.00
1 — Wms. Highways S/P — $125.00
1 — Wms. Reserve S/P — $165.00
1 — Wms. Sun City 2/P. — $235.00
1 — Bally Two-in-One S/P — $175.00
1 — Wms. Tuff Champ — $60.00
1 — Wms. Top Hat — $60.00
1 — Bally U.S.A. Converted to Jackpot Game — $195.00

MIDWAY

2 — Midway Mystery Score Lite, NEW. Each. — $275.00

ARCADE

1 — MIDWAY SKI FUN, A1 — $275.00
2 — BALLY ALL THE WAY — $125.00
1 — C. WARD SUN VALLEY — $80.00
1 — UNITED YANK EE BASEBALL — $65.00
1 — WMS. OFFICIAL BASEBALL — $135.00
2 — MIDWAY RACEWAY — $185.00
1 — MIDWAY SLEDGE — $175.00

SHUFFLES

2 — UN. KICK-A-POD (A-1) — $525.00
2 — UN. HANDICAP (A-1) — $525.00
1 — UN. HANDICAP (A-1) — $450.00
2 — UN. BANK POOL (A-1) — $175.00
1 — BALLY CONGRESS (A-1) — $75.00

CALL COLLECT. ASK FOR CLINT OR JIM.

ROYAL DISTRIBUTING, INC.
1210 GLENDALE-MILFORD ROAD, CINCINNATI 15, OHIO PHONE: (513) 771-4250
DOLLAR BILL ACCEPTOR

A Rowe AMI “first”!... the super merchandising feature that really sells music in quantity.

The Rowe AMI Dollar Bill Acceptor is the most sensational “first” in the industry! It's the money-makin'est, money-takin'est feature ever... customers go wild over it!

Completely test proven, absolutely reliable mechanism. Easy on-location service – mechanism pulls out on sliding rack for simple servicing.

Remember... Rowe pioneered and perfected the original Dollar Bill Changer. We've had almost 10 years of experience with this type of mechanism... longer than any other manufacturer!

Gives You These Big Benefits:

- Creates a tremendous double-overplay!
- Does not make change – customer must play dollar's worth of music.
- Moves more money through phonograph faster than ever before.
- A must for every location – most talked-about feature in the industry!
- It'll make your profits skyrocket!

Extremely quiet and attractive, rejects all paper currency except dollar bills.
CHANGE-A-SCENE

Another Rowe AMI "first"!...you update the phonograph right on location!

Change-A-Scene is the exclusive Rowe AMI feature that gives you a choice of interchangeable front panels. Just change the scene...and it's like a new phonograph! Update it anytime you want...helps the phonograph stay appealing to the location longer. New scenes are available from your Rowe AMI Distributor. They're easy to change...you can do it in minutes, right at the location.

They're in exciting, super dimension-vision color. Natural light, rather than black light, maintains the location's atmosphere. These bright, back-lit colors give the Music Merchant an eye-catching, money-drawing appeal that location owners simply can't resist.

"PLAY-ME" RECORD

These sales-stimulating records are increasing location play by over 40%.

NOW...a phonograph that "talks" to your customers...invites 'em up to play. Another Rowe AMI exclusive..."Play-Me" talking records are original Rowe AMI Recordings...Rowe "Personalities" talking directly to the location's customers. Professional, first-class entertainment...featuring light, humorous invitations to "come up and play some music."

The Music Merchant's special timer lets you pre-set these records to play in sequence after a dead-time interval of anywhere from one minute to thirty minutes. Two "Play-Me" records are supplied with each phonograph.

PLUS...you can have the country's top jukebox stars promoting more play at your locations...exclusively on the "Play-Me" Records. Don't wait, listen to them now at your Rowe AMI Distributor.

GUARANTEED...to get additional play!
Wurlitzer Spots $, Service

NEW YORK — Wurlitzer's inclusion of a dollar bill acceptor marks the company as third of the four phonograph manufacturers to feature the device on its 1967 line.

The unit is highlighted together with front-lighted panels, a Golden Bar, which is co-ordinated with the dollar acceptor, a public address adapter and a greater ease of serviceability.

Unveiling the unit called the "American" here at a regional sales-service distributor seminar, Wurlitzer general sales manager, Bob Bean, called the National Rejector dollar bill acceptor "the best on the market."

"The acceptor comes with a full guarantee from National Rejectors so an operator doesn't have to know how to repair it. They'll do it for him."

As with the rest of the Americans, the dome lifts up with the turn of a key to top servicing. More than 95 per cent of servicing can be done from the top," said A.D. Palmer, advertising and sales promotion director. For greater accessibility, the record's position has been raised. Also the speaker. When the spiral flaps out and the upper back panel is hinged, the amplifier is mounted on a roll out slides.

For customer convenience, the record's position can be set apart to avoid mistakes and the "change your mind" button is placed prominently in the middle of the selection panel. The Americans features a front glass panel for location customizing. "We will make specially prepared outdoor scenes," Palmer said. Six panels are presently available with more to come. In place of the panels, an operator can insert album covers or the specialties of the house.

With the addition of an adapter, the Americans doubles as a public address system. The location sees one this to call patrons, or have someone pass it around for a sing along. "If the location has an off-key bartender who likes to sing along, this is a natural," Palmer added.

The Golden Bar, which had been used prior to this year, can now be coupled with the dollar bill acceptor. At the touch of the bar, 15 numbers are automatically racked in.

"If a customer puts a dollar in another jukebox," Bean added, "he has to go all over the selection list to find 15 songs. With the Golden Bar, he automatically gets seven of the songs. The operator sets the patented device usually for the favorite songs of the location."

WURLITZER'S Model 3000 is being used to salute Net King Cole through his recordings in an "Ice Capsules" of 1966-1967 production number. With phonograph here are stars (L. to R.) Cathy Steinle, Phil Romayne, Peter Voss and Aja Zannov.

Wurl. Branch Bows

ATLANTA — Georgia and South Carolina operators were operating a well advertised and most successful backwoods jukebox cinderella in an open house show海湾 that is commencing Sunday, Oct. 30. "The company of Wurlitzer Company has opened a new branch office of The Wurlitzer Company of Georgia here."

The new company, which only opened their doors for short time ago, is currently under the direction of William L. Whitecomb. In addition to Wurlitzer, other lines available at the new outlet are United, All-Tech, Midway and Smokeshop.

LJ. H. Harris is handling Georgia territory and Robert M. Bender travels South Carolina. The branch's territory has recently been re-defined. Service manager is John Head Anderson and James L. Simpson is part manager with Carl Thomas as an assistant. Mrs. Carol Shriver is branch secretary.

A Chat With Ray Galante

By PAUL ZAKARAS

SEATTLE—Ray Galante, co-owner and manager of Music Vend Distributing Co., which handles Seeburg jukeboxes as well as various games and vending lines in the Pacific Northwest, recently celebrated his third anniversary as head of the firm.

Galante, one of the industry's "new breed" of young, modern businessmen, told Billboard that he entered the coin business as a salesman in 1952 after graduating from the University of Washington and serving a tour with the Air Force. "In October of 1963 I had a choice to buy part of this firm and decided to take it. I have never regretted my decision. In that short period of time the Seattle area and the whole Northwest has undergone a tremendous boom. Business in the game and music field has been excellent," he said.

"In vending, to coin a phrase, the surface itself has been scratched in this area," he said, "I think there is a great future for the music and games operator who diversifies into vending. And he shouldn't limit himself to cigarettes. Cigarettes, in fact, are one of the least profitable vending items—primarily because of the various taxes that are imposed on them. Coffee and cold drinks are two of the more profitable vending products."

"For my industry looks very good today—all over the country as well as in the Northwest. Our image has definitely improved in the past few years."

"Then I am at a cocktail party and I am always besieged with questions as soon as people find out the kind of business I'm in. They think it's a fascinating field. And they are right; it's much more interesting than almost any other line of work you can think of."

"I have a son, and I would have absolutely no objection to it if he wished to enter this business," Galante offered.

"In fact, I think that if the industry has one serious problem it is in this area of recruitment. I feel that we have much to offer a young college graduate. There are various levels of management jobs available. Yet the industry is not promoting enough good young men; it is not advertising the fact that it should be to show them the opportunities of this field. We need more and more new men; we should try to entice the best."

Galante, who has his daughter in college.

(Continued on page 118)
BILIIARDS...NUMBER 1 NAME IN POOL TABLES

presents the

CONVERTIBLE TIME POOL

- First all-purpose coin pool table
- Permits all types of regulation 6-pocket play
- Operates on timer as set by operator—50¢ (2 quarter operation)
- Converts in seconds to regular lock-in coin operated table
- Adapts to all location requirements

Tops in Quality, Durability, and Design

All pool tables manufactured by U. S. Billiards feature genuine solid slate—with rugged "H" Frame leg construction. Simple to set up with adjustable leg levelers. Easy maintenance too...access to runways without removing slate...adjustable bolt and t-nut cushion moulding attachment. Cabinets, legs, and rails of genuine mica maintain their beauty under the toughest conditions.

'67 "PRO" SERIES
FINES ALL COIN-OPERATED POOL TABLES

- PRO-1 (one piece slate) ............. .78 x 46
- PRO-2 (one piece slate) ............. .86 x 50
- PRO-3 (one piece slate) ............. .93 x 53
- PRO-4 (one piece slate) ............. 103 x 58
- PRO-5 (three piece slate) .......... 114 x 64

U.S. CLUB POOL
WITH SPLIT BALL RETURN

Coin-Operated.
Available in 55½ x 39½

OPERATORS & DISTRIBUTORS
VISIT BOOTHS 7-8-9
MOA Convention, Chicago

Contact your local U. S. Billiard distributor or phone area code 516—798-2626

U.S. BILLIARDS, Inc.
Amityville, New York
Monument to Greet Ops at MOA

- Continued from page 108

week’s activity in Nashville during the Country Music Convention week.

Pointing out the two-way direction of today’s artists, Sum-mer said, “Even Don Cherry who is normally a pop artist, can sell in country markets if he has that kind of material.” Sum-mer also mentioned that both Boots Randolph and Draper tend to bridge the pop and country fields.

Summers further stated that Monument was definitely cur-ious about the Little JLP market. “We want to know if this is a stagnant market or if it’s growing,” he said pointedly. Monument has three Little JLP pack-ages by Boots Randolph and one each by Lloyd Price and Roy Orbison, heavy-duty, Dependable Jukebox artists who recorded a number of hits for the label.

Clouds Loom on Recording Horizon

- Continued from page 110

— not only because of their ready availability in nearby com-mercial— but also because of the heavy mail-order traffic in them.

4. Additional taxes on vending opera-tions will drive busi-nesses from the States.

Based on the Statewide per capita consumption of 145 packs annually as reported by the California State Board of Equaliza-tion, this year, approximately $33,000,000.

Protest

An increase in vending ma-chine prices has not frightened some vending opera-tors. While others, however, feel a vending price hike in the cost of cigarettes to the consumer, could bring a wall of protest by the legisla-tors, many of whom purchase cigarettes from machines.

Even the higher prices this year are not keeping smokers from lighting up.

Thus, Massachusetts in creased its rate from 8 to 10 cents per pack. New Jersey went from 8 to 11 cents, California from 2 to 4 cents, and Oregon, with a 4-cent rate, became the 49th State to levy a cigarette tax. The only State not taxing cigarettes is North Carolina.
The game is profit...go with a winner!

When it comes to winning the game of profit, Rock-Ola equipment has compiled a proud record of proved performance. A record of long-lasting, trouble-free equipment that consistently gives operators more profit from more locations.

Rock-Ola equipment is engineered for operator service ease with simple mechanical components that operate flawlessly year after year after year. Each unit is designed for easy accessibility with interchangeable parts to cut down on operator inventory.

---

2. **GP/Imperial Model 433**: Rock-Ola design reaches new excellence in the high-styled GP/Imperial. Rakish new cabinet gives plush appearance to any location. Full dimensional stereo-monaural sound. Plays 33-1/3 and/or 45 rpm records, or 7" LP's in any sequence.
5. **Shop-O-Mat Model 450**: First complete coin-operated visual merchandiser. 40 selections. Vends practically any high traffic item. Instant replacement. Purchaser gets the item he sees. Takes any coin combination of nickels, dimes, quarters and half-dollars in amounts of 5¢ to $2.25.
7. **Can Cold Drink Vendor Model 3304/Type 419**: Largest vendor per can of capacity in the industry. Holds 360 12-ounce cans in five vending columns plus 48 cans in pre-cool. Exclusive spray-proof can opener. Fast roll-down loading.
8. **Batch Brew Coffee Vendor Model TRLB-M**: High profit vendor for high volume locations. Serves fresh roasted coffee up to four ways: black, with sugar, with cream, with sugar and cream. Also serves hot whipped chocolate or soup or tea. Extra cream and sugar buttons a standard feature. "Everpure" Water Filter assures pure fresh water every cycle.
10. **Coffee And Hot Drink Vendor Model 3402**: Perfect small location vendor for spots where other machines would be prohibitive in size and operating costs. Brews soluble coffee. Serves coffee and tea 4 ways. Also serves hot whipped chocolate. Model 3403 available without tea feature.

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**ROCK-OLA MANUFACTURING CORP**

800 North Maddle Avenue • Chicago, Illinois 60651
The Bally Story: 1931–1966

* Continued from page 103 *

Bally with enlarged capacity, Big 7 Shuffle, featuring seven ways to score; The Twist, described by O'Donnell as “the first really new in-line in years”; Silver Slates, with the red letter game feature.

On June 27, 1963, the estate of the late Ray Mooney sold certain assets to Bill O'Donnell, Abe Green, Irving Kaye and Sam Klein, the present company owners, and assigned to them the right to use the Bally name. Green, Kaye and Klein all were previously active in the coin machine industry. O'Donnell became Bally president in July. The transaction was one of the biggest in the history of the coin machine industry. Uninterrupted and keyed to topics of the day continued the column of Bally coin machines in 1963. Bucky, simulating a rodeo mount, Spencer, described by O'Donnell as “the first basic innovation in skill-appeal in many long years”. Table Hockey, a two-player game: Fun Phone, letting kids hear one of 12 stories. Moon Slot, with rockets taking off on the backglass; Cross Country, Super 8 Shuffle, Vise-Texas, Bally’s first two-player flipper; Three-in-Line, a four-player; Variety Shuffle and Hootenanny, introduced at the AMOA show. Beauty and Star Jet.

THE PACE of product introduction at Bally, particularly in the area of novelty games, continued unabated in 1964, with the diversity of items giving notice to all that Bally under new management was to be strongly reckoned with in both domestic and international markets. In January President O'Donnell announced that Bally would introduce its new bell fruit machine at the American Coin Trade Exhibition in London. Unreelied to U.S. operators through the year were Monte Carlo, a single-player game; Bally-Bongo, a two-player flipper; Mad World, a two-player flipper with a satirical theme; the single-player flipper called Grand Tour, with three ways to obtain extra balls; 2-in-1, a two-player flipper; a four-player called Big Day, introducing a dynamic, off-center playfield, and in late Summer, Bally Harvest, a one-player flipper and an add-a-ball model, Hayride.

The international dimensions of the Bally market were readily apparent in 1964. In getting the Bally Deluxe Bowler ready for foreign markets, O'Donnell could have used the U.N. staff to translate instructions. And special three, four or five-play adjustments on all flipper games gave all of its flexibility in international markets. In Greece, for example, most machines were set for one play only for a drachma, two plays for two drachmas.

In 1965 Paul Calamari, a colorful, close-to-the-customer salesman in the Bally tradition, was named sales manager by Bill O'Donnell. Of Calamari, who had started with Bally in 1937 as an assembly line worker, O'Donnell said, “Paul is one of the most widely known men in the industry. His background in production and engineering specifically qualifies him for the job of daily contact with Bally distributors.”

Calamari had cultivated this contact after coming out of the Army in 1946 by organizing the first coin machine industry field service schools. The concept has since been widely adopted by many manufacturers. Calamari was chief field engineer until 1963, when he was appointed to a special sales promotion post assisting O'Donnell.

Calamari went to work on a glintering array of new 1965 models: Bullfight, a one-player flipper with rotary target selector; Border Beauty, a bingo with scoring simplicity and dual coin chutes to help overcome the acute coin shortage problem; Sheba, a two-player flipper game; a four-player flipper unit called Band Wagon. Flipper; Cameo, a progressive light-up skill feature; the 1964 edition of the realistic action Bally Bowler, returned to pastime by pressure-sensitive flipper; Magic Carpet, an add-a-player flipper with dynamic off-center playfield; 50/50, a two-player flipper that shifted action from side to side on the playfield; Beauty Beach, a hybrid with a new triple score feature; a four-player flipper called Aces High; Discotec, a two-player and another new bingo called Folies Bergere.

The NAMES Buckley and Jones enter the Bally narrative in 1966, sharing billing with the bold, innovative head of Bally engineers. (They have a look at the Bally booth at the show in Chicago this week!) Buckley, the chief engineer, this week, Mr. Public Relations. For as a result, the article “Mother Is a Man Machine,” emerged at the front piece of national coin machine publicite since Buckley's paper reported that pinball games were here to stay.

The Bally Story in Chicago, Buckley wrote, “I decided to visit after Jones' letters got to be too much for me, builds about a quarter of the 30,000 pinball games that are manufactured in the country each year... At the time I visited the factory, Bally had 250 machines on order in locations around the country, which is the usual practice, of a machine called Loop the Loop, in which the ball is launched across the center of the playfield and then to the top in an S curve. By fall, a game will be in production—it secret now—in the technique of flipper play will be radically altered.”

Loop the Loop bowed this month and will be one of the stars of the AMOA show this week. It took some one like Ted Zale. Bally's chief designer—who gets his ideas in the middle of the night—to rework the path of the ball into the playfield. Another Bally first.

Other Bally games introduced to date this year are Fun Cruise, a two-player, three-ball; Wild Wheels, a two-player flipper game; Six Sticks, a six-player flipper game; the 1966 Bally Bowler; Gold Rush, a single-player flipper game, the 1966 Bally Bowler; and the 1966 Bally Bowler. It's a bell, a flipper game, a machine called Loop the Loop, in which the ball is launched across the center of the playfield and then to the top in an S curve. By fall, a game will be in production—it secret now—in the technique of flipper play will be radically altered.

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The Bally Bowler is a bell, a flipper game, a machine called Loop the Loop, in which the ball is launched across the center of the playfield and then to the top in an S curve.
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**ALBUM REVIEWS**

Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's chart. Spotlight winners in other categories that are included on the basis of their potential to become top sellers in their respective areas.

**POP SPOTLIGHT**

**JACK JONES SINGS**
Kapp KL-1500 (M) KL-3500 (S)

Leading off with his current singles hit, "A Guy in My Life," a fast-paced, rhythmically exciting song comes with a record collection of popular tunes which should meet with equal sales success of his current top seller LP. The impressive voice, with strong support of the Ralph Caplan arrangements and the piano of Bill Barta, makes this a fast seller.

**POP SPOTLIGHT**

**TRINI LOPEZ GREATEST HITS**
Reprise S-6726 (M) R-6726 (S)

With all of his singles hits, starting with "If I Had a Hammer," under one cover, Lopez has a blockbuster collection. Other standout hits, "The对接" In the Morning," "Take Me Out to the Ball Game," "The Things We Said Today," "Raindrops Keep Fallin' on My Head," and more are featured.

**POP SPOTLIGHT**

**NOW SWEETER II**
Jockie Glossen. Capitol W 2582 (M) SW 2582 (S)

Fifty singles, twelve bonus tracks and several hits, new and old, make this one of the great Greatest Hits albums to date. Jockie failed and declined for top titles; no one here is known from a brick wall, except "Til We Meet Again." This album could be the potential "If He Walked Into the Door."" From beauty's "Momma."

**COUNTRY SPOTLIGHT**

**GLEN YARBROUGH RECORDS LIVE AT THE HUNGRY I**
RCA Victor LP-3661 (M) LSP-3661 (S)

Yarbrough is a San Francisco's famous hungry, and uses the audience as a chorus for a highly entertaining package of pop-oriented folk songs. Highlight is an excellent musical tribute to The Princess Yarbrough's, best known to date.

**COUNTRY SPOTLIGHT**

**BROADWAY BABES WAY**
Count Basie and His Orchestra Commander KS 9550 (S)

The soundtrack album of "Hawaii" will be the opening of a lucrative market. Count Basie's orchestrations lavished by Frederick Loewe are an extremely effective. Max Von Sydow and Richard Harris are supported by a big band Basie take in their counterpart. Basie's songs will get a good selling rate and will be a very good product for the fans.

**COUNTRY SPOTLIGHT**

**DON'T KEEP ME LONELY TOO**
LPM 3620 (M) LSP-3620 (S)

A big, quick chart-climbing success hits in store for the album with the current hit "That's What I Got for Lovin' You."" You've got the basis to attract the wide audience that comes to see country. "Once in a blue moon," also a hit of the same theme. "Humphry Dumpty Heart" and "Miss All of." All songs are by Hank Thompson.

**CLASSICAL SPOTLIGHT**

**BEETHOVEN: SYMPHONY NO. 9**
Philharmonic Orchestra, Arthur Fiedler. Angel LP 36024 (M) S 3624 (S)

The magnificent voices of Elizabeth Schwarzkopf, Nicolai Gedda and Jerome Hines are featured on this album. The music is conducted by Otto Klemperer. It's a magnificent "Beethoven". Versus highlights from the Mendel Rachmaninoff which are performed with precision and inspiration.

**CLASSICAL SPOTLIGHT**

**BRAHMS: SYMPHONY NO. 1**
Stokowski's Philharmonic Orchestra, Leopold Stokowski Conducting. Angel LP 36024 (M) S 3624 (S)

Stokowski and the Pittsburgh Philharmonic usually their high standards with this new Stokowski recording. He seems to bring this work in ways that almost make it sound like a new piece. A grandly potent of symphonic and the beautiful theme of the "Hallelujah Chorus" which is the most popular movement of this "Symphony No. 1."

**JAZZ SPOTLIGHT**

**BILL EVANS TRIO AT WHEL'S MANCHESTER**
Riverdale 487 (M)

Bill Evans' contribution to jazz is so distant and ideas that are present in the first order and his musical concepts are so advanced. Supportive, his piano of his recording session at Walter's Manchester is one of the most successful in jazz. He is a master of "Round" and Bill Evans, too.

**JAZZ SPOTLIGHT**

**GINGERBREAD MEN**
Clarks Terry/Bob Brookmeyer Quintet. Mancro Alphonse 3686 (M), (S)

A success at every stage. Here is another traditional blues and the modern bag rat with authority. Terry and Brookmeyer are masterminds with the kind of jazz that appeals to the broadest audience. The session is shown with this, the famous "I'm in The Mood for Love," the song and the feel of the times.

**COMEDY SPOTLIGHT**

**LBJ IN THE CATSKILLS**
Various Artists Warner Bros. W 1664 (M) MS 1664 (S)

The President's first trip to the Catskills created quite a stir and many politicians work at extra and long hours to make a film of the President. The message, "The Dance Lesson" and "Police Conference."

**INTERNATIONAL SPOTLIGHT**

**HARLANE DISTRICHS BERLIN**
Capitol T-10443 (M) ST-10443 (S)

Harlan's 14 selections tell us a lot about his various European and American music, the world of music. It's America's most popular music and it's a good trip for the audience. "Swing Unterm Linden," which begins and ends with the disc.

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