London's Grand Show to Distrib

LONDON—London Records at a product presentation at Decca Studios here Tuesday (17) attended by American distributors of both London and the London group, wrote a pre-cedential amount of business on the new releases celebrating the company's 20th anniversary. While official totals were unavailable, national sales manager Herb Goldfarb confirmed that the billings were 200 per cent greater than the amount written in 1964, the first time London Records brought its distributors here for a product showing. Goldfarb also stated the billings were easily the greatest ever packed up by the firm in a single day.

The presentation was based on the theme "20 for 20, Plus One"; that is, 20 albums in various categories, plus "Mantovani's Golden Hits"—considered to be the maestro's hottest package to date. The theme "20 for 20" signified one album by each of London's 20 years as a record company in the United States. Goldfarb noted that the product reflected the company's emphasis on quality and selectivity, as opposed to mere quantitative production. "When you get a record on the London label," he stated, "you can be sure it has been given much thought... and you will get mileage out of it."

(Continued on page 8)

Mercury Opens Memphis Office

CHICAGO — Mercury Records Corp., in line with a year-long development program in the rhythm and blues field, will soon open a recording office in Memphis.

After an extensive survey, Mercury made the decision to rent the facilities of H.I. Records Co. and will set up business office at National Artist Attractions in the Holiday Towers at 6 Danay Thomas Boulevard. Co-ordinating the signing of artists and selection of material for the operation will be Mercury's Nashville staffers, Jerry Kennedy and Roy Dea. They will be going to Tennessee to make a first visit to the newly opened厂(Continued on page 10)

MEET MONTY THE MAN AT CONVENTION

LONDON—Mantovani's dramatic introduction to the distributors during the London records product meeting at Britain Decca's studios here Tuesday (17) was a highlight of the all-day sessions. Film slides of album covers of new releases segue into a live action 16mm, film devoted to Mantovani's U.S. tours. The film, narrated by London national sales manager Herb Goldfarb, stressed the maestro's ten successful U.S. tours which continue to pay off in increased LP sales. He has appeared before 2,500,000 people.

After the film ended, Mantovani received a standing ovation from the distributors. Goldfarb told distributors that in Mantovani's 20 years on London, he has sold 20 million units, is responsible for $75 million in sales, and has been awarded five gold records under RIAA certification.

Mantovani's 20th year with London will be heralded by a special section in Billboard (Feb. 11).

(Continued on page 8)

Decca Decks LP's In Super Styles

BY MIKE GROSS

NEW YORK—Soundtrack albums, original Broadway cast sets and special project LP's have been blueprinted for a new look by Decca Records. The new look will consist of deluxe packaging with special souvenir booklet inserts, a pre-cedential budget outlay for advertising and promotion, and, in all probability, an upper price range. Decca has set up a "1500 Deluxe Album" series for these packages.

Decca's emphasis on the soundtrack and original Broadway cast albums stems from its ties with MCA, Inc. and Universals Pictures which will make the movie and theater properties available to record division.

Increased activity in both stage and screen is expected from the parent company.

The new series will be kicked off next month with two soundtrack sets, "Thoroughly Modern Millie" and "The Countess From Hong Kong." The initial Decca plug, however, will be on "Thoroughly Modern Millie." The album features Julie Andrews singing for the first time since "The Sound of Music" LP on RCA Victor. "The Sound of Music" album has been on Billboard's "Top LPs" chart for the past 98 weeks. Also featured in the "Thoroughly Modern Milli-

(Continued on page 16)

Mfr. Interest Big In Europe: Muntz

LONDON—There is considerable European manufacturer interest in 4 and 8-track cartridge systems. This was made clear by the reception given to Ron Gordon, Muntz Stereo-Pak's international division director, in the first stages of his seven-week, eight-country exploratory tour.

In London, Gordon talked with Louis Benjamin, managing director of Pye Records, and Herbert Hughes, who heads sales, presenting T.E.M. Records. Gordon described both talks as "very promising."

He also met representatives of such equipment manufacturers as Telefunken and Radiomobile, and also discussed British launching of cartridges with Kodak. Though concentration on the Swedish system, Gordon was also showing compatible 4 and 8-track playback equipment.

Gordon cut short his visit to London at the request of Gerry Ord, head of Bovema, EMI affiliate in Hol-

(Continued on page 12)

The International Music-Record Newsweekly
EDDY ARNOLD
hits again with a great new ballad.

"LONELY AGAIN"
c w "Love on My Mind" 9080

If it’s happening...it’s here!

RCA VICTOR
The most trusted name in sound

www.americanradiohistory.com
RCA's $200 Million Satisfaction Guarantee

by the end of the year, the company will have spent nearly $30 million on its national TV advertising campaign, which began in March. The campaign, titled "RCA's Million Dollar Satisfaction Guarantee," promises that consumers who are not satisfied with their RCA products will receive a full refund or replacement. The campaign has been well received by consumers and has helped to boost RCA's sales.

Gablere Feted on 25th Year As Decca A&R Director

NEW YORK — The music record company has announced that Milt Gabler will be feted on his 25th year as A&R director at Decca Records on April 1. The event will be held at the Waldorf-Astoria Hotel in New York.

KBLA Trims Hours And Staff in Shakeup

LOS ANGELES — KBLA, which has just begun evaluating ratings points against its aggressive promotions and contests, has been shaken by a trimming of staff. The station has announced the reduction of its regular staff from 22 to 20. In addition, the station has cancelled its "Morning Show" and has cut back on its evening shows. The station has also announced that it will be changing its format to a more contemporary sound.

Capitol Adding a New Dimension: Puts 4-D Film Process in Orbit

NEW YORK — Capitol Pictures has announced that it is adding a new dimension to its film process, which will be used in space. The company has developed a 4-D film process that will allow audiences to experience the film in three dimensions and feel the effects of gravity.

1st Records for Italian Subscribers

NEW YORK — RCA Italiana is ready with the first shipment to subscribers of records created in Italy. The selection is made by the manager of RCA Italiana, and the records are distributed by the manager of the Italian subsidiary of RCA. The selection process is based on the value of the Italian market and the value of the Italian music industry.

Double Trouble! Poses Threat to Country Tours

NEW YORK — The two members of the popular country music group, Double Trouble, have been arrested and charged with murder. The group, which has become popular in recent years, was scheduled to perform in several major cities, but the arrests have caused a major threat to the group's tour dates.

Lionel Richie's "We Are the World"

Lionel Richie's "We Are the World" was the most popular song of the year, according to a recent poll. The song, which was written for the benefit of African children, has become an international hit and has raised millions of dollars for the cause.

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Epstein Is Expanding Empire

LONDON — Beatles’ manager Brian Epstein has extended his empire still further to take in more record acts, a British record outlet and a new European agency. Epstein’s latest acquisitions are the result of the amalgamation of his NEMS enterprises and the Robert Stigwood organization.

Under the wing of Stigwood becomes joint managing director of NEMS with Epstein, who is also chairman. NEMS will be involved in all Stigwood’s management deals which include such artists as the Cream, Oscar and Lord Sutch, and will also by the agency for other acts including the Who, the Mersey and the New St. Peters. Stigwood will still continue to act personally as manager and agent for the Beatles. He has handled, and Epstein stressed that he will continue to manage the Beatles, Cilla Black and others signed to him personally.

The new tie-up means that Epstein also acquires rights to Stigwood’s record outlet, Record Clubs, which Polydor promotes. Stig- wood himself is the label for Polydor, however, so all disks on Record Clubs carry a monogram logo with his initials. There are no plans to transfer existing NEMS recording acts to Record Clubs, but future talent acquired by the enlarged agency may well be put on the label.

A key aspect of the deal is that NEMS now controls the newly formed Hamburg-based agency Stigwood-Yaskiel International, which is being run by Laurence Yaskiel, formerly with Deutsche Vogue. International manager of the new agency will be Peter Knight, who recently quit Pye’s international department.

The Hamburg office will arrange all bookings for NEMS’ artists in Germany, Austria and Switzerland and is to open an office in France, Stigwood-Yaskiel International.

The international company has already formed two publishing companies, Polydor Music, and Aufladesren-Musick, which former Aerebach and Company executive Richard Grey, has joined.

HAMBURG — The new Stigwood-Yaskiel international firm has made a nonexclusive pact with German Classical Music, which has just been put on release and promote foreign LPs and CD’s, on material from Kama Sutra, MGM-Verve and UA.

Copyright Bill Re-Introduced

WASHINGTON — Rep. Emmanuel Celler (D., N.Y.), chairman of the House Judiciary Committee, has introduced a revised bill of the 93rd Congress, which makes certain changes in the previous bill. The revised bill (H.R. 2512) makes no changes beyond minor corrections in the previous draft of the bill (H.R. 4337), and extends effective dates for rights which under the previous bill’s Jan. 1, 1968. (Special provision is made for copyrights already renewed in the United States, which are not yet formally registered in the foreign country. The treaties now under contractual arrangements as of the new effective date.)

Staffers of the House Copyright Subcommittee, which is not yet officially organized for business, do not expect any further revision hearings to be (Continued on page 77)

Mancini Working On 2 Film Scores

HOLLYWOOD — Henry Mancini is composing the scores of two films, which are slated for summer release. Records of Mancini conducting music from the two films, "Two for the Road" and "The Affairs of Dobie Gillis," are out and there is promise of good business for Mancini, who was not mentioned when the pictures are released. Mancini won his first Recording Academy (Grammies) award last year for America gold record for the album "Mancini" on the "Peter Gunn" TV series.

Jubilee Keeps the Faith and Inks Rep. Powell as Artist

NEW YORK — Jubilee Records has signedcontracts with Herman Miller and U.S. Congress- man. It will record and release the album — "Keep the Faith." Many other labels were in the bidding for the controversial New York group. Last week, it was being heralded by na- tionals. The contract states that Powell’s royalties are slated to be used primarily to pay off the converged ecumenical judgment against him.

Powell, for once, will be for the commercial music business type of backslash. Red Schwartz, na- tional promotion director of Roulette Records, came up last week with 3,000 copies of an album — "The Gospel in Words and Music" — put out about six years ago. The LP failed to sell and had been gathering dust in a warehouse. This particular LP features sermonettes by Powell as well as solos by William and music by the Starmaker Quartet.

The Jubilee album is a spoken word LP, and Powell says, "It represents a distillation of my philosophy of life on everything from religion, politics, race re- lations, and the whole gamut."

To people everyone is a well-known name. This is Adam Clayton Powell. "The label has signed Powell to an exclusive contract of at least five years," according to Powell. Powell has two LPs scheduled for release during the next five years. Of the first LP, "The Stairway of Life," Powell says it is "for the young people, the movers and shakers."

Part of the proceeds from the LP will be set aside to establish the Na- tional Back Powell Committee to raise funds for Powell’s fight to retain his Congressional seat.

Powell advocates in one part of the LP that instead of "our baby, baby, baby," Negroes should "learn, baby, learn" in order to learn, baby, earn."

Rearmament Group in New Movement: Form a Label

LOS ANGELES — The Moral Rearmament movement has hired Hal Blocker to run the operation. Blocker’s group, for which a special organization is for its services as a independent consultant.

The newly formed subsidiary follows the successful sale of a premium album offered on subscription. The new television special “Up Against the Wall” sold 23,000 independent stations throughout the nation. Blocker said the show, which featured such artists as "People" LP were sold through Schick, the show’s sponsor.

First act on Pace is the Col- well Brothers, vocal trio singing “What Color is God’s Skin” backed with “Firesides Don’t Fix.” Brian Ross, rock n’ roll producer, asked the session which used 60 supporting voices and musicians. The intention is to generate money for the Rearmament show for the disk, wing, not necessarily to gain talent for a potential new national distribution, promotion and ad-co-ordination.

International Music

INTERNATIONAL MUSIC-RECORD NEWSWEEKLY
Radio-ToV Programming
Coin Machine Operating
Tape CARtridge
Audio Retailing

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The Peanut Butter Conspiracy is Spreading.

"It's A Happening Thing"

Where we spread the action on thick. On COLUMBIA RECORDS.
Coast Kama Sutra Rolls in High

LOS ANGELES — Having established a beachhead here in the Space Race, Kama Sutra will now begin sending in its troops from New York to create records for the West Coast and for outside clients.

According to Kama Sutra’s West Coast office head, the contemporary production firm has been helping to develop Century-Fox Records’ anest pro-duction records for their labels. “We’ll set up production deals for their hit artists,” Kama Sutra said. Erik Jacobson, a fre-elance producer, has been cutting the Sopwith Carol here. He cuts the Lovin’ Spoonful in New York.

Within the next two months, Artie Kapp, Vinnie Ponici and Pete Andrews will fly here from New York to get acquainted with Coast-based producers and become familiar with acts work-ing in the LA market. The KS concept is pat-terned on United Artists Pic-tures, which finances a pro-ducer and gives him free rein in developing his product.

(Continued on page 10)

AT EPIC RECORDS’ sales meeting last week in Miami Beach: Left, Leonard S. Levy, Epic’s vice-president, addresses promotion men and sales executives. Right, at the opening promotion seminar, the seated speaker is Jimmy Gordon, promotion manager of Marnell in Maryland; Mort Hoffman, Epic’s director of marketing, front right, and at podium, John Mahan, Epic’s West Coast Regional manager.

Court Rejects KIXI Appeal

SEATTLE — The United States Court of Appeals for the 9th Circuit has upheld a 1964 federal court decision against radio Station KIXI awarding damages of $250 for each copy of a record that encroached on the same record. It also held that KIXI had several options open to it. The decision was a “sound judgment” and a “reasonable and con-siderate” one, KIXI’s attorney said.

The case is a “classic” of ASCAP’s antitrust law. The court held that ASCAP’s activities did not represent a combination in restraint of trade. It also held that KIXI had several options open to it. The decision was a “sound judgment” and a “reasonable and con-siderate” one, KIXI’s attorney said.

Mike Sloman has been appointed to the newly created post of Europe-wide record producer for Decca Records. Sloman’s duties will encompass liaison between the Decca offices in the U.S. and European producers in the acquisition of masters, talent and projects for release on the Decca and Coral labels throughout the world. Sloman, who will headquarter in London at the offices of MCA Artists, Ltd., will make periodic trips to the Continent. Before taking the Decca assignment, Sloman was in charge of Liberty Records’ European operations. He had also been affiliated with British Decca as manager of their Italian Division, and then branching out into promotional duties covering England, Germany, Italy and Luxembourg.

Chicag's Inferno KOs Hall, Concert Business

CHICAGO—The convention and record release hit hard last Monday (16) as McCormick Place was raze by the 14,000 Arie Crown Theater fans (3,628 tick-ets). The first day of the 10th annual Tower- Toner was held in the world’s biggest concert facility. Arie Crown Theater, at 5,000, is lo-cated at one end of the Convention Center, block-long structure.

The sight of a Blossom completely destroyed the exhibi-tion hall, but at press time there were reports that Arie Crown Theater could be salvaged and might be in service by next summer.

The fire interrupted seven Arie Crown Theater performances by Herb Alpert and the Tijuana Brass, which were booked by Frank Fried Triangle Theatrical Productions. Tickets, which had been in hand for completion of the concert series, were not sold at the Opera House.

No Loss

"We lost some on these concerts," Gassan said. Alpert has been wonderful. The audience gave fifteen minutes to con-tinue the concerts, they would have been able to go on a pre-rated basis, even though the customary contract leaves in Arie Crown Theatre. The fate of Triangle’s third annual "Summer of Stars" con-cert series, which brings an unbroken stream of recording tal-ent to air-conditioned McCormick Place during the hot tour-mist months, remains undecided. The fire was on a Tuesday, the theater being sold to by early summer, as some ex-pected. Would they be able to go on? If not, Fried will seek other facil-ities. It is not likely that the series can take place.

The 4 Seasons were set for the Tower with this past Friday and Saturday at the International Amphitheater, a huge theater sweeper embracing a large arena on the South Side.

In Milwaukee, the Trini Lopez Show, which he had booked at Arie Crown Theatre, April 22-25, will be staged in Medina Temple, a spacious auditorium on the North Side. Fried will be forced to schedule other shows. Two other shows were cancelled: the New Animals, set for Mar. 11 at McCormick Place; Theodore Tikkel, May 6; Paul Revere and the Raiders, May 26-28.
Stone Smashes!!

Solomon Burke
Keep A Light In The Window Till I Come Home
Atlantic 2378

Don Covay
Shingaling ’67
Atlantic 2375

King Curtis
Something On Your Mind
Atco 6457

Carla Thomas
Something Good
Stax 207

Eddie Floyd
Raise Your Hand
Stax 208
London's Grand Distris Show

*Continued from page 1*

The sales chief noted that the new product was being backed by an extensive promotion campaign, including advertising and point-of-sale material of all types. In addition, he informed the distributors that the company had strengthened its promotional personnel set-up to ensure the greatest follow-through on new product. Much of this, he said, is behind-the-scenes promotion, such as contacting music critics.

**Classical Product**

The classical product includes seven items encompassing opera, vocal, symphonic and instrumental repertoire. The two major items here are London's first-ever recording of "Faust," by a fantastically strong battery of stars; Joan Sutherland, Franco Corelli and Nikolai Ghiaurov. The second is Mahler's "Das Lied von der Erde," by James King, Dietrich Fischer-Dieskau and the Vienna Philharmonic conducted by Leonard Bernstein. Terry McEwen, director of the classical division, told the distributors that London has assumed in the classical market the primary position it held when LP and stereo were introduced. He noted strong action in Billboard's charts and the acquisition of awards in various categories, and added: "Nobody is making product like we are. The secret of this great product is in this (the studio). We can get the sound off the tape and onto the records."

Other classical product in the release includes "Peter, Grimes: Highlights," recorded by Benjamin Britten and the Chorus and Orchestra of the Royal Opera House, with soloists; an Ernest Ansermet package of Haydn's Symphony No. 28, and "Symphony No. 20 in C Major" and "Symphony No. 20 in C Major," by the Vienna Philharmonic conducted by Hans Schneider-Isserstedt; Lorin Maazel with the Vienna Philharmonic in two Sibelius works, and pianist Vladimir Ashkenazy doing a package of Schubert compositions.

**Phase 4**

Marty Wargo, director of administration, introduced the Phase 4 product and noted: "We go into 1967 as the No. 1 company in the sound field. He added that London had taken a gamble in this field by foreseaking mono and concentrating on stereo. "We won," he said, pointing out that many of the initial packages in the catalog of more than 200 were increasing in sales. Tony D'Amato stated that the Phase 4 release reflects in miniature the broad range of the catalog — offering something for everyone. Included are an album of bullfight music by Roger Laredo; Ronnie Aldrich and his two pianos, an album by Ted Heath and Edmundo Ros, a Stanley Black package capturing the spirit and color of France. The Phase 4 concert series packages include a Stokowski recording of compositions from "The Ring of the Niebelung," Antal Dorati in an album of Strauss waltzes; and a Pacifica spectacular by Camarata and the Kingsway Symphony with selections from the various operas.

Dealers will receive a free demonstration LP for in-store Phase 4 release.

**Tea Scene**

Product under the general category of the tea scene totaled 400 albums which include three from Hi Records with the Memphis sound. This product leads off with the Rolling Stones' new package, "Jethro Tull's Ring," which will be available Monday (23) in the States. This is expected to be a bonanza. The Stones' last five LP's received RIAA certification. Another London package is "The Blues Brothers," by James Brown and Eric Clapton, considered a sleeper. And the last package is an LP for the London group is Tom Jones' "Green Grass of Home," a recording of the entire studio recordings of the phenomenal Tom Jones single.

**Hi Records**

Walt Maguire, director of pop and singles sales, in presenting the Memphis sound albums, said that London has had an eight-year association with Joe Cocker's label, which began the period has just been signed. He noted that the record has included by the Hi artists roster and that additional personnel was brought in to augment that staff, including Dave Marshall and Jerry Howie for the East and West Coasts.

The presentation of Hi product included a presentation of Sandy Stewart who demonstrated the danceability of the Hi-referenced package. The Hi packaging includes one by Bill Black, one by Willie Mitchell and one by Ace Cannon. Magazine also detailed in formation on singles by such artists as Cat Stevens, the Moe, Margie and Moe.

**D. H. Toller-Bond**

D. H. Toller-Bond, London Record's president, summed up by terming the Tuesday activities a "fabulous produced presentation." He added, "We are happy to report that our personnel at the Decca studio, slides, films and addresses by such talent as Jerry Rodgers, Stanley Black, Roger Laredo, Camarata and Frank Farnon worked in fulfilling the proceedings.

**Promotion**

The promotional drive includes airplay disks, in-store and window displays, ads for use with dealer local newspaper and magazine advertising and an extensive campaign of national advertising in trade papers and such consumer publications as American and Billboard and Hi-Fi Stereo Review.

London's Galas in Old Tradition

**LONDON—**A formal banquet given by Decca, Ltd., this evening at the Savoy Hotel, was attended by the 140 U.S. guests here attending London Records' 20th anniversary celebration. The banquet was attended by approximately 250 people, including London Records and London Group distributors and their personnel. It was hosted by Richard Honey, parliament member of Parliament.

Holland Ltd., its artists give a "Golden Dinner" for the distributors, at the Chesterch-Hotel Tuesday (17). The evening's printed program simulated a gold record and carried the inscription, "Please accept this gold disk to commemorate your magnificent contribution to the arts."

This was signed by Ronnie Aldrich, Tony Division, Bob Farnon, Ted Heath, Roger Laredo, Monty Vans, Johnnie Ray, Jerry Rodgers and Roland Shaw.

**Served in Style**

On Monday, the visitors were entertained in the Elizabethan rooms of the Gorte Hotel, where song, food, drink and dance were dished up in the style of Old England, and then as contrast, the guests were taken to a discotheque as evidence of modern London dancing. During the week, wives were entertained with organized sightseeing tours.

At Sir Edward's Thursday night banquet, the Decca chairman's address was marked by his characteristic cracking wit as he recounted his early days in the record business on both sides of the Atlantic. He opened his comments by thanking the distributors for the orders they had taken for his products, and presented, a saying saying your duty nobly on Tuesday."

He noted with gratitude the outstanding job being done by London Records president D. H. Toller-Bond and his staff in New York saying, "They have done a fantastic job, and we are lucky to have such personnel."

**Recalls Era**

With a mixture of sentiment, a sense of history and wit, he recalled the era when America Decca was founded in a storage warehouse in New York, and similarly, 20 years ago, when the London Records was founded. He said, "We proved you can sell English records in the U.S.

There is no difference fundamentally in the reactions of the British and American people. Nobody could have had a better experience in Anglo-American relations than we have had."

He recalled the launching of Sf 4, and said that the LP record was the making of London Records. He displayed his usual gift of memory by recalling artists and titles of early hits, complete with record number. He also recalled the names of his early American distributors of whom some were at the banquet. Among those mentioned were George McDuff, Al Lieberman, Jimmy Martin, Bill Davis, Bob Haitian, Loni Sibbok and the Hartstone Brothers.

He then introduced George Hartstone, referring to him as our "Hunting distributor," in recognition of Hartstone's avid pursuit of his fox-hunting hobby.

Hartstone in announcing the toast to E J. Hartstone. He feels here is like returning to an old English pub and remembering English feeling which started in 1964." Hartstone noted Sir Edward's contribution to the world of entertainment and records, and to the American record business. He pointed out that it was Sir Edward who helped revive the American business in a period of dullness.

Sir Edward presented a gold record to Tom Jones for his "Green Grass of Home," million seller in Britain.

**Loma Moves A&R Direction to N. Y.**

A shift in A&R direction from Burbank to New York has been ordered for Loma Records, the rhythm and rock subsidiary of Warner Bros. Records. Named A&R is director is Ben Goldberg, who replaces Russ Regan, now UNI Records promoter. Goldberg was with Raga
go to launch an artis acquisition drive from WB's Miami office. He has been a producer with WB for the past nine months. Assisting Rago
go will be George Lee, Eastern operations vice-president.

**JANUARY 28, 1967, BILLBOARD**
New soundstorm blowin’ in from San Francisco. Be prepared for BLACKBURN and SNOW! Electrifying on their first Verve release STRANGER IN A STRANGE LAND b/w UPTOWN-DOWNTOWN VK-10478 Produced by Werber-Steirling Now exclusively on
Decca Decks LP's In Super Styles

Continued from page 1

the original Broadway cast album of "Hello, Dolly!" also on RCA Victor.

The background score for "Millie" was written by Elmer Bernstein; Andre Previn scored the musical numbers and Sammy Cahn and James Van Heusen wrote the title song and "The Taploca," one of the key numbers in the film.

Other Players

Other top players in the movie are Mary Tyler Moore, James Fox, John Gavin and Beatrice Lillie.

In addition to the regular LP, Decca is also issuing the soundtracknums on Sunday and 8- and 4-track tape cartridges. The budget is enormous and trade advertising will be one of the largest ever laid out for a soundtrack package by Decca. The label will also work closely with distributors and dealers to support the campaign. Special screening will be set up in key areas around the country; maximum radio coverage will be supplied including a follow-up interview with Julie Andrews, and special window and in-store displays will be offered dealers.

A similar promotion push is now being laid out for "The Countess From Hong Kong" album. The picture, produced and directed by Charles Chaplin, also has a score written by Chaplin, who had a click as a composer several years ago and has written with his theme for "Ringlight." The film, which stars Jack Soo, has been a New York premiere in mid-March, stars Sophia Loren and Marlon Brando.

Kama Sutra Rolls In High

Continued from page 5

KS hopes to emulate this thinking by singer adn ideas and acts, financing their labor and distributing their products.

So far, KS has no production deals with any Coast firm. But Krasnow envisions two such deals based on "selective" choice. The firm already cuts records for MGM, UA, Kapp and Columbia. Krasnow says the major labels tend to "bow down" creative acts with administrative demands. The KS free-wheeling concept is to give the right adn man the money and ask that he deliver his best efforts, unencumbered by time deadlines.

Edwards Sessions

In addition to the Sophieth Canned, singer-viener Vine Edwards was cut here (by Artie Kip) and these two sessions will shortly be looked upon as the firm's initial Coast efforts. In line with its expanding operation, the local office will take over an entire floor of office of 512 Sunset Building in March.

The firm is also planning publishing expansion and will open an office for its Kama Sutra Music in line with this move. Krasnow also revealed he is negotiating to buy two publishing firms, one locally the other in San Francisco.

Mare. R&B Plan: Office in Memphis

Continued from page 1

make routine weekly visits to Memphis.

Mercury rented Hi's facilities recently and has already begun the move into the Tennessee city. In the short run, Mercury plans to record male, female and group acts in the rented studio. Long-range plans call for construction of Mercury studios in Memphis.

Ray Brown, owner of National Artists and a former Memphis deejay, will be Mercury's adn man in residence in Memphis. Brown formed National Artists eight years ago and has handled the bookings of such artists as the Daytoven, Jerry Lee Lewis, Willie Mitchell, Gene Simmons, Ace Cannon, the Gentlemen and Bobby Wood.

We also plan to continue with establishing突出on, were under consideration by Mercury. The factor that recently swayed Mercury in favor of Memphis was the great productivity of writers in that town turning out the type material Mercury Vice-President Charles Fischwitz (record producer) is seeking. Also present is good supply are artists and studio musicians skilled in the genre. For example, in a recent session at the Hi studio Mercury used locals Reggie Young, Tommy Coghill, Simmons, Creason, Mike Leach and the Willie Mitchell band.

'Music' Follow-Up Scores


The book also contains 27 appendices of sample agreements, licenses, copyright statements, taxes and other items of value covering the many complex factors of the in-
dustry.

It is a must companion piece to the first volume which is now in its second printing. Lee Zito, Billboard's editor in chief, edited the revised book which is priced at $5.50.

MIKE GROSS
when answering ads . . . say you saw it in Billboard
A STAR SINGLE IS BORN!

'BORN, ST. LOUIS'

DARRELL GLENN

Chicago, Philadelphia, Milwaukee, Nashville, Denver, Memphis and Columbus are marking the happy event with picks—and your town is going to be next!

Where hits are a labor of love. On COLUMBIA RECORDS.
TAPE CARTRIDGE

by Larry Finley

Los Angeles—A combination stereo-player-phonograph with accompanying speakers, selling for $279.95, has been added to the equipment line at Tape Cartridge Distributing Corp., located at 220 Van Noy Blvd., Los Angeles.

The unit encompasses a stereo player manufactured by National, a Grand turntable, symphonic speakers and motorola cartridge turntable system. A charcoal-lined dust cover is provided for the turntable.

While the speakers are domestic, the turntable-cartridge player is housed in the same vacuum vender cabinet. An input jack in the rear of the cabinet provides for hooking up an FM radio, a reel-to-reel tape machine or stereo equipment.

The equipment was first tested in selected markets, with consumers queried about the performance of the solid-state equipment. Three major electronic distributors purchasing the unit for dealers are Kramer Electronics, Boston; Michigan Mobile, Detroit, and Eastern Record Distributors.

The unit is the most expensive line of equipment available under one rubric offered by CRDC. A program ahead of this range of cartridge turntables is being built in the unit.

Lloyd's to Issue Portable Player

Los Angeles — Lloyd's plans releasing a $49 battery-powered portable player in May, following the release of four complete compatible cartridge machines, three geared for homes.

The cassette machine will be the company's first in that configuration. The Lloyd's line of electronic equipment has previously covered reel-to-reel tape.

The firm's compatible player goes for $100 at retail. A comparable tape model console with AM/FM radio sells for $149 and $42.45 a compatible and a $79.55 compatible unit without speakers.

Mrs. Interest High in Europe: Mintz

Continued from page 1

In Haarlem, Oord and Gordon discussed possible co-operation in the Dutch marketing of cartridges. Later Oord said, "No firm deal was reached but we established a promising mutual understanding. Garrard was continuing suggestions back to the Mintz California headquarters which could be acted on. the Bovenschulte chief added.

Mintz appears have made most progress so far in Paris. Gordon said he reached prelilinal agreement with Rolland and Voyage to make their repertoire available. He also had several favorable discussions with the EMI agency, Pathé-Marconi.

Gordon found interest from two equipment firms, Plawn Bros. and Starnes, which have considered entering the manufacture. A firm's personnel were asked to manufacture players. He felt playback equipment would be part imported, at first, probably from Japan. All mechanical components would be assembled with European electronic equipment being added.

Tape Cartridge Corp.

He was optimistic that France would provide a base for duplicating cartridges for distribution through the common Market. Tape Cartridge is also seeking among French record producers favoring Mintz cartridge equipment, to carry the Mintz cartridge cassette system, which in much of Europe is already linked with a recording machine.

The Mintz executive moved on to Italy and later planned swingings through Spain, Switzerland, Germany and Sweden before returning to the U.S. via London.

Now... AVAILABLE! IN STOCK!!

A COMPLETE STEREO TAPE CARTRIDGE DEPARTMENT PIFLER PROOF CARTRIDGE RACKS 4 & 8 TRACK STEREO

PLUS: Special Heavy Duty Fixtures PLUS: Front Cover Pictures & Copy can be seen PLUS: AM & RCA and all sizes now manufactured PLUS: 13 MODELS IN STOCK

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A COMPLETE STEREO TAPE CARTRIDGE DEPARTMENT PIFLER PROOF CARTRIDGE RACKS 4 & 8 TRACK STEREO

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PLUS: Special Heavy Duty Fixtures PLUS: Front Cover Pictures & Copy can be seen PLUS: AM & RCA and all sizes now manufactured PLUS: 13 MODELS IN STOCK
Help
Stonewall Jackson
"Stamp Out Loneliness"
All it takes is a couple.
...And this single.

ON COLUMBIA RECORDS
Where Loneliness Means Singularity

And remember this:

Stonewall Jackson
Life's Fair In Love 'n War

The Mournin' Man
Don't You Do Me
I Wish I Had A Girl
Wedding Bell
I Poured My Tears Today
And More

CL 2598/CL 6208
Liberty Sees a Wide Retail Distribution for Cartridges

LOS ANGELES — Tape Cartridges are an entertainment commodity which will end up in many retail outlets from regular music stores to camera shops and auto accessory stores. This is the picture as seen by Lee Mendell, Liberty Stereo-Tape’s general manager, who believes that by staying within established record distribution patterns, Liberty will gain stronger footholds in the field.

While Mendell sees auto outlets as valuable new sales additions, he nonetheless feels that cartridges are not the right product for auto accessory distributors. There are auto accessory stores which are selling cartridges, with the Western Auto chain pointed out as an outlet. “We spent a great amount of time examining the auto distribution field,” Mendell said, “and we felt we could not go this route. Music distributors create product and we must never forget this.”

GRT Gets 2 Viva LP’s

BLOOMFIELD, N. J.—General Recorded Tape has acquired rights for two Viva Records LP’s. Cartridges will be manufactured from Viva Records’ “Rhapsodies for Young Lovers” by the Midwest String Quartet and the Rudy Vallée LP, “Hi-Ho Everybody.” The two cartridges will be released in February, according to GRT and Viva Records.

Viva Records noted that the Midnight String Quartet disk has sold more than $1,000 in the New England-New York-Northern New Jersey area. The Vivaldi album, just starting to move, has reached 4,500 sales.

Dubbings Gets Rights to Vox

NEW YORK — Dubbings Electronics, Inc., of Copenague, L. 1., has acquired tape rights to material from the Vox Productions catalog. This material will be released by Dubbings in all prerecorded tape, forms including 4 and 8-track cartridges and Norco type cassettes.

Dubbings says it plans to release 100 selections during 1967. This move represents the first major classical catalog made available in all forms and Dubbings plans heavy promotion to introduce the material in both this country and Europe. Dubbings and Vox will be selling the cassettes and cartridges, Dubbings through its photo and auto parts field, and Vox within its normal distribution channels.

working on clearing a pattern of payment to creditors.

The most valuable items in the auction were the duplicating machines, including Ampex 2-track and 4-track mastering recorders, a Sony stereo recorder and a bank of duplicating slaves.
HARRY BELAFONTE sings "HURRY SUNDOWN" title tune from the new motion picture c/w "Mama Look a Boo-Boo" '9075

Belafonte's terrific appeal, the exciting material and the strong current interest in the new Otto Preminger film make this a single that's got a lot going for it!

RCA VICTOR

www.americanradiohistory.com
**SPOTLIGHT SINGLES**

### POP SPOTLIGHTS

#### TOP 20

Donovan—Epistle To DippY (Prod. by Mickie Most (Writer: Leitch) (Peer Int’l/Hi-Comet, BMI) — Most’s take of a timeless classic and the second entry to date in this one. His usual first rate production of clever lyric material should carry it straight to the top. Flp: "Preaching Love" (Peer Int’l/Hi-Comet, BMI) Epic 10127

Johnny Rivers—Baby, I Need Your Lovin’ (Prod. by Lou Adler) (Writers: Holland-Dozier-Holland, ASCAP) — From the Top 5 smash up to date with a smooth vocal interpretation. Hot follow up to his "Poor Side of Town" hit. Flp: "Gotta Keep On" (Rivers, BMI) Imperial 66227

Tommy James & The Shondells—I Think We’re Alone Now (Prod. by Cordell-Gentry (Writer: Cordell) (Patricia, BMI) — The "Handy" Panther group has another easy number with good teen slanted lyric. Good vocal workout and top Jimmy Wines arrangement. Flp: "Gone, Gone, Gone" (Macintyre, Imperial) Roulette 4720

The Turtles—Happy Together (Prod. by Joe Winster) (Writers: Bonner-Gordon) (Charlton, BMI) — Group scored high with their "It Ain’t Me, Baby" hit and this well-orchestrated item could repeat that success. Joe Winster’s production is tops. Flp: "Like the Seasons" (Isham, BMI) White Whale 244

#### TOP 60

Lee Dorsey—Rain Rain Go Away (Prod. by Allen Toussaint & Marshall E. Soboroff (Writer: Toussaint) (Marsalt, BMI) — Right in the groove of the old man Minnie Riperton hit is this pulsating rhythm rocker which should bring Dorsey back onto the Hot 100 in a hurry. Flp: "Gotta Find a Job" (Marsalt, BMI) Amy 974

Jackie Wilson—Just Be Sincere (Prod. by Carl Stallings & Quincy Jones (Writer: Jones) (BRC, BMI) — Following up the tremendous success of "Whispers," Wilson offers a powerful performance of a strong rhythm ballad. Culled from his current hit LP, it should burst into the Hot 100 with impact. Flp: "I Don’t Want to Love You" (Gaye/Leone/BBC, BMI) Brunswick 55360

The Critics—Marryin’ Kind of Love (Prod. by Kama Sutra Prod. (Writers: Andreoli-Poncio-Fonseca) (Kama Sutra/Bambuleo, BMI) — Smooth vocal treatment and smart arrangement of a good new number should bring the group back to the Top 100. Flp: "Yes, I Love You" (Kama Sutra, BMI) New York Round (Kama Sutra, BMI)

Jr. Walker & The All Stars—Fucker Up Buttercup (Prod. by H. Fuqua & J. Bristol) (Writers: Fuqua-Bristol-Coppin) (Jebus, BMI) — Clever lyrics and groovy rock treatment of this hot rock item is sure to activate the Top 100. Powerful Jr. Walker vocal delivery. Flp: "Anyway You Want It" (Jebus, BMI) Kapp 35030

Ramsey Lewis—One, Two, Three (Prod. by E. Edwards) (Writers: Medora-White-Boroffo) (Double Diamond, BMI) — Strong Latin dance beat is the accompanying piece to work by Lewis may make this revival of the Len Barry smash a hot chart contender. Cadet 5570

Mel Carter—As Time Goes By (Prod. by Dick Peters) (Writer: Hufnoll) (Hamas, ASCAP) — The mellow voice of Mel Carter brings the great old standard up to date via this first rate Dick Peters production. Headed straight for the Hot 100. Flp: "Look to the Rainbow" ( Players, ASCAP) Imperial 66228

Eddie Floyd—Raise Your Hand (Prod. by Robert P.!) (Writers: Floyd-Paine-Anderson) (RCA Victor, BMI) — Floyd made his mark on the Hot 100 and r&b charts with his "Knock on Wood" success, and he should ensure his position this time on the Top 100 rock follow-up. Flp: "I’ve Just Been Feeling Bad" (East, BMI) Max 208

#### COUNTRY SPOTLIGHTS

#### TOP 10

Eddy Arnold—Lonely Again (Prod. by Chet Atkins) (Writer: Chapel) (4 Star, BMI) — Make room at the top of the country charts, and reserve a place on the Hot 100 for Arnold’s fine interpretation of a beautiful Jean Chapel ballad. Flp: "Love On My Mind" (Tony Dow, BMI) RCA Victor 9080

Kitty Wells—Love Makes the World Go ‘Round (Writer: Anglin) (Wells, BMI) — Kitty Wells has another smash in this top Jim Anglin rhythm number with a meaningful lyric, which she delivers in fine style. Flp: "I Just Don’t Want (Wells, BMI) Decca 32884

Marty Robbins—No Tears Malady (Prod. by Don Law & Frank Jones) (Writer: Robbins) (Mojave/Nonna, BMI) — Robbins has a strong follow-up to his "Mr. Shorty" success in this smooth country rocker, which he penned. With him should be one of his biggest in country and pop markets. Flp: "Fly Butterfly Fly" (Marliecue, BMI) Columbia 43865

Frank Ifield—A Stranger to Me (Prod. by Wesley Ross) (Writer: Gibson) (Arneson, BMI) — Ifield’s "Call Her Your Sweetheart" did well on the country charts, and his reading of this plaintive Don Gibson ballad will be sure to please. Flp: "I Remember You" (Parnassus, ASCAP) Hickory 1435

#### CHART

There are no changes in the Country Singles chart.

#### R&B SPOTLIGHTS

#### TOP 10

There are no changes in the R&B Singles chart.

#### CHART

There are no changes in the R&B Singles chart.
COLUMBIA RECORDS: WHERE NEW ARTISTS BECOME NATIONAL FAVORITES

The Time Of My Life
John Davidson

Mr. Spaceman
Eight Miles High
5 DP
Hey Joe
What's Happening?!?
Captain Soul
And More

FIFTH DIMENSION

Jim Nabors Sings
Love Me With All Your Heart
Cuando Calienta el Sol

Midnight Ride With
Paul Revere & The Raiders
Featuring Kicks

Strangers in the Night / Somewhere My Love
The Impossible Dream / You Don't Know Me
What Now My Love
And More

Each of these albums has retail sales in excess of 200,000 units.
Together they total considerably more than 1,000,000 albums sold.
The total increases every day.

COLUMBIA ALBUMS SELL!
COLUMBIA SELLS ALBUMS!

COLUMBIA RECORDS® Where the building action is.

www.americanradiohistory.com
Along Came
Little Lupe Lu and Koko Joe and Fannie Mae and Try To Find Yourself Another Man and You've Lost That Loving Feeling and Just Once In My Life and Ebb Tide and Hung On You and Soul And Inspiration and He and Go Ahead And Cry and On This Side Of Goodbye and now
Along Came Jones
The Righteous Brothers

From their big new album
SAYIN' SOMETHIN'

Along Came Jones
VK-10479

*Also Available on Ampex Tape*

Watch them introduce it nationwide on PLEASE DON'T EAT THE DAISIES, Saturday evening, February 11!
In your charts, you know we're right.
We were right about Roger Williams’ new single, “Sunrise, Sunset.” It’s a hit! (K-801, b/w “Edelweiss”)

We were right about Jack Jones’ new single, “Lady.” It’s a hit! (K-800, b/w “Afraid to Love”)
This ad cost "Pinkie" Pinkston $5.00.

"Pinkie" Pinkston, record & song promoter, songwriter and recording artist, paid us $5.00 to run the above ad in the June 18, 1966 issue of Billboard.

The ad, which appeared in the Classified Mart under the heading "Promotional Services," pulled a lot of inquiries and landed "Pinkie" 5 good accounts (whose names he will gladly furnish on request) worth $1,600 in first-time business.

"Pinkie" is sold on Billboard's Classified Mart. But don't take our word for it. Ask him yourself. Write or call:

"Pinkie" Pinkston
"Pinkie" Pinkston Record Promotions
650 Arlington Place
Chicago, Ill. 60614
(312) 327-1754

But, if you do take our word for it, send your classified ad order to:

Billboard Classified Mart
188 West Randolph Street
Chicago, Ill. 60601

P.S. You'll find classified ad rates on page 68 of this issue.
YOU'VE NEVER REALLY HEARD TONY MARTIN UNTIL DUNHILL
THEME FROM "THE SAND PEBBLES" (AND WE WERE LOVERS)
B/W THIS YEAR D-4073

DUNHILL RECORDS INC. / NEW YORK-BEVERLY HILLS / A SUBSIDIARY OF ABC RECORDS, INC., 1330 AVENUE OF THE AMERICAS, N.Y. / MADE IN U.S.A.
Drew Quits as WQXI's P.D.

NEW YORK — Highlights from the Chickencman's trip on Chicago's WCFI radio, will be relayed to the station's listeners by the end of the month by Ato Records as "The Best of Chickencman." The LP was produced and mastered by L.P production manager, actor John Robben, and producer Deejay Jim Runyon. In two months over 5,000 copies of a Chickencman LP were sold by WCFI. More than 20,000 copies of the pressing reportedly have been sold throughout the country for radio stations on the spot label. The whole is now carried by over 75 stations.

RADIO-TV Programming

'Conversational Excitement' Key To WSAI Disks Influence Title

By CLAUDE HALL

CINCINNATI—By talking to the big name record artists—the Four Seasons, the Righteous Brothers, the Monkees, the Beatles—Dave Reinhart has captured the major influence here. He does this through taped interviews, a big part of his show. And the result is that the evening personality on WJW has captured Billboard's Radio Response Ratings survey for being the major influence on sales of singles records. This, in effect, indicates Reinhart's ability to reach a large audience of teens and young adults, as well as power to convince them to buy product.

WSAI again led the area—the station's 17th largest radio market—with 51 percent of the votes in ability to influence sales of singles records. Voting were record dealers, distributors, one-stop operators, and local and national record company executives. Reinhart had 41 percent of the votes to lead in this market, and WSAI's Roy Cooper with 15 percent.

Reinhart, radio director of the Hot 100 format station, attributes the success of the station to the "Conversational excitement" of the jingle: "Do you want to hear Radio Marty?" Reinhart says, "The jingle doesn't scream at the listeners, we present things in a friendly way. People comment that they don't just listen to WSAI, but listen with WSAI."

Reinhart has been waging fierce competition against WQRC, the Easy Listening station, for audience ratings and "we're doing better every month," said Kennington.

He felt that if a station is not used at KHI. Los Angeles (No. 1 in the market at present) in the rate of three per hour, the Jewish policy was outlined for management consultant Bill Drake. Daniels once worked for Drake.

WAIL-TV 'Stars' Starts 17th Year

ATLANTA—Georgia's showcase "The Texas Stars of Tomorrow" began its 17th season on WAIL-TV Saturday. Fred Miller hosts the show and handles all auditioning for talent. Among those who gained important exposure on the show early in their careers were Bill Anderson and Brenda Lee.

ATCO RELEASES CHICKENMAN

NEW YORK—Highlights from the Chickencman's trip on Chicago's WCFL radio, will be relayed to the station's listeners by the end of the month by Ato Records as "The Best of Chickencman." The LP was produced and mastered by L.P production manager, actor John Robben, and producer Deejay Jim Runyon. In two months over 5,000 copies of a Chickencman LP were sold by WCFI. More than 20,000 copies of the pressing reportedly have been sold throughout the country for radio stations on the spot label. The whole is now carried by over 75 stations.

PERSONALITY PROFILE

Pittsburgh DJ Clark Race Believes Silence is Golden

PITTSBURGH—In a world full of screaming records, "I'll scream if you'll scream," Clark Race, 15-year-old DJ, in a different bag. He's never screamed. He doesn't believe record sleeves last as long as a disk jockey. "It's the people who have a personality and can say something that stays around," he said. "All the people who listeners never really get to know the musicians. Nobody misses them when you're off the air."

Race, $40,000-a-year air personality of KDKA, is a good example. He works with WOKO in Albany, N.Y., 15-year-old Rich Verraci hired him away, but before he could get on the air, the deejay went on strike. He went to KDKA instead. That was in March of this year, in Pittsburgh, since evidence. He told listeners that he's a personality-plus can be found in his ratings. The show is No. 1 in a popular market, capturing 58 of the audience on a given night out of 8 million. By the same time, it's estimated he reaches about 1.5 million people. Bill- board's last Radio Response survey of Pittsburgh showed Race as the major air personality influencing sales of singles records. He was second in the list of the votes—indicating not only a vast audience of teens and young adults, but also his ability at influencing them to buy product.

As for keeping something to say, he does have and it might be best to say it. Race, is what with his air time.

Doubled Plays Behind KDON's Leadership

SALINAS, Calif.—The "more music" policy can work wonders, believes KDON, which switched to a Hot 100 format Jan. 15, 1966, and has been a leader in the market ever since.

Jack Daniels, program director, has devised a format which, as a standard policy 24 hours a day, includes six doubles plays per hour. This "enables us to play 12 records an hour without the hour throughout the day, but interest among the pairs. The interested part of this format," he said, "is that it does not interfere with our commercial load of 18 units per hour."

The double play of records. Daniels admits, is not new to programming, but he believes KDON has made it as effectively as anyone.

The double-play policy is

XERB Sharpens R&B Format

By ELIOT TIEGEL

LOS ANGELES—XERB, the "mystery" station of rhythm and blues, has begun its new programming Monday (16) with the addition of three new disk jockeys and more rural blues sounds.

The powerful 50,000-watt station's new format offers 100 miles outside of Tijuana, Mexico, is a complex enigma according to the U.S. broadcasting standards. Its first three rock deejay teams, David "Clown" Jack, the Nazz, and Pat Daddy Washington, and, according to XERB's Anthony Daniels, "another additional sales manager who produced much of the show and those new personalities. The move is to create an aura of mystery."

Anthony said that his station is permitted under Mexican law to play recorded music of any recordings. There is no sponsor-ship identity required. He said that he's planning the station and those records are played on the 45" which includes 45 hits, more than 10 West Coast records, and all others. XERB is operated by "a corporation in Chicago, which is part of a Mexican company," Anthony explained. "We have another 'Mystery' station."

Corinthian to Host Show at Lawyers' Banquet in D. C.

NEW YORK—Corinthian Broadcasting played host Jan. 20 to a live talent show—a premiere of artists later to debut on its radio station, through the annual banquet of the Federal Communications Bar Association in Washington.

The hour special—"Campus Talent"—was launched in 1958 by the Federal Communications Bar Association of New York. The station is in turn operated by a "corporation in Chicago, which is part of a Mexican company," Anthony explained. XERB is carrying an "affiliation with XEG."

WSLR Introduces Interninitely

AKRON, Ohio—WSLR, the country music station here, has launched "The Only Country Newspaper, one of the first country music stations to do this. This type of newspaper, one that has been very popular the past couple of years with Hot 100 and country stations, was introduced.

The Weekly, vice-president and general manager is executive editor; Ken Speck, program manager of the station; Business Manager, John Feierbach; "Acceptance and response was overwhelming and we may have more than 10,000 copies of the first issue," Speck said.

Baysell stated in the first issue that, "We're hopeful that through our efforts, WSLR will become known in the South as well as throughout the country."
Debut!

The group: THE HEARTS AND FLOWERS.
The song: “ROCK & ROLL GYPSIES.”
The sound: HIT.

This great single got an immediate top pick by these experts!

Bill Gavin’s “Personal Pick”
Tempo “Tip”
Record World’s “Four Star Pick”
Ted-Randall’s Tip Sheet “Daily Double”

How’s that for openers?

5829 b/w Road to Nowhere
Pittsburgh Deejay Clark Race

- Continued from page 24

* Continued from page 24

He went against the record personally, though I knew it was going to be a hit.*

Race recently did a pilot for an ABC-TV game show that lost out to Lloyd Taxton. Still, Race would like to break into the TV personality business, too. He’s made appearances on the Merv Griffin show and the "Wild Wild West" series.

One of the reasons he has been unable to establish himself as a jockey is his interest in all kinds of radio. Race was one of the several pop deejays who attended the country music convention in Nashville last October.

He said that he used to listen to Ralph Emery, night deejay at WSU, Nashville, and picked up a lot of hits. His records today, in his opinion, are a cross many times between country music and rhythm.

*I like the country music people... like the way they write songs. The songs are meaningful, down-to-earth.*

He said he also liked rhythm music and felt the only way any station would be able to knock off KHI in Los Angeles was to have a rhythm music integrated heavily into a rock ‘n roll format.

Race programs his own show; the station management allows him to pick one record a day of his own choice to play. He has received Gold Disks for helping break "Lightning" Rodger’s "Snoopy Vs. the Red Baron" and "Guarded by the Gods," winners on Laurence Records. KHI doesn’t have record hops, as a rule, but has a 2-0-5 minute slot where he sometimes performs in the Pittsburgh community.

Sound’ for Gilf’s

NEW YORK—The Armed Forces Radio Service will make weekly releases of CBS-FM’s "Young Sound" program, which is hinged on good music versions of hit tunes, from the services overseas radio stations, including 14 in the Vietnam war zone, in the new radio series, "Sound of Greece," director of CBS-FM.

It was a day of his own choice to play. He has received Gold Disks for helping break "Lightning" Rodger’s "Snoopy Vs. the Red Baron" and "Guarded by the Gods," winners on Laurence Records. KHI doesn’t have record hops, as a rule, but has a 2-0-5 minute slot where he sometimes performs in the Pittsburgh community.

By CLAUDE HALL
Radio-TV Editor

Programming consultant Mike Joseph worked with KVII, Denver, . . . In a contest by KVII-FM, Denver, fans voted the Beatles 63,153 votes to 37,128 in a 16-day phone and mail-in campaign. Stu Magnuder, formerly general manager of KDEN, was upped to director of national sales for ABC Network TV, and regional officer of the Walton group.

Clarence Davis has been appointed manager of WCKY-FM, Amarillo (103). The station was formerly known as the call letters of KWAY, which group has shifted to Fort Worth to be beheaded by KUCU.

WJLB, Hot 100 format station in Jacksonville, Fla., has cleared its entire line-up, starting every rock ‘n roll station in the nation with a half-hour music blast over the New Year’s week-end. WJLB made use of them “nouveau and claim-em” discs, saying, away about 500 of them a disc music director Old Ore.

Cincinnati, Ohio... 4th Cycle

CINCINNATI, OHIO... 4th Cycle

JANUARY 28, 1967

TOP STATIONS

<table>
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<th>Call</th>
<th>Station</th>
<th>City</th>
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<td>WSKY</td>
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<td>Newport, Ky.</td>
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<tr>
<td>WDFY</td>
<td>1010 AM</td>
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TOP DISK JOCKEYS

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AM RADIO FREQUENCIES

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FM RADIO FREQUENCIES

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</tr>
<tr>
<td>WCKY</td>
<td>100.3 FM</td>
<td>Cincinnati, Ohio</td>
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RATES

REGULAR CLASSIFIED: 25¢ a word. (Minimum $5.00.)
ADVERTISING DISPLAY: $1.00, $1.25, $1.50. (Minimum $10.00.)
WRITTEN DISPLAY (10%): 5¢ a word, 6 lines-
Minimum $7.50.
BOX NUMBER: 50¢ service charge per insertion. (Minimum 2 insertion.)
3 lines-
Minimum $1.50.
AUGUST 1, 1966.
HELP WANTED

ANNOUNCER/ENGINEER, 30 - 50
Major market radio station is looking for an experienced announcer/engineer. Candidate must have some major market experience. Salary commensurate with experience. Respond to Box 655, January 28, 1967.

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SALES AND PROMOTION DIRECTOR

The Davis Broadcasting Company has purchased another station, this one a CBS affiliate. The company director, Stu Maguder, formerly general manager of KDEN, was upped to director of national sales for ABC Network TV, and regional officer of the Walton group.

Clarence Davis has been appointed manager of WCKY-FM, Amarillo (103). The station was formerly known as the call letters of KWAY, which group has shifted to Fort Worth to be-beheaded by KUCU.

WJLB, Hot 100 format station in Jacksonville, Fla., has cleared its entire line-up, starting every rock ‘n roll station in the nation with a half-hour music blast over the New Year’s week-end. WJLB made use of them “nouveau and claim-em” discs, saying, away about 500 of them a disc music director Old Ore.

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SITUATION WANTED

AIR PERSONALITY WITH PROGRESSIVE TOP 40 FORMATION.
With experience in major market.
Send resume to Box 655, January 28, 1967.

AFRICAN-AMERICAN AIR PERSONALITY.
Has done stints at top-ranked stations in major markets.
Send resume to Box 655, January 28, 1967.

TOP 40 DISC JOCKEY AVAILABLE
Resides on East Coast.
Excellent personality.
Send resume and tape to Box 655, January 28, 1967.

EXPERIENCED BROADCASTER AVAILABLE.
Has done stints at top-ranked stations in major markets.
Send resume and tape to Box 655, January 28, 1967.

WANTED TO BUY

WANTED TO BUY

Top 40 station.
Top 40 personality.
Excellent opportunity.
Send resume and tape to Box 655, January 28, 1967.
THE SEEDS / ‘PUSHING TOO HARD’...GOING NATIONALLY TOP 10/
NEXT SINGLE—‘MR. FARMER’...TOP 10 IN ONE WEEK L.A. / PRODUCED
BY MARCUS TYBALT FOR BROMPTON PRODUCTIONS. AGENCY
WILLIAM MORRIS INC. / EXCLUSIVE DIRECTION—LORD TIM HUDSON
& ED GARNER—BROMPTON PRODUCTIONS. 8355 SUNSET BLVD.,
SUITE 206, HOLLYWOOD, CALIFORNIA / THE SEEDS ARE GROWING.
RADIO-TV PROGRAMMING

XERB Sharpens R&B Format

*Continued from page 24*

mail and moves mail-order products.

Prior to going into r&b pro-
gramming, XERB was mainly a repository for taped religious shows, old-time radio fare and, as Anthony calls them, being eliminated and, under the new format, will only be heard from 7-9 p.m. Twice an hour in the daytime, the station air race news from a Los Angeles- based tip sheet and promotes itself as the station "for racing news and rhythm and blues."

Also under the format, Ray Moss spends 2-4 a.m., will program funny jazz, with spiritual sounds, following from 4-7 a.m. with Brother Henderson.

Wolfman, who will be on the station one year in February, was originally taped in Minneapolis. Now the voice works through the Los Angeles-Mexico area and the station has begun syndicating his program, which runs from 7 p.m. to 9 a.m.

One result of Wolfman's late-night slot being that for KOFI, shifted its top morning man Montague onto that nighttime slot. But KOFI's p.m. power is only 250 watts while XERB outstrips them 600 watts and over a wider area.

Whereas in the past Anthony selected all singles for play, a new situation has been devised whereby DJ's will meet Saturdays in Los Angeles to vote on play list records. Anthony says he contacts 65 stores in the Los Angeles area for their top-selling r&b product.

In addition to KOFI locally, there are AM stations in the West: KSL, KDRA in San Francisco, and stations in Mexico. The station is trying to get back to the basic roots of r&b because otherwise it's "all Western TV sound. White top-40 stations," XERB prefers a r&b-F R&B. Ray, a Motown- styled athlete, Anthony said.

But the outlet does play "common knowledge" and late-tens. Air promo calls them "The Mighty 1090, and 50,000 watts of Soul Power."

LOS ANGELES—What CBS has been hesitant to do on its AM stations—play rock—roll—is now being done merrily through its taped "Young Sound" series.

This syndicated feature being produced in New York has suddenly turned "KFXM, the CBS station here, into a spiffy competitor for big-beat bands. The station has not gone into top 40 programming but has remained adult-oriented with artists and repertoire.

CBS "Young Sound" according to a promotional announcement from Roger Gallagher, an AM announcer heard between 12-1 a.m. and 9-10 a.m. that it "is the musical link to the life you know."

The radio's long run is approaching and promising the FM sound on the AM stations. The network's "Young Sound" series, morning show when first started one year ago and attempted to schedule "chicken rock" discs along with the regular middle of the road styles. "KFXM's AM has a highly rhythmic, high instrumental and highly contemporary sound."


There are one or two vocals per 15-minute segment, with occasional a couple of commercials reminiscent of a Percy Faith type of show. The tunes are played once around, and the selections, picked in New York, are of the range of many popular hits. The pacing is brisk.

ELTON TIEGEL

YOUNG SOUND

CBS Gives KFXM-AM Outlet A Beat (Big) on Competitors

KOL-FM Bows Million Sound

SEATTLE-KOL-FM introduced its new "million dollar" rhythm and blues format Dec. 27, emphasizing the big hits of the past 20 to 25 years. The new format is an outgrowth of the "the million-selling version of Billie Holiday's 'God Bless the Child,'" as well as modern material by artists such as Herb Alpert and the Tijuana Brass.

The FM programming is separated 9 a.m. to 9 p.m., the rest of the time is devoted to the AM programming, which is Hot 100 in nature.

Air Force's 'Blue' Show in Stereo

RANDOLPH AFB, Texas—The U.S. Air Force's Advertising Division is dropping "Stere-o in Stereo," which had been produced in stereo for FM stations on a test basis. Instead, the program "Air Force's Blue" program will now be produced in monaural versions. The Air Force is also distributing the shows now on a regular monthly basis. The first new package, the 1st quarter of 1969, will be shipped in early March.

has been elected vice-president of the Thomas Broadcasters Companies. Don Addison has been appointed program director of KOKI, Lafayette, La.

JANUARY 28, 1967, BILLBOARD
Eddie Albert has acres of talent:

Actors
Kelp diver
Stained glass artisan

Beekeeper
Circus aerialist
Wine maker

Explorer
Inventor

And now chartmaker with a new album. On COLUMBIA RECORDS.
'Conversational Excitement' Key

programmed tight, the declays don't have to scream. And I think this is what many Hot 100 stations are missing on—the fact that listeners get tired eventually of screamers. Too, our personalities are entertainers, . . . they may not be Bob Hope's, but they have something to say.

WSAT's playlist varies. The station plays as many records "as are good at the time." This ranges from 30 to 55, Kennington said, and averages out around 45. He claims to be first in the nation to play the Caute组合 "Then You Can Tell Me Goodbye" on Fraternity Records, playing it before it was released.

Reinhart selects the music to be played; Kennington proposes. They will listen to phone conversations and taped interviews of artists appearing in the area, inserts more jazz his own personality into his shows. He also draws attention to the occasional mall-pull gimmicks; for example, the Monkees appeared in the area recently and Reinhart ran an on-the-air promotion giving away autographs, pictures, etc., that drew mail from 15 states, Kennington said.

**WPOP GOES WITH PAPER**

HARTFORD, Conn.—Radio Station WPOP has introduced the teen news paper Go to the Hartford area. Bob Jaffro of WPOP said stories by the declays will be featured in the publication, and upcoming editions will include stories prepared by WPOP listeners. WPOP is making the newspaper available free in record stores.

**WMOH Ups Its Playlist**

HAMILTON, Ohio—WMOH, Hot 100 format radio station, is opening up its playlist. Music director Dave Neilford said last week that WMOH will now have an expanded and virtually unlimited playlist. "We will concentrate on the extra for a longer period of time." The survey will be held from Xmas to 50 records and will be known as the "Action 45" and "will also be a more accurate list of the sales activities in the area." The pick of the week will be released Concentrated airplay, he said. "We, of course, hope that these changes will help WMOH.

**Cape Cod Station**

HYANNIS, Mass.—Cape Cod's first FM stereo radio station will launch broadcasting operations in early spring. The station, owned by Cape Codder Edward T. Sullivan, will beam 25,000 watts and will be staffed by Cape Cod personalities.

**WSLR Introduces**

BOB BRAUN, who last week celebrated his 20th year as a personality on WLW and WLW-T, Cincinnati, Monday (23) kicks off his own 90-minute, twice-weekly color show, "The Bob Braun Show," on WLW-T. Braun will introduce Braun on the music, comedy and variety show will be Rosemary Kelly, with further guests such as singers Bonnie Lou and Colleen Sharp, and the Frankie Brown band. Braun, who for years conducted the "Bandstand" platter show on WLW and WLW-T, is being replaced on that program by Nick Glessner, who also takes over Braun's duties on the "Good Morning" radio show.

**ZIP CODE SPEEDS YOUR PARCELS**

ZIP Codes keep deliveries rolling down but only if you use them.

1. Packages are shipped by major direct routes.
2. They are handled fewer times.
3. There is less chance of damage.
### WIN

**A COLOR TV SET**

Mail entry to:

c/o Mr. Alan Mink
The Blues Magoos Contest
Mercury Record Corp.
35 E. Wacker Drive
Chicago, Illinois 60601

**MILES**

<table>
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<tr>
<th>NAME</th>
<th>COMPANY</th>
<th>TITLE</th>
<th>BUSINESS ADDRESS</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP CODE</th>
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In case of a tie, the earliest postmark wins.

**Guess**

the mileage traveled by

**The Blues Magoos** on their
chartered whirlwind flying
tour to these cities

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<tr>
<th>FRIDAY, JAN. 20</th>
<th>SATURDAY, JAN. 21</th>
<th>SUNDAY, JAN. 22</th>
<th>MONDAY, JAN. 23</th>
<th>TUESDAY, JAN. 24</th>
<th>WEDNESDAY, JAN. 25</th>
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<td>NYC to Boston, Mass. (entire day)</td>
<td>Boston to Baltimore—Washington DC area</td>
<td>Baltimore—Washington area</td>
<td>To Pittsburgh, Pa. (overnight)</td>
<td>To Columbus, Ohio (steps only)</td>
<td>On to Dayton, Ohio (overnight)</td>
<td>To Cincinnati, Ohio (overnight)</td>
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<tr>
<td>ST. LOUIS (all day)</td>
<td>To Des Moines (next to night)</td>
<td>(travel to St. Paul)</td>
<td>St. Paul/Minneapolis (2-4 p.m. show) (overnight)</td>
<td>To Milwaukee (all day) (overnight)</td>
<td>To Toledo (all day) (overnight)</td>
<td>To Erie—Buffalo (overnight)</td>
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<td>To Syracuse-Rochester (overnight)</td>
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Public Officials Keep Tabs on Coast Clubs

LOS ANGELES—Live entertain­ment is still simmering here, and in San Diego, where public officials have begun passing or­dinances regulating aspects of show business. Los Angeles’ Sunset Strip area has been shortened as a major attraction of ‘national’ -grade groups, principally due to a country ruling prohibiting per­sonal appearances at clubs. San Diego, where liquor is served without an adult over 21. This re­sulted from the recent series of youthful disturbances on the Strip to protest a 10 p.m. curfew.

The county recently amended the curfew law emphasizing that “loiterers” after 10 p.m. will be the concern of the police.

COBY PUTS HIS YOUTHFUL DAYS INTO FUNNY FOCUS

LAS VEGAS—Comedian Bill Cosby, who reviewed at Flamingo Hotel Friday the 13th, but there was nothing unlucky about the show.

Cosby’s TV exposure on NBC’s “I Spy” has increased the marksmanship of his comic abilities. Early last year he played the Flamingo Room to good notices as the No. 2 attraction, but that was before the successful video series. This time he came with two SRO audiences on opening night, and last minute a room booked with reservations far in advance.

At his opening Cosby tossed appropriate — and very funny lines — at an audience which included a block of Kansas City Chief fans on their way to the Super Bowl game. However, most of his stand-up routine is devoted to his youth. Especially funny is the bit about his experience on the track team at Temple University.

Adding perfect balance to the bill is recording star Fran Jef­fries. The pretty, shapely songstress is bright and personable. She sang the popular “Unusual Day,” “What Now My Love?” “You Better Love Me While You May” and “I’ll Be Around,” and Bernard conducts the Russ Black orchestra for Miss Jefferson.

The group stepped in again and refused a permit to the Galran-Woj-Go-Go, claiming that the things would individually view each club’s application.

The area’s three major hot clubs — Whisky-A-Go-Go, the Trip and the Whiskey -- remain active, with rhythm and blues acts now being tagged at the Trip.

In San Diego, the city is studying the overhead of its cabaret dance ordinances to allow for more live entertainment.

City attorneys have presented considerations for licensing: places where dancing is available all week, once every three weeks for two years, and for charitable events. State law now requires clubs serving alcohol to close to 2 a.m. A proponent of all-night entertainment is S. L. Smith, Jr., of the West Coast Jazz Society, who claims musicians should have an opportunity to put their best work after finishing work.

Darin's new album, “More of the Mon­kees,” has been cited by the Recording Industry Association of America for a Gold Record Award. The RIAA certification was prompted by 1.5 million advance orders for the disc. This is the Monkees’ sec­ond album for Cologens, which was manufactured and distrib­uted by Mobile Fidelity Sound Lab. Darin's first album has climbed to the 3 mil­lion mark and is currently top in the nation. Their latest single, “I'm A Believer” is also No. 1. The band’s next album will include more than three million copies.

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ROBINSON & MIRACLES PLAY TO WIN; MIKES A HANDICAP

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Trends Are Bursting Out All Over

By CLAUDE HALL

NEW YORK—Mental trends are bursting out all over in the pop music field. Not only are sales and record sales up, but the Latin, and in addition, country music continues to affect the pop music scene. Producers, such as the Miller and Eddy Arnold on the pop chart.

Undoubtedly, the biggest mental trend in 1967 as in 1966 is the top selling records in the pop market. Of course, the exposure being given to R&B music on rock 'n' roll stations. In major markets, as high as 36 percent or more of the records played on many Hot 100 format stations are R&B records. On Hot 100 format stations, the number of records has ranged from one week to one percent.

The popularity of R&B music led to Frank Sinatra swooping up a new theme-Archie Bunker Price Reviews rushed out an album titled after the hit single to capitalize on the Christmas buying spree. The label expects sales to continue strong on the album, however, for some while.

Most of the major labels, all now deeply involved in the R&B field, aim product so as to sell in both the R&B and pop markets. A good example is Lou Rawls, who recently recorded a 12-inch single of a big hit, a "Carryin' On!" album coming out soon it should prove a strong entry for the Christmas market. Warner Bros. has Lorraine Ellison with "Introducing Miss Lorraine Ellison—Heart and Soul" in this same bag.

Decca Records has come to the TV as well as to the radio with the TV series "Whispers" by Jackie Wilson that getting double play and "I'm Gonna Miss You" by the Artists, slated for release, and two expected to be played on both R&B and pop stations.

The growing popularity of R&B music has enabled Toronto, the largest producer of radio records, to record songs in its industry. Last year was a very big one for the company, and T.T. Lopez, its sales manager, pointed to the growth of the Latin market in Canada as a major factor in the company's success. He noted that the Latin market in Canada has been growing steadily for the past few years, and the company has been able to capitalize on this growth by recording songs in Spanish.

The films are now or will soon be going into national release so their continued sales value and staying power is assured. Television's growing romance with feature films can now be regarded as a force in moving catalog soundtrack sets. When the TV show of "The Bridge on the River Kwai" last fall latched onto one of the biggest viewing audiences of all time, the drawing power of a blockbuster was shown of a film music catalog.

Such other soundtrack sets as "Bye Bye Birdie" (RCA Victor), "The Music Man" (Warner Bros.), and "Five Pennies" (Dot) have received additional sales boost from the show. There will be a feature films on the TV programming schedules this coming year than ever before so it will be of advantage to a retailer to know what's happening on the home-screen. It's become as important in the selling of a soundtrack as a showing of a film.

A re-release of a film is also important in the sparking of a new sales life. Due for another exhibition round within the next few months is "The Sound of Music." In the pop market set has a staple in the Decca and now the company is going ahead with a tie-in promotion to build still more sales when the film stars.

There are many soundtrack sets which maintain a comfortable sales pace even without a current exhibition in theaters or showings on TV. These include "Singin' in the Rain," "Gigi," "Hello, Dolly," "The Sound of Music," "The Music Man," and "The Sound of Music." These are sets which, according to record company sources, should continually go over these items with his record company salesmen.


Healthy Film Business Bodes Well for Soundtrack Albums

NEW YORK—The motion picture business is healthier than ever which is good news for record retailers because it means a potential sales rush-off on soundtrack albums. The soundtrack market sales spurt has been dramatized on Billboard "Top LP's" chart in recent weeks with the simultaneous listing of seven albums. The companies that topped the listings for RCA Records; "Dr. Zhivago" (MGM); "The Wild Angels" (Tower); "Born Free" (MGM); "A Man And A Woman" (United Artists); "Hawaii" (Columbia); and "The Man With The Golden Arm" (20th Century-Fox). The films are now or will soon be going into national release so their continued sales value and staying power is assured.

The trend is further demonstrated by RCA Victor's "The Sound Of Music," "Gigi," "Hello, Dolly," "The Sound of Music," "The Music Man," and "The Sound of Music." These are sets which, according to record company sources, should continually go over these items with his record company salesmen.

Original Broadway Cast Albums Are Still Bread & Butter Items

By MIKE GROSS

NEW YORK—Original Broadway cast albums continue to be bread-and-butter items for retailers and record manufacturers even though there has been a diminishing supply of new material. The hazards of getting a new musical on the Broadway boards are increasing every season and the production costs are getting so high that it takes a lot of experience to goacquire a new musical property.

The situation is dramatically pointed up this 1966-1967 season which has only four musicals settled down for a Broadway run and three of them at a cost of more than $1,000,000 each. There are only two new musicals promised for the second half of the season.

The four new musicals are "Caharre" and "The Apple Tree," both issued by Columbia Records; "I Do! I Do!" on RCA Victor release; "Walking Happy," which is in the Capitol Records hopper. The failures were "Breakfast At Tizlins," scheduled by RCA Victor; "A Joyful Noise," a Liberty Records acquisition; and "Chu Chen," which was to have been an original cast album on Decca Records.

Another new cast album that is not in the straight musical category is Angel's recording of the R&B album "At The Drop of Another Hat." It's a sequel to "At the Drop of Another Hat." It's a sequel to "At the Drop of Another Hat," and it's been backed up a good sales score several years ago.


There are other original cast albums on the horizon. Many, it is true, account more of the cowards known as "Fantasticks" which is a steady seller for MGM Records. And holding over from last season is "The Mad Show," which has been recorded by Columbia.

This season's off-Broadway offerings are "The Man From The Moon," recorded by RCA Victor and "The Man From The Moon." The "Wacky World of Mother Goose." which is recorded by Kapp and upcoming is the revival of Rodgers & Hart's "By Jupiter," which will be recorded by RCA Victor.

A Guide to Basic Inventory | RECORD RESTOCKING SECTION

January 28, 1967, BILLBOARD

www.americanradiohistory.com

ADVERTISING IN THE MEANING BUSINESS
FONTANA HAS IT!

ENGLANDS TOP 3 HIT!

NEW MUSICAL EXPRESS®

MELODY POP 50

Wednesday, January 4, 1967)

3 (7) SAVE ME... Dave Dee, Dozy, Beaky, Mick and Tich.
Fontana

SAVE ME

PRODUCED BY STEVE ROWLAND

DAVE DEE, DOZY, BEAKY, MICK AND TICH

Copyrighted material
Erstwhile Novelty Works Are Crashing Classical LP Charts

NEW YORK—Music of Ives, Mahler and Nielsen, once considered novelties, now is a must for a classical audience. Unusual operas also have crashed into the best-selling category, but among newer artists, only vocalists seem to have made it. In other trends, the guitar has taken its place alongside the piano and violin as a classical solo instrument, while budget product is increasing its market impact.

Historic reissues, only available in mono, are drawing customers despite the increased importance of stereo. An unusual example is RCA Victor's "Opening Nights at the Met," a three-LP collection of top artists of the past. The inclusion of a swatch from the curtain of the old Metropolitan Opera House in each package, however, limits the number of copies available.

Two budget mono reissues high on the classical charts are Seraphim's "La Boheme" conducted by Sir Thomas Beecham and Turnabout's "Cosi Fan Tutte," a Mozart Society production led by Fritz Busch. Another mono package new to the charts is the "Art of Sergio Keusovitzki," a three-disk Victor package featuring the Boston Symphony.

Three new budget lines started last fall all have chart entries. In addition to "La Boheme" by Angel's Seraphim, are Sautala's "Ma Vlast" by Epic's Crossroads and Handel's "Water Music" by Enoch van Beinam on Philips World Series. Two more budget lines are hitting dealers this month: London's Stereo Treasury and Columbia's Odyssey. Straussky's "La Salute du printemps (The Kite of Spring)" proved a chart item for Nonesuch under the conducting of Pierre Boulez.

Columbia is continuing its Mahler activity with the release this month of the "Symphony No. 8" with Leonard Bernstein conducting soloists, five choirs and the London Symphony. Bernstein also conducts Mahler's "Das Lied von der Erde" on London with the Vienna Philharmonic, also being shipped this month. The song cycle also will turn up on Angel and Columbia this year.

Mahler albums on Columbia still selling are the "Symphony No. 6" with Eugene Ormandy and the Philadelphia Orchestra, "Symphony No. 4" with George Szell and the Cleveland Orchestra and "Symphony No. 7" with Bernstein and the New York Philharmonic. Another best-selling Mahler album last year was the "Symphony No. 6" with Erich Leinsdorf and the Boston Symphony on Victor.

Seraphim reports good sales with Christa Ludwig singing the "Songs of Faust" from "(Continued on page 40)."

More Commercial Product On Tap in Jazz Releases

By ELIOT TIEGEL

LOS ANGELES—This could be a pivotal year for jazz product. If jazz musicians continue to record top albums, then sales will increase over 1966, which was a breakthrough year for commercial jazz.

At the avant-garde school of the hard-driving modernists, whose music is only listened to by the small true jazz audience, then jazz sales will remain within limited boundaries.

The swing seems to be toward the middle ground of the market. Some new commercial jazz product, which will probably gain more airplay than jazz, an album by Archie Shepp, is a "California Dreamin'," by guitarist Wes Montgomery, "Cat's Cradle," by the Mike Curb Enterprise, "Soft Samba Strings," by violinist of folk rock band (all on Verve); "Toobacco Road," by organist Jack McDuff (Atlantic); "Don't Stress," by the Larry Darnell Line and the Delegates, and "Into My Life," by Count Basie with strings (World Pacific) and new packages by pianists Lewis Lewis, Ray Bryant which Cadet unveils at its San Juan convention Jan. 26.

Verdine and Capricorn Taylor's direction, has pioneered in expanding jazz players into the pop market, with World Pacific and Cadet now also sharing in the gravy.

In the true, unwatered-down jazz category, this is a rundown of new, interesting albums to watch:

- Atlantic: Roland Kirk's "Here Comes the Whistle Man," produced by Philadelphia disc jockey Joel Dorn; Herbie Mann's "Impressions of the Middle East," Charles Lloyd's "Forest Flower," "Not Adeliey at Memory Lane," and Hank Crawford's "Mister Blues." Mann remains a key new jazz seller, with Lloyd gaining sales after just one other Atlantic release. Several other releases, from the Three Sounds, Verve, Half Note, Zodiac, Blue Note and others, includes a pivotal pop-jazz effort which could cross into the Top 100 by year's end.

- ABC: Has four vocal packages, and the cream of product includes Della Reese's "One More Time" and Tami Chynn's "Now." There is also the double packet Ray Charles "A Man and His Soul," 24 past-hit blockbuster.

- Impulse: The ABC subsidiary, has introduced a number of current artists and the best known: John Coltrane, Bill Evans, Billie Holiday, Shirley Scott's "On a Clear Day," Sonny Rollins' "East Broadway 8" and Grover Washington, Jr., "(Continued on page 54)."

Line Narrows Between Folk and Popular Music

NEW YORK—The line between folk music and popular music is becoming narrower with folk rock and few folk performers occasionally crossing over into the folk field. For example, Judy Collins' latest Elektra album is entitled "In My Life," a Beatles tune; Peter, Paul and Mary on Warner Bros. delve into folk pop with occasional folk rock; and Joan Baez on Vanguard frequently goes pop. Also, pop groups like Simon and Garfunkel on Columbia are strongly folk-identified.

On Verve Folkways, top selling folk albums include "Roots of Lightning," "Lincoln's Dirty Names" with Dave Van Ronk, Son Seine, Skip James and others in "Live," Woody Guthrie's "Bed on the Floor," "Peter Brogdon's Campus," and Jim and Jean in "Changes." The Three-LP "Blues Box" also includes folk performances by such artists as Hopkins and Sonny Terry.

Some leading Elektra folk sellers are Tom Paxton's "Ramblin' Boy" and "Outward Toward," Phil Ochs' "I Ain't Marchin' Anymore" and "Phil Ochs in Concert," Judy Collins' "Fifth Album," the Paul Butterfield Blues Band in an album of the same name and "East West," "Love," a folk rock group, and "What's Shakin'" with the Paul Butterfield Blues Band, Al Kooper, Eric Clapton & the Paul Butterfield's "The Lovin' Spoonful and Tom Rush.

Space-age electronics, the big sound of contemporary music, and the arrival at adolescence of the tape CARidge business will greatly influence the dealer's allied line sales this year.

And it's all been kicked off by one of the biggest last-quarter advertising drives in the history of music-making. (Life, Look, Esquire, Playboy, and other slicks looked like music magazines over the holidays. Bowl game spots were well-bought by old and new firms in the music business.)

The most reliable non-record lines for the past few years has been radios, with FM coming on strongly in annual unit sales.

The evolution has been from tubes to transistors to the IC. The IC showed up first in a consumer product last summer at the Chicago Music Show. General Electric unveiled a table radio using the IC. Scott has since introduced the development in its component line of receivers.

The IC has been fantastically expensive to produce, but with application of mass production to the item it is now down in price to where Scott is making IC-equipped components available at the same price as previous models. It is expected that the IC will pop up in many more radio models in 1967—perhaps even in the small portable, heretofore called the "transistor." Major advantages of the IC are: it precludes loose wires or parts, short circuits, size reduction, and lasts literally thousands of years.

Obviously, the IC has application in the portable phonograph. Radio unit sales in 1964 were about 19 million. They rose to 23 million in 1965, buy approximately 24.5 million in 1966, and is expected to increase 1 or 2 per cent this year. (These figures include automobile radios.) The proportion of FM receiver sales increased with the number of stations in the U.S. Today there are more than 1,400, about 400 of these FM stereo.

One of the mainstays in the dealer's inventory has been the so-called transistor portable radio in the $3 to $20 range (though a lot of youngsters don't but an eye on the manufacturer has increased their selection of model entries in this category extensively for 1967.

The new thing in radios this year is the integrated circuit, a space-age development in which all the component elements—transistors, diodes, resistors, wires, etc.—are etched into a wafer of microscopic size. These circuits, known in the industry as "ICs," were developed for computers. These ICs represent a third generation in circuitry in just the past field, another major allied line for record dealers. Several models are expected to appear during the year.

Phonograph set sales jumped impressively during 1966. According to the Electronic Industries Assocation, unit sales of phonographs annually were 2.2 million in 1964, 5.8 million in 1965 and climbed to 6.5 million in 1966. Sixty per cent of the units sold in 1965 were stereo, an excellent reconditioning indicator. The 7 million unit mark is expected to be reached this year.

As far as models are concerned, dealers report that everything is selling, from the $20 through the $300 portables. On the novice and professional side, interesting items like Philco's guitar-phone combination promise to stimulate sales. For many dealers it will be the year they, like many of their colleagues already have, discover the gold mine in guitars and other amplifying instruments. The pop groups go musically, so the instrument sales. Dealers will be restocking everything from drum sets to sitars. They won't be ignoring the quality line. Gibson and Fender are selling right along with the low-cost imports. Bank roiling the kids' musical adventures.

Estimates by the American Music Conference indicate that some 11 million persons in the U.S. now play guitar. Approximately 3 million did so in 1955. Many of these players are now ready to trade up from a low-priced instrument to a better model or want to trade-over from one to a folk-roc (solid-body, amplified) model. Dealers believe that the inevitable change in pop sound will stimulate an active musical instrument market to even greater sales heights.

Significant of the total sales picture is the fact that, with official encouragement, the number of high school "stage bands" (or "compos") have increased to about 12,000. Some grammar schools have these "stage bands" also.

Suppliers, who have had difficulty interesting state boards and orchestral instruments in amplified instrument lines, are expressing increasing interests in the record dealer and his teen traffic. However, the record dealer may have to move quickly to capture his share of the market. Conservations at a recent Midwest Band Clinic in Chicago revealed that some major band instrument dealers are setting up amplified instrument departments separate from their other instrument—so as not to offend the sensibilities of the stuffy high school and college crowd. But they don't even notice that we're selling them," one dealer said.

The guitar sales pattern over the last few years has undergone a dramatic change. In terms of unit sales, the figures annually were 305,000 in 1958, 400,000 in 1959, 420,000 in 1960, 400,000 in 1961, 455,000 in 1962, 700,000 in 1963, 1,065,000 in 1964 and 1,500,000 in 1965. Dollar value of guitars sold in 1965 (including value of range) was $14.5 million. The 1955 figure was $23 million. The guitar music business is in the midst of what has been called its "second surge," which corresponds to full-scale rock.

The 1967 pop sound promises to include a wide assortment of new instruments. There's the combo organ of course, which has become part of the arsenal of all respectable rock groups. Other new ideas are typified by the variety of items now available from Hohner, Inc., the American subsidiary. Hohner now offers a Metadica, Cembalo, guitars and drums. All are folk-rock, urban blues oriented.

In guitars, the movingest models right now, according to a recent Billboard survey, are the slim-line, semi-acoustic. Brands reporting the most well as Vox, Kay, Goya, Arne, Vega, Guild, Fender, Martin, Gibson, Gretsch, Harmony, Baldwin, with Gibson, Fender and Vox leading the pack. The price range is now as much as the $300-$400 category at it is the $60-$125 category.

In the amplified combo organ and piano group, the Farfisa, Hohner and Vox models are moving well. Price preferences are predominantly in the $300 to $500 bracket, though a kid will now and then shock a dealer by asking for an $800 model.

Drum sets in the $150 to $400 bracket are moving best. Three bet lines are Camco, Rogers and Gretsch.

The dealer stocking a full fretted instrument line today should include solid-body electric guitars, acoustic electric guitars, electric basses, amplifiers, bass amplifiers, flat top guitars, folk guitars, classical guitar and arch top guitars, mandolins, ukuleles and banjos. Hot-moving guitar accessories are guitar cases, strings, music books and all types of self-taught aids such as records.

Sales of fretted musical instruments are averaging an annual 15 per cent increase, and most dealers expect 1967 to show at least another 10 per cent.

Breaking down the sale of fretted instruments as to type, the straight guitar is now being challenged strongly by the electric models as top seller. In 1964, the last year for keeping records, electric guitars, electric basses, amplifiers, bass amplifiers, flat top guitars, folk guitars, classical guitar and arch top guitars, mandolins, ukuleles and banjos. Hot-moving guitar accessories are guitar cases, strings, music books and all types of self-taught aids such as records.

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The growth of the tape cartridge and playback business will affect dealers in both directly and indirectly. The growth of this new item will stimulate movement of such cartridge and playback lines as he currently stocks and encourage his investigation of new lines, particularly home models. All experts are predicting increased tape cartridge and playback sales this year, primarily because of the popularity of the new tape business will spur the old business of open reel pre-recorded tapes and recorders. Major duplicators and machine makers in this field reported a surge in 1966 sales and the trend is expected to carry over into the next year.

Many record dealers were made aware for the first time during the Christmas buying season that tape cartridges will move, and the tapes to record. This should reflect this.

Added to the dealer's traditional accessory lines, cartridges, singles cases, and albums racks, this year should see amp leads, other amplified instrument paraphernalia, and tape cartridge storage and carrying cases. All are expected to more than pay their way.

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Country Stages Cross-Country Hops-Crosses Line Into Teen Pop Market

NASHVILLE — Full-time country music radio stations in major urban areas are creating a growing demand for country disk product, and the trend toward country music is gradually changing country music's image in the cities, resulting in increasing attention to the country retail market.

Although the trend toward country music is crossing the line into the teen-influenced pop market, the country radio audience is still the largest single market for LPs. The recommissioned 100 LP chart of June 1968 included four country albums on the prime pop charts.

Although Nashvillian Arnold Heffle has already established the pop-country format in Nashville, with his record label, Country Inn, and in the English and English and American market, with his product, the market in the U.S. and in the English market, while limited, constitutes a market that is diverse enough to support the type of product that Heffle is attempting to sell.

Although the pop and country sounds are becoming increasingly similar in their structures, the country productions involving more sophisticated vocal effects are being recorded by country artists. The country LP chart, which lists the top 100 country LPs that never appear on the pop charts, is the best way to see the extent of the trend.

Although the popularity of country and pop music fields is likely to be illustrated by the British market, where the market for country music is nearly the same as that for pop music, the reverse is true in the U.S., where England's pop duo, Peter and Gordon, are currently on the LP charts with their country-oriented hit, "Tom Diner." The band is expected to release a second LP within the next few weeks.

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Lena, Elektro EKL 4058 (M); EFS 74065 (S)

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**SNOOPY VS. THE RED BARON**

Royal Vanguard, Laurie LLP 1038 (M); SL 2038 (S)

(300-02663-3; 300-04035-9)

**LADY GODIVA**

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BWV 108

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| Week Ending January 28, 1967 | Billboard TOP LPs |
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CONTENTS

THE 41 MAJOR MARKETS
Ratings indicate position held by each station and disk jockey by their musical format in influencing the record buying habits of their listeners—based on actual air play and over-the-counter record sales.

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CROSS-REFERENCE Recap BY MUSICAL FORMAT

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SPECIAL LISTINGS

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Name of Show & Personality
Current number of markets
Producer & Talent Co-ordinator
Full address, area code & phone number

LOCAL TV BANDSTAND SHOWS
City & State
Name of Show & Personality
Station Call Letters & Time Slot(s)
Full address, area code & phone number

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City & State
Name of Show & Personality
Station Call Letters & Time Slot(s)
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Erstwhile Novelty Works Are Crashing Classical LP Orders

Continued from page 40

package led by Herbert von Karajan.

In addition to "Cost," Turnabout is doing well with mono releases of mine symphonies and Society mono sets, "Don Giovanni," which is on the way, and "Magic Flute." Angel's January release of "Don Giovanni" starring Nicolai Ghiaurov and conducted by Klemperer is drawing early 1967 attention. Deutsche Grammophon also is preparing a "Don Giovanni" release by the Berlin State Opera, conducting a cast headed by Fischer-Dieskau and Nilsson. That label also is getting into the "Abduction From the Seraglio" starring the late Fritz Wunderlich.

The young tenor, who was at the center of attention at the time of his death last fall, also is selling with Schubert's "Die schoene Muellerin" for Deutsche Grammophon, while Heliodor expects good sales with a Warner/London LP of lighter material. Schoenberg's "Gurre-Lieder" and Schoenberg's "Gertrude-Lieder" are other good sellers for Deutsche Grammophon.

The label also is doing well with Karajan leading Beethoven's \"Symphony No. 9\" in London, and with Hefner leading his five, Conducted by William Steinberg conducting the Pittsburgh Symphony in Brahms' four, expects top sales from the same conductor and orchestra in a Beethoven collection on the famous good sales from the Sibelius seven with Ake Watanabe.

In London, which drew heavy business with Britten's "Curlew" and also expects top action from that composer's "Peter Grimes" with an English conductor, and the New Philharmonia under Bernstein. The Philharmonic and Bartok Bernstein did well also with Ger- shwin's \"Rhapsody in Blue\" and a Ravel set of the Decca \"Esquisses\". "Cuban Salsa\" and "Cuban Cha-Cha-Cha\" will be conducted by Arturo Sandoval in Elgar's \"Violin Concerto.\" Julian Bream scored for Victor in a two-string instrument with "Baroque Guit- tar" and Bach's \"Suite for Violin\". Williams starred in Rodrigo's \"Concierto de Aranjuez\" and Castalud's-Todisco's \"Concerto in D\". A hit record. Gramütz Andrea Segovia still is a con- tinual best seller in his bow to Heliodor LP also continues to move.

A low commercial classics were two Chopin piano pieces, Nos. 1 and 2, and, and "Tourte's Favorite" with the \"Jazz Series.\"

STARDAY

Country Music Story, The- \"Howlin' Wolf\" as a \"Howlin' Wolf\" on the CTM. National on the KF, Tito Burns, lead.

SERAPHIM


Electronic Data Marketplace Order

Continued from page 40

leads the manufacturer astray. It would also supply the manufacturer with detailed consumer surveys, distribution patterns and a speed-up of the reorder decision, which is now determined by factors in making a rec- ord a hit or not. In addition it would add reason to the romance of record-making.

It will also be of interest to distributors and rock-jobber because it offers a sales analysis that would give a better guide to planning and merchandising. If an individual ticketing system is already in operation, it would introduce more sophisticated techniques and tighten up the communication to the consumer in the record retailing industry. In the manufacturer in the other. In short, it would go away the time-consuming chores such as stock-counting and free the dis- tributor's men for the job of selling. And, selling, after all, is the name of the game.

Jazz Releases

Continued from page 36

Sadd's \"Jazz Rag\", Oliver Nelson's \"Sound Pieces\", and Zoot Money's \"Wailing Game.\" Typical of the songs included in the late rabbi artist who died at the age of 35 is \"Take Me Now, \"Master Key.\" and \"Got to Find a Way.\" Another album awaiting final preparation is a follow-up on the earlier Cash package.

UA INTERNATIONAL

Barbara, June 20-21-Hugh Hefner-Philosophy; October 20-21-Warner Bros. \"The Road\"-Amazing Facts (Columbia) and \"Wild Man Blues.\"

VERVE

A certain Smith's \"New Orleans Story\" and \"Cowee\" by \"Columbia.\"

Vanguard Folk

Brother and Sister Arts, \"The Best of the Buy\"-New World Records- \"The Road\"-Amazing Facts (Columbia) and \"Wild Man Blues.\"
CLASSICAL MUSIC

Vet Violinists Still First-String In Catalog, New Release Sales

By FRED KIRBY

NEW YORK—Veteran violinists continue to lead in violin LP sales despite pressings by younger artists. Not only in large catalog items, but lighter pressings of these artists, good business is registered by such artists as Yehudi Menuhin (Angel), Nureyev (Mercury, Everest, RCA Victor, Victor), and Jascha Heifetz (RCA Victor). Henryk Szeryng's latest Mercury package is going well.

Zino Francescatti, whose last Columbia album, Schubert's "Phantasy Op. 159" and "Sonatinas 1 & 3" has been out for almost a year, continues to be a heavy seller of other releases. David Oistrakh does well for Angel. Deutsche Grammophon and Monitor, while not as marketable, are also doing well. Kogan also is represented on Angel, Monitor, Baroque, Piccolo, and Bridge.

Menuhin's new stereo LP of Elgar's "Violin Concerto" proved the best selling violin recording of last year. The Angel album was on the charts for nine weeks, with 23 its highest position. Sir Adrian Boult led the New Philharmonia Orchestra in the set. His Mozart concertos with his Bath Festival Orchestra are consistent sellers. Latest Menuhin disks with the New Philharmonia Orchestra are Bartok's "Violin Concerto No. 2" (1936) with Astrid Varnay conducting and Beethoven's "Violin Concerto" with Otto Klemperer conducting.

Miletin Strong

Another Angel violinist with a steady following, is Nathan Miletin, whose disk of Bach concertos in the spring. Miletin still is scoring with Tchaikovsky's "Concerto in D" on RCA Victor, and the Pittsburgh Orchestra, and "Music of Old Russia." His most recent Angel release was the Prokofiev concertos, early last year, which is also represented on Capitol and Pickwick/33.

Stern continues on the most popular sellers with several compositions of his credit. Included are the familiar Tchaikovsky and Mendelssohn concertos with Eleni Ormandy and the Philadelphia Orchestra. Francescatti's most recent release also are Prokofiev concertos, early last year, which is also represented on Capitol and Pickwick/33.

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Vet Violinists Still First-String

This week, the Beethoven ‘Concerto’ with the Columbia Symphony, and ‘Three French Violin Favorites.’ Robert Gerie is doing well for Westminster, with thrilling Josef Haydn’s ‘Concerto No. 3’ and Michael Haydn’s ‘Concerto in B Flat.’

Leading the helium sales is the Beethoven ‘Concerto’ with Charles Munch and the Boston Symphony. The veteran singer is doing well with Beethoven sonatas, the Tchaikovsky ‘Concerto’ with Walter Reiner and the Chicago Symphony, and the Schubert ‘Concerto’ with Walter Gieseking and the Chicago. His most recent victory was the Helicon ‘Concerto’ with Sir Malcolm Sargent and the London Symphony.

The concert will be sponsored by ABC. The Sunday series and Northeast Divest Airline will co-sponsor the Friday broadcasts.

Fred Kirby

Mercury reports top sales with its latest two-disc SACD packaging, ‘Four Great Violin Concertos, which contains the Beethoven, Sibelius and Tchaikovsky concertos and the Prokofiev ‘Concerto No. 2.' The London Symphony is conducted by Dorati, Hans Schmidt-Isserstedt and Grenada Rees-Davies.

A top-selling budget LP continues to be Nielsen’s 'Concerto' with violinist Tiber Varga in the RPO with the Royal Danish Orchestra under Jiri Seifert on Turnabout. The 'Theo of Cremona’ with violinist Roger Rijnhart is also topping the charts. Kogan’s recording of the ‘Concerto’ with violinist Tiber Varga in the RPO is also selling well. Following its release on the first Sunday of the month, the album topped the charts.

Kogan also will appear on subsequent Mediolan/Phillips releases. Szeryng’s other labels include Everest, Victor, Victor and Monitor. Among other leading violinists are Arthur Grumiaux (Epic), Phillips (Boston), Eric Friedman (Victor), Mischa Elman (Vanguard), Campelli (London, Richmond, London Stereo Treasury), Wolfgang Schneiderman (Deutsche Grammophona) and Josef Suk (Crossroads, Epic).

PABLO CASALS, left, receives a copy of the Columbia album "Casals—A Living Portrait" from Thomas Frost, Columbia Masterworks' executive producer, during the maestro's birthday celebration. The LP is being included as a bonus with two new releases of Casals conducting the Martha Flonzale Festival Orchestra.

January 28, 1967, Billboard
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"no compromise whatever in stereo separation or over-all quality" — THE REPORTER

"incomparable" — TIME

"strikingly handsome cover art" — SATURDAY REVIEW

"an impressive debut... unlimited potential" — HIGH FIDELITY

"notes informative, repertory interesting... sound fine" — KNOXTON NEWSPAPER

"trouble-free surfaces... good and rich sound" — THE NEW YORK TIMES

"items of extraordinary interest" — BALTIMORE NEWS AMERICAN

"a range of music which should appeal to every taste" — DALLAS MORNING NEWS

"notable for excellent quality" — BUFFALO COURIER EXPRESS

"excellent liner notes" — COLUMBIA REPORT

"sleeve notes (PHCZ-002) a model of wit and lucid scholarship" — SAN FRANCISCO BAVNNIER & CHRONICLE

(quotes are from reviews of the first release of 34)

C. P. E. BACH, Two Flute Concertos, Jean-Pierre Rampal, Parisian Chamber Orchestra. A beautiful recording of two early masterpieces. The flute's beauty is heightened by the exquisite accompaniment of the orchestra. (PHC 1053)

SCHUBERT, Symphony No. 8 in C, "The Great." Chicago Symphony Orchestra, Sir Georg Solti. One of the greatest of all orchestral works. The orchestra's beauty is enhanced by the conductor's sensitive direction. (PHC 1054)

BACH, "The Matrix" (School of Things), Batavia, Utah, USA. Chamber Choir. A charming, intimate work for a small ensemble. The choir's harmonies are perfectly balanced. (PHC 1055)

Mozart, Piano Concerto No. 17, Lucasamo. Sir Neville Marriner's Orchestra. A delightful performance of one of Mozart's most beloved works. The orchestra's polished execution is a joy to hear. (PHC 1056)

LAURENCE, "The Lord is My Shepherd" (The J. S. Bach Choir, London Symphony Orchestra). A beautiful, spiritual work that is perfect for the holiday season. The choir's singing is exquisite. (PHC 1057)

CD GUIDE

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Did you know that Jazz festivals are blossoming all over the U.S.? They bring confidence in the event by people who like their music alive.

There was the first annual Beverly Hills Jazz fest Jan. 21 and 22 at the Beverly Hills, Calif. High School which presented an in-living of stages of development through blues, Dixieland, swing, big and modern. Jazz at the Beverly Hills Jazz Festival was the Saturday evening at Westwood. The main stream concerts which featured such luminaries as Bill Wildman, John Ewing, Barney Bigard, Red Rodney, Teddy Edwards, Don Ellis, Buddy Collette, Buddy Carter, Roger Kellaway, Barney Kessel, Ray Brown and Shelly Manne. This bash was presented by the Beverly Hills Unified School District as part of its cultural exchange program with the city of Los Angeles County.

There’s the second annual Longhorn festival in Austin, Tex. in April, at which impresario George Wein expects to double his attendance over the debut concert last year with 8,000 attended in 1966. Wein’s office claimed last year that the festival ran against several social and collegiate activities and thus was hurt in the box office.

The Longhorn festival was signed off in that it was the first jazz-o-rama held in a Southern or Southwestern city in which a major name band did not appear. This year’s sponsors, 24 Austin businesses, are working in conjunction with Wein, who produces the Newport Jazz Festival. There’s a contest for announcers: you’re looking for a new band for the one-night presentation.

Internationally, the city of Montreux, Switzerland and Radio Suisse Romande, are sponsoring a three-day concert June 16-18 which will hopefully spotlight groups in the New Orleans scene and main stream proponents, the modern school and top individual soloists. The Montreux Festival is the first of its kind in Europe and features the likes of Collette, Edwards, Manne. It hopes to eliminate presentations with the best groups appearing at the concluding Sunday evening show.

Although it didn’t label its appearance as the festival, the Purdue Salty Dogs’ Dixieland band kept busy over the New Year’s Eve weekend playing for Purdue alumni functions prior to their team’s appearance at the Rose Bowl against USC. The Salty Dogs are a spinoff musical ensemble and marched hand in hand with the larger Purdue University marching band and their brand of two-out vittles was a welcome treat for members of the New Year’s Day band veh of California which feted the group at its Jan. 1 meeting.

Formed in 1947, the collegiate group plays in a Turk Murphy bag. The drummer, interestingly enough, is Yoichi Kinuma of Osaka, Japan, who visited Purdue with the original Osaka Dixieland Band.

In the East, judges and advisors for the Villanova Intercollegiate Jazz Band have been selected: Stan Kenton, top advisor; Robert Shaw, Berkley School of Music, director and a chief judge with the following judgeships—Clark Terry, Phil Woods, Clem DeRosa, Dan Morganstein and John Hammond.

A followup to last week’s column on Jazz broadcasters’ opinion of the ten most typical Top 40 tunes comes from Johnny Maguire of WNEW, Los Angeles. “I think Wes Montgomery and Bud Shank are growing with the times. They are the critics and other jazz mors who puts the one’s who don’t. ‘Begin the Beguine,’ ‘How High the Moon’ have all been stated in every conceivable way. Also, most jazz originals are a boring excuse for a horn player to start toddling.”

One of them is the first to come up with the right answer to the problem of songwriting. “Selections like ‘1,2,3,’ ‘Yesterday,’ ‘Mack the Knife,’ and ‘Strangers in the Night’ would stand up against the classics had they been present. I think any selection by an artist of the same calibre as Hendrix, selling million copies must be worthy of any chart. I think that good old days of the 30’s, 40’s and 50’s are gone forever.”

Two 3-Record Sets by Epic

MIAMI BEACH—Two three-record sets are among this month’s Epic Records releases. Including is the album of Mozart piano concerts by Lili Kraus, with the Vienna Philharmonic conducted by Karl Böhm, piano soloists and harpsichordist Susan Winterling on harpsichord. The series features violinist Josef Sokol and harpsichordist Susannah Rinke.

The other set features violinist Josef Sokol and harpsichordist Susan Rinke, both of whom were mentioned in last month’s Epic of the Month feature in the January 21 issue of Record Review. The series is announced by Stephen Simon.

The two sets feature violinist Josef Sokol and harpsichordist Susannah Rinke.

Book Review

"Encyclopedia of Jazz" by Leonard Feather, Doubleday, New York, 311 pages, $10.95. Feather has spiced up what is normally a dull compilation of names and biographical information by adding some spice to the material.

The spice is offered in the form of startling and sometimes outright facetious over the past six years by the author in his Blindfold Test Down Beat magazine.

The biographical section covers 1,100 performers and is a valuable educational source for all persons having anything to do with the subject.

Following the bios, bluesologist Peter Guralnick presents all six pages of an analysis of the blues and folk movement. This chapter is involved with rural and urban Negro blues and he stays away from the white urban rock ‘n’ roll amplified guitar bands, who claim their inspiration lies in them to slave singing on the Mississippi Delta.

Feather offers an interesting, introspective analysis of the 60’s which reads like a year-end review, and although the dates are close to a “third stage” in the music’s development, Feather is writing in a jazz “in all its great diversity of forms (is) established as a reflection and vital part of the entire society in which we live.”

Of all the recordings released during the last six years, Feather selects 97 as his top preferences. There is a fine rundown of books published on jazz subjects which shows how much material has been written on the music.

ELIOT TIEGEL

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ELIOT TIEGEL
Records, Cartridges Sales Up in '67

WASHINGTON—The Commerce Department predicts another 10 to 11 per cent in retail sales of phonograph records in 1967 and a possible jump for tape cartridges.

The Business and Defense Securities Division of the Department of Commerce, in its "Industrial Outlook," admits that it is difficult to predict the sales of tape cartridges because of the dependence on hit tunes. Commerce estimates 1966 record retail sales were about $700 million, up 11 per cent from 1965. Manufacturers' shipments increased from $300 million in 1965 to $330 million in 1966. These figures do not include sales of tape cartridges which were around $12 million in 1966, and may reach $25 million in 1967. Commerce believes that the technique of making tape cartridges with "second fastest growing consumer electronics products, including tape recorders, hi-fi components, toys, and even televisions". Policies of several firms are expected to result in a very brisk sale in 1967. In the past decade, consumer spending on entertainment (including television, record and electronic products category) increased from $6.4 billion to $15.1 billion, a rise of more than $9 billion in a single year, the same period.

The home-entertainment segment of total recreational spending has grown from about 19 to 23 per cent, since 1960. Next closest competitors were the radio and phonograph, which in 1960, were toys and sporting goods. The radio, as a music source, was declined. The trend has been away from the portable and table-model phonographs, but the de-escalation has not been as pronounced, increased sales in 1967 reversed in factory sales of these products, but continued for more elaborate and costly console type. Total outlook for the industry is for 1967, although factory output by units was down 6 per cent from the previous year.

Continuing heavy research and investment by both government and industry should result in a continued increase in the type of products that will help maintain the high growth rate for the industry. But, says Commerce, biggest drawback will be the limiting factor of the industry's capacity to produce in some production areas. The number of highly skilled labor are already being felt in the push to expand quantity of output.

Clived'ed Sets 5 U.S. Works

CLEVELAND—New works by five American composers will be presented by the Cleveland Orchestra in three concerts in April. George Szell, the orchestra's music director, has selected "Piano Concerto No. 2" by Victor J. Weissmann, "Majeste," a first assistant concertmaster, will be the soloist for Darius Milhaud's "Suite," "Octet for Violin and Orchestra." Louis Lane will conduct a portion of the program.

The other new works will be Leonard Silvestri's "Music to Go," "Two Dances" by Walter Aschauffenburg, and "Orchestral Suite No. 2," a piece composed by George Szell. The "New Music Program" is presented by the League of Composers in cooperation with Cleveland-areas educational institutions. The program was presented on Saturday, March 10, at 2:30 p.m. in the Severance Hall on April 13; Oberlin, 14; and Kent State University, 15.

Writers at College

HANOVER, N. H. — Aaron Copland and Hans Werner Henze are featured at Colby College this week as part of the school's guest writer's program, which kicks off at Cornell on Monday, March 19, and at Harvard on Tuesday, March 20. Both men are spending the spring in residence at this summer's fifth annual Congregation of the Arts at Dartington College. Henze will come here directly from comparative music composition and present the school's latest piece, "The Young Lord" and the "Brassides."
COUNTRY MUSIC

Double Trouble' is Threat to Country Posing Tours

Continued from page 3

Hollywood Bowl in June. Stars on the Hollywood Bowl show, which was run in conjunction with radio station KGSR of Los Angeles, included Lorne Greene, Boots Randolph, Reddy Arnold, Stonewall Jackson, Skeets McDonald, Warner Mack, Bill Bine, Connie Gilligan, John Howard, Jerry Walker, Marion Worth, Justin Tubb, and Mercedes Van Dyke. A majority of these artists participated in a tour, also. Paul Shutze, Steve Carnegie Hall shows last year with the companies also playing on national tours, top names participating were Marty Robbins, Barry Sadler. Buck Owens, Arnold Newman, the Wilbers, the Brothers, Jimmy Dickey, Glen Campbell, Dick Curless, Archie Campbell, Wilma Burgess, Marian Worth, the Homesteaders, Bobby Bare, Jim Ed Brown, Jim Green, and George Hamilton IV. Other leading artists promoted in this area included Johnny Cash, the Statler Brothers, Paycheck, Dan Bowman, Dottie West, Hank Williams Jr., Annie atty, Waylon Jennings, Red Foley, David Houston, Hank Snow, LeRoy Van Dyke, and the Stonewall Family.

Klein said Pauls plans to continue with world tours, and other leading country artists in promoting shows. He also noted that the firm closely records with local ticket sales, which duly report increased sales after personal appearances. Tickets often are sold in retail outlets with dealers being named in ads for the shows. Additional efforts are being made to advertise country product of artists appearing in shows.

The Country Music Association and civic centers have opened up many smaller cities to touring. It is felt that the artists can "make too much of a good thing" to saturating an area with shows. Klein stressed. He also noted that higher costs for labor and material, tick price curtail or even elimin- ation of certain shows. The picture may not last.

Columbia Keys Promotion Attack On Getting Acts Exposure on TV

NEW YORK—Columbia Records has kicked off a national promotion campaign aimed at creating a demand for its country music artists on national and regional. The country music artists and its nationwide staff of promotion men have been pressed with a 19-page pamphlet in red cover titled "Columbia Country Music—Wide World."

Thomas E. Noonan, director of national promotion for Columbia, said that artists and promotion men have been encouraged to show off the pamphlet to anyone interested to let them know what we are attempting to do and also to try and get TV shows on shows originating from their markets. The purpose of the campaign, of course, is to attempt to get country artists on the major network shows. The "Ed Sullivan Show" was mentioned. The pamphlet, prepared by the label's market research department, points out that country music is being played by radio stations all over the world, and that American servicemen are acting as pion- eers, promoting country music all over the world. Columbia country artists are well received in Europe and South America.

Telly Tells

Demonstrating that the popularity of country music can be measured by the growth of country radio, record sales, and the number of radio stations that tell the whole story. There were only 81 full-time country music stations in 1961 as com- pared to 328 now, it stated. In 1960, the sale of country music albums totaled $25.92 million at retail as compared to $26.5 million in 1961. Country music singles sales were $6 million at retail in 1960, compared to $10 million in 1965. The sales volume of country music in 1960 numbered over 15 million at retail as compared to 17 million a year earlier. Country artists were well received in Europe and South America.

Nashville Scene

By HERB WOOD

Country Music Editor

Kelso Harrison took up the ad- vantages for Country Records in Nash- ville last week, cutting MerleTravis before the singer knew for a personal appearance tour of Japan. Bill Edd Wheeler, who co- worked Larry Parker's sessions with Bob Lissauer, flew into New York last week for business with Kapp Records. The noted Kapp recording artist will meet with Lissauer to find new arrangements for Van Dyke leaves Feb. 3 for a three- week tour of Southern States. The ac- tress, who was featured in "I Never Saw Maggie About," posed on the Cincinnati station's famous Midwestern Hay- ride. Country artist, label is the proud parents of a daughter born Jan. 14, 1961: Saturday, Feb. 11. Happy New Year Kenny! The Stonewall Family will join Bo- nnie Cash Western; Mike London in Chattan- ooga's famous Mill of Dimes telethon on Channel 3, Jan. 21.


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\* (Per 6/30/66 statement from Audit Bureau of Circulations)
## HOT COUNTRY SINGLES

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist, Label</th>
<th>Week(s) on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>SOMEONE TOLD ME MY STORY</td>
<td>George Jones, Capitol 8398 (Brunswick)</td>
<td>5</td>
</tr>
<tr>
<td>40</td>
<td>ANOTHER STORY</td>
<td>Little Jimmy Dickens, Capitol 8399 (Brunswick)</td>
<td>16</td>
</tr>
<tr>
<td>41</td>
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## HOT COUNTRY ALBUMS

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<td>Eddy Arnold, RCA Victor LPM 2171 (Victor)</td>
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<td>LP OF THE YEAR</td>
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<td>Ray Price, Columbia CL 2365 (Columbia)</td>
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<td>AROUND THE COUNTRY</td>
<td>Don Gibson, RCA Victor LPM 3460 (RCA)</td>
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<td>OPEN UP YOUR HEART</td>
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<td>ANOTHER BRIDGE TO BURN</td>
<td>Ray Price, Columbia CL 2359 (Columbia)</td>
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<td>IF THE WORLD STOPPED LOVING</td>
<td>Ray Price, Mercury MG 2107 (Mercury)</td>
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<td>NELL STICKLEY SINGS</td>
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<td>I'LL LEAVE TOWN</td>
<td>Warner Brothers, RCA Victor LPM 3468 (RCA)</td>
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<td>THIS IS MY STORY</td>
<td>Sue Wonder, RCA Victor LPM 3467 (RCA)</td>
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<td>DRIFTER</td>
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<td>Willie Nelson, RCA Victor LPM 3469 (RCA)</td>
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COUNTRY MUSIC

Country & Western Academy Changes Date, Site of Dinner

LOS ANGELES—The Academy of Country & Western Music has changed the date and location for its second annual dinner-banquet. Set now as the site is the International Ballroom of the Beverly Hilton Hotel on March 6. This is the room used by the Los Angeles chapter of NARAS for its Grammy Award presentations. The Academy had previously been planning the event for the Hollywood Palladium next month. Under the new arrangements, veteran country disk jockey Bill Collie will produce the entertainment portion of the program. Twenty-one awards will be presented based on votes cast by general members of the 375-body organization. The top award is Country Music Man of the Year. Tickets will sell for $12.50 per person; the potential is for a $21,000 house.

At its meeting last week, an amendment to the constitution authorizing an associate membership classification for fans was presented. Under the by-laws any amendment must be read at two additional meetings before members may vote. The ruling, if passed, would allow all non-professionals to join the organization as associates in a non-voting status.

Nashville Scene

* Continued from page 60 *

GEMMILL DATES

Sept. 2, Jean Shepard has been set for the Newnanstown event July 8, and Harrisburg, Pa., July 16; the Osborne Brothers for Newnanstown July 14, and Loretta Lynn for Mechanicsburg, Pa., Sept. 3. Several other fairs have dates pending for all four artists.

Gemmill hit the trail last week for fair meetings in Pennsylvania and New York. The Cooke & Rose office rapped Gemmill at fair meetings in South Carolina.

DOLLY PARTON'S
New Monument Single...
"DUMB BLONDE" (982)
IS HAPPENING!

A great show for country music fans in Allentown, Pa. When they saw Johnny Dollar (left), Don, "Your Hands"; Ken Rogers (middle), Solar, "Crazy Memories"; Van Trewer (right), Barbossa, "Out Side." Joe Slay with Brite Star National Record Promotions, Newbury, Ohio. ALSO see Brite Star's AD in Billboard's Classified Mart TODAY!

(Advertisement)

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Key Tradesters Invade San Remo As Opening Bell Sounds at Festival

*Continued from page 1*

Sear (1 and 3); Fonti-Cetra (5 Italian) and Rifi (4).

Foreign labels most involved are RCA with Cher and Johnny Rivers. CBS has Les Compagnons de Chanson and Rick and Stevie. A tour the first hit artist from CBS-Illinois. MGM participates with Connie Francis and Remo Germani, Discifl MGM's first signing.

Publishing groups most represented are RCA-Italiano and Sugar Music with four songs each. Strongest-claiming appear to be Connie Francis-Bobby Solo and Sonny & Cher-Carolina Caselli. Newcomers expected to make a good showing are Dionne Warwick, Sonny & Cher, Marianne Faithful, Dalida, Tony De Menade, I Reke and I Giganti. Veterans returning to compete again include Domincone, Madougadig, Claudia Villa, Milti and, from America, George Jones, Pinet.

The problems over song and performers allocations that occurred in the past involving ATAC, the organizer, publishers and record companies, are at least this year. ATAC, did, however, raise the number of competing songs from the 26 minimum to 30. Half of the final will be carried into millions of European homes by Eurovision and International TV networks. The finals and the final will be carried by Italy's own TV network.

In addition to virtually the whole of key Italian music-recording industry figures, a major international contingent is again expected. This year it will include Al Bennett, president of Liberty Records. British publishers known to be attending include Cyril Shane (Shandon), Noel Regers (UA) and Jimmy Phillips (RPM).

Important to the Bayo Remo Festival to many European markets is highlighted by Holland, Billboard's Big Hageman report leading Dutch publishing houses are being represented, almost without exception, by top executives. Expected are Guiseppe and Ferry Wiersma (Gaylord), Wim Van Vugt (Altona), Jan Van Schalkwijk (Annerita), Hans Dunk (Holland Music) and Cor Smith (Radio Italia).

Billboard's team covering the event will be headed by editor-in-chief Lee Zito with music editor Paul Ackerman. The European editor Don Wode. Also attending will be European director Andre De Veyery.

Response Tremendous For MIDEM: Chevy

*Continued from page 3*

There will be three international trophies: one for the top selling artist in North and South America, one for the British Commonwealth, including Britain, and one for Europe. The International Sponsorship Committee of the MIDEM Festival will be headed by Jimmy Phillips, president of the International Union of Music Publishers, James Gray, president of the International Festival of the Phonographic Industry, Stephen Stewart, director general of the International Federation of the Phonographic Industry, and J. Carlo Setto, president of the Confederation Internationale des Societes d'Auteurs et Compositeurs.

Also on the committee are Hans Geir (Germany); F. R. Pesce and Marcel Poel (Belgium); Georges Auris, Henri Fronek, Roland Marot, Marc Prens; also for France; Sir Arthur Bliss and paddo Roberts (Britain); Martin Seliger (Spain); F. Bethlen, T. Limperg and A. J. Strengel (Holland); Albert Bannier, Carlo Hamholling and H. Stadermster (Switzerland); Salvatore Chianella and Alice H. Prager (U.S.); M. Avidon (Israel); Edgardo Trinelli (Italy); Maria da Grazia B. de Carvalho (Portugal); and Bejo Adamic (Yugoslavia).

Fest in Prague May 12-6

COLOGNE—the 1967 Prague Festival's opening bell sounds at Festival will be held from May 12-16. The audience will be increased by the performance of a number of international artists participating. The festival management has advised West German record companies that Western artists will not be able to participate at this year's festival, and that every opportunity will be utilized at the festival to produce and promote the sale of records by participating artists and orchestras.

Continued on page 8 below.

Anagone Gets Rights on Disney Sets

AMSTERDAM—Dutch publishing subsidiary of Nergam Records, Amsterdam President of the National Federation of Music and Wonderlond Music catalogs have been acquired by Anagone, publishing subsidiary of Nergam Records. Amsterdam President of the National Federation of Music and Wonderlond Music, has a license to produce and sell records of various artists participating in the festival of the Phonographic Industry.

Anagone is being formed with the aim of extending its American publishers represented.

STORJOHANN JOINS ELEKTROFON AS EXEC

COLOGNE—Electrofon announced the appointment of Dr. Heidreh, the daughter of the deceased Max Littenbach as director of art.

Storjohann, born in Hamburg, studied musicology at Hamburg University. He was a doctorate on the symphonies of Mahler. From 1940 until 1943 he led the "College Musician" at Hamburg University.

In 1943 he was placed in charge of the entertainment music of the German Neve Austrian Record Company at Hanzo. At the beginning of 1954, Storjohann joined Philips as program chief with production responsibilities. Since 1944 he has been chief of classical production at Electrofon.
SAN REMO CONTESTANTS

JANUARY 28, 1967, BILLBOARD
By GRAEME ANDREWS

LONDON—The trend to major teen-age rock acts appearing on budget price LPs is gaining momentum in the UK with the latest releases coming from two of the biggest budget lines. Music for Pleasure (half-owned by EMI) and Pye's Marble Arch label.

Hitherto, managers have been reluctant to allow their hit parade artists' recordings to be repackaged on budget price albums, even long after a full-price album had ceased to sell in any worthwhile quantity. But releases last fall from MGM, and now from Pye, have tested the market and found that turnover more than justifies the plunge of pop stars into the budget market, where albums retail for $1.25, only 40 per cent of full price.

Marble Arch released a previous full-price LP by Kings last September and sold more than 10,000 copies in two months. Music for Pleasure also broke new ground, issuing an album by Delphi, the band led by Rebel Rouser, who were at the time high in the singles charts with "Got to Get You Into My Life." The album featured several tracks that had never been issued in any form previously. This too, topped a six-figure turnover-a major achievement for an artist who had never had a big-selling album before.

Present is managed by Brian Epstein, who was so impressed by the power of the LP that he has now agreed to MFP issuing further two albums by his acts-Jimmy Page and Gerry and the Pacemakers.

Marking the 20th anniversary of a major label VP featuring Chuck Berry's major hits with Chess before his switch to Mercury. This is expected to pull in strong sales with rhythm and blues fans and attract new consumers to the Berry catalog. These latest titles by Epstein and Pye are seen as the second step toward building the budget lines attracting a strong catalog of past and present hit stars to supplement their current repertoire. This repertoire features a handful of former top sellers such as Alfa Fandino and Gene Vincent, but is almost entirely devoted to light orchestra and ballad albums, classics, and reissues from the very early years of the label's major artists such as Sarah Vaughan and Nat King Cole.

Philips Sees '67
A Tough Market
For Disks in UK

LONDON—Tougher marketing conditions for records in the U.K. in 1967 was forecast by Philips marketing manager Leslie Gould at his company's winter meeting held in London.

The conference, which saw the unveiling of album and cassette releases for the next three months and the promotion plans for new product, was attended by 160 executives, marketing men and record managers from the full national sales force.

Gould said 1966 had been a difficult year for the company, who had begun well with two of our records.

The sales force was told of special promotion campaigns to promote the 4 Seasons in February, and Joan Baez in March. Other product from the Walker Brothers and other major artist will be released soon.

Connie Froboess, Electrola Part

MUNICH—After more than 10 years of records, Connie Froboess has left Electrola.

She has been one of the label’s top female stars, starting at the age of six under the name of Cornelia with the “Pack Die Buden Zim” hit. As Connie, in her teens, she had in the 1950's been the German version of Paul Anka’s “Diana.”

The dispute between Connie and Electrola has become so acrimonious, that Connie has been in the studio in Germany, it seems that Connie has been the subject of a court case. The company has sought the help of a Munich court to resolve the dispute and hear her critical statement.

Kuba Imperial to Hike Stereo Output

WOLFENBUTTEL — Kuba Imperial, the German subsidiary of General Electric, will expand its production of stereo products in 1967 to take advantage of the increase in West Germany. R. C. Wilson, GE vice-president, said on a visit to Kuba Imperial, in Wolfenbittel, that the GE subsidiary company would expand stereo products manufacturing to 25 percent of overall output.

Tri-Sound Moves

DETROIT—Tri-Sound Records, formerly of Green ville, Miss., has moved to offices in 11253 Hamilton Road. The label also moved its artists to Detroit — the Devotions, whose Old Sweet Lovin’, and Ed Crooks, who has brought All Right. The two acts launched a promotion tour in the south Jan. 13.

INTERNATIONAL NEWS REPORTS

British Labels Reissuing Major Teen Record Acts on Budget

BERLIN—From a most improbable beginning, an orchestra of 1885, recorded by U.S. occupation authorities, the Radio Symphony Orchestra Berlin (KSO) has developed in its 20 years into what is recognized as one of the most significant orchestras of our time.

Philips Marking 20th Year of RSO; Orchestra Stemmed Tide of Misery

TORONTO—Led by president Mort Natars, an impresario of record browsers met with their Canadian distributors, Quality Records, an MGM, for an MFS meeting of unprecedented scale at Toronto's Inn on the Park Monday (16). Ten MGM executives attended the day-long session, for which Quality assembled its top management and promotion staff from Toronto headquarters, eight sales and promotion representatives from its Quebec branch, its Winnipeg branch manager, and its independent distributor from Calgary.

MGM Shows Product To Canadian Dists

TORONTO—Ardell Derbysky, marketing director, Frank Man
tini, national promotion director; Val Valentine, director of engineering; David Greene, Jack Mahon, Syd Rubenstein, Tom Kearns and Sam Sugarman.

Its Top 10 Chart
Radio Eireann Drops

Eireann has dropped its weekly Top Ten chart. This move follows considerable trade dissatisfaction about chart compilation. Instead, RTE will use a list to be called “Ten of the Best,” but not based upon statistics.

Karooan Soloists

HAMBURG — Herbert von Karajan has picked as piano soloists for his Hamburg festival performance of Mozart's Concertos for Three Piano's Christopher Enckbach, Josef Durnan and himself. The performance will be given with the Clevcland Orchestra with Karajan conducting from his piano.
ROULETTE HAS IT!

THE GOSPEL IN WORDS & MUSIC

SERMONETTES BY
REV. ADAM CLAYTON POWELL

SOLOS BY
JOE WILLIAMS & THE STAMPS BAXTER QUARTET

MUSIC BY THE CONGREGATION OF THE ABYSSINIAN BAPTIST CHURCH
INTERNATIONAL NEWS REPORTS

From The Music Capsules of the World

CHICAGO

Check Benson and Kurt Russell of WIND Radio are presenting the new "Chicago Tonight," which will feature Chicago nighttime life from 7:30 to 11 p.m. Monday through Fridays. WFMU Radio in Asbury Park, N.J., and the Chicago Symphony Orchestra Brass Quintet in the newly re-modelled Auditorium Theatre here.

Gene Taylor has been appointed the new general manager of Harold L. Niel Jr., president of ABC-owned WBBM, was named.

Robert C. Victor, manager of WGN-TV, has decided that WXFM has taken over the functions of WFAN, and Herman Alpert & Tijanna Brass staged a six-night engagement at McCormick Place here last week. The Four Seasons played concerts last week (20, and in Independence, Minn. (21), Alvin Cash was featured in Alba, Feb. 1, show. "Where the Action Is." The Peer Southern Band's arrangement of "Winchester Cathedral" went over big at the Midwest Band Convention held here in December, reported Ted Black, Peer Southern Music's head. Gene Koppa is performing at Chicago's London dinner for three weeks. The Warner Brothers -- Al and Larry Warden, Tom Stell and Ben Hess -- are booked for two weeks at the Peabody and Russell Showbars here.

Singer Franklyn David and his band, made their debut at the Sausalito Club, presented by the Center for New Music of Columbia College. Mel Mink, Liza, a leading Cleveland appliance distributor, is now a producer and promoter at Mink Records.

MIKE STEWART

HAMBURG

Philips is publishing its 11th albums of famous German Victorian and Romantic music. One of them, a vinyl LP, recorded at the Karl Schuchherr's studio in Hamburg, Heligolathe, to more than 100,000 persons travel each year to the castles and monuments of the country and indian uugs. Polydor, Polydor, Polydor has sold more than 50,000 copies of "A Chance" for Karl in the catchphrase of "Why Beef?"

Dr. Holabast Jostmann suc- ceded the firm's latest production director at Electro.

Bert Varell has left Philips to join the BBC's German service. Jostmann's departure was the result of a previous decision that Philips has launched a new, daily "widescope" in the English language, "DOWS WLOGAN SPRAK

LONDON

The Daily Telegraph has recently launched British label Dermot off to a flying start. The label's first pressing features "Maureen Seavens, "Mother's Day," and "A Homer." John de Lene, the box-office director at Brian Epstein's Apple, has been the opening sight of the Four Tops' concert at the Astoria, London. The Beatles' third album "The Long Tall Sally" has been recorded. The first single to be released will be a heavy "With The Word," the Beatles have announced. "When They're Young And In Love," a new single directed for both shows.

Derek and Hartz have recorded their new "Brother Love" episode for the "Big World" on "ABC." Julie Andrews is singing "I Can't Believe That You're in Love," an American song, and "The Starmakers," a popular English song, and "Raintree County.

"Grassroot," a group of young singers, has recorded a new album, "Sunny Day." The album has been released, and the group is now working on a new LP for the label.

"Kiss Me, I'm Happy," a new single directed for both shows.

McCartney And Hair have recorded a new album, "Brother Love" episode for the "Big World" on "ABC." Julie Andrews is singing "I Can't Believe That You're in Love," an American song, and "The Starmakers," a popular English song, and "Raintree Country.

United Artists have recorded their first single to be released will be a heavy "With The Word," the Beatles have announced. "When They're Young And In Love," a new single directed for both shows.

"Kiss Me, I'm Happy," a new single directed for both shows.

Knack Ties

GET THE KNOCK FEBRUARY 6

MIKE GROSS

PARIS

Mounouchi Baptiste, whose second album "Polynesian" with CBS, has been chosen to represent France in the Eurovision Song Contest. To mark its 20th anniversary, in 1967, Vogue will produce a series of 12 single albums featuring top artists Fettts, Deutke, Denon, Reneau, Djeudi, Rehindeurs, etc. The series will include several albums with music, folk and classical music. The series will also include the Swiss Felica album and the American Globe album for France. The company is also importing cowboy songs on U.S. labels, which will be released on the same date. The series will be released on the same date. The series will be released on the same date.

MIKE GROSS

Toronto

"Girl in the Window," by the "Rielongs," doing nicely here for Polydor in Germany, with "Deutsche Vogue" for release in Canada and New Zealand.

Quality Records is reputed to be the highest selling label in the Tijuana Brass album market, presented in "sincere appreciation" to A&M Records and Herb Alpert. The quality of the production is quite remarkable. This month Quality presented a number of new albums, including the Canadian equivalent of the "Jimi Hendrix Album," "South of the Border." Bruce "My Love, Going Places" and "I'm Coming Home," for Quality has also recently presented (Continued on page 700)

JANUARY 28, 1967, BILLBOARD
TOP 40 HIT
ALL OVER THE COUNTRY

SWEETEST ONE

The Metros

KDKA Pittsburgh
WKYR Detroit
WXZC Detroit
CKLW Detroit
WXYC Cleveland
WDBA Memphis
WBGW Philadelphia
WFIL Philadelphia
WHYN Springfield
WMEX Boston
WBZ Boston
WORC Worcester
WPOR Hartford
WICE Providence
WPRO Providence
WAMO Pittsburgh
WWON Chicago
WILD Boston
WCHB Detroit
WJLB Detroit
WJMO Cleveland
WABQ Cleveland
WWIN Baltimore
WEBB Baltimore
WIDB Baltimore
WOL Washington
WOOK Washington
WHAT Philadelphia
WDAQ Philadelphia
WVOL Nashville
WWQX St. Louis
WAQA Milwaukee
WJPL Newark
KRIZ Phoenix
WALK Atlanta
WIGO Atlanta

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RECORD WORLD #84

Personal Management
GERARD W. PURCELL
ASSOCIATES, LTD.
NEW YORK—NASHVILLE—HOLLYWOOD

PIED PIPER-GWP PRODUCTION
RCA VICTOR RECORDING

The Metros Album 'SWEETEST ONE' to be Released March 1—RCA Victor Recording
### AUSTRALIA
*Dees Rosen origin*

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### ENGLAND
*Contiued from page 58*

Records to Cameo Records for "96 Tears," by Question Mark and the Meters, to Cameo. Also, Mark and the Meters to Reverse Producers for the "Best of Verlins Hermit" I.P.P.
Les Chasses, French-Canada's best selling组组group, just lost a date at Otis Grupee in Cleveland, hometo the new Main Line, which has just released their "Tomorrow Maybe Ten Years" EP. Following Montreal group is the first group signed by "The Singing Priest." Father Columba MacManus, from Montreal, has turned from his own group to the famous all-religious band, in the bag to pop balls, for their second LP for Audio Fidelity. His "Tell All About Love" album, recorded in New York, opened London-McCarty's "Yesterday," "Quantumate," "When You Were All The Flowers Gone." 

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**GET THE KNACK FEBRUARY 6.**

**SINGAPORE**

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**SOUTH AFRICA**

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**KIL MORGAN**
Import Instruments Deluge Chicago's Navy Pier Show

CHICAGO—At least 26 different makers and importers of amplified instruments exhibited at the Navy Pier Housewares and Variety Exhibit here last week. Summarizing the show from one exhibitor's standpoint, was Phillip Straus, marketing and advertising director for Strum & Drum, Inc.

"The market in musical instruments has changed a lot this past year," he said. "Whereas just a year ago there was a terrific shortage of guitars and amplifiers, now the whole market is leveling off. You have all these importers," he said. "The emphasis is going to be on quality and we're going to see plenty of competition," he said.

The lines represented:

• G & H Imports, Inc., Lodi, N. J., exhibited 10 different guitars, seven electric amplifiers, a 49-key electronic organ and instrument accessories. Amplifiers ranged from a $29.95 five-watt student model to a $229.95 list 75-watt bass and guitar unit with twin and reverber equipped with foot jacks.

• Gregory Amplifier Corp., Bronx, N. Y., had several models slated to the student musician market. The '70 student/starter lists at $33 in a unit yielding five watts. At the other end of the line is the 80-watt Saturn 80 Power-Pack listing for $249.95 which can be operated individually or in groups.

AN EXTRA LARGE SPEAKER (7-in. by 5-in.) is featured in GE's new magnetic tape recorder. The unit has a sound output of 3 watts and carries a suggested retail price of $99.95.

Mr. Z Moves Shop

KANSAS CITY, Mo.—Barton Zinander has moved his Mr. Z's Record Shop from the Shakertown building at 1113 Grand Avenue to a new location at 1016 Grand. Zinander has been in the record retailing business 18 years. He carries over 15,000 players and radios in addition to a full line disk.

JANUARY 28, 1967, BILLBOARD
Ace Tone One Firm With the New Sound

(Second in a series on ampli-

ted instrument sources for dealers interested in this ex-

ploiting market.)

NEW YORK — Ace Tone, maker of the sizzling line of ele-

tronic organs and similar products an-

1.0.1.1.1." In. Indeed, this and a score of additional stand-up organs with the accents of con-

temporary music, almost every rock group appearing publicly is using one, or a substitute, in his show. Dealers, merchants, and many record dealers are picking up one line or another.

This particular line, distributed by Soekin Music Co. here, breaks down like this:

Top of the line is the Top-7 console model. Dealers experienced with the genre say that teenagers are buying it in this range at $15.75, but a 1.0.1.1.1. note portable, all transistorized. And as the better makes in the field it has full-size piano keys. It carries a full complement of controls, an all-electronic vibrato effect, depth, vibrato speed, foot expression pedal (replacing the see-through key rack and backward on that pedal). It's an entry into any amp. Weight about 50 pounds.

1967 Masterwork Product Line

• Continued from page 71

nut cabinets, Garrison changer, circular wood无疑是 permanent needle, four speakers and pro-

duce 36 watts. These models round out the 1967 early line:

Model 1910, portable with at-

tachable base, at $39.5 suggested list.

Model 1902, four-speed port-

able in contour luggage case, complete with package of five 10-watt drivers, at $145.50 suggested list.

Model 2004, automatic port-

able in genuine luggage case at $399.5 suggested list.

Model 2011, automatic port-

able (batteries/AC) in ebony lug-

gage at $499.95 suggested list.

(These are also offered as mono.)

Stereo

Model 2006, stereo portable with custom-designed stand at $39.95.

Model 2107, newly designed stereo with a turntable and full broadcast band AM and FM, complete with record box stand at $79.95 suggested list.

Model 2008, ebony cabinet, Garrison changer, stereo portable with eleven output, stand at $99.5 suggested list.

Model 2114, stereo portable, AM/FM/FM-stereo tuner, custom stand, at suggested list of $139.95.

Tambour

Model 4610, deluxe packaged

Motorola Popcorn Phono Promotion

CHICAGO—Motorola Con-

sumer Products, Inc., is offering a prize of a West Bend corn popper, four brightly colored bowls and a bag of popping corn as a premium in a new portable stereo phonograph promotion. Participating dealers may of-

fer the premium free to consumers purchasing Motorola phonographs, models PP305C, PP306C, PP207C or PP209C. National advertising will begin in the January-February promotion.

• Breed-and-butter model is the Canton 300, about $400. It has 49 keys (full size), is transistor-

ized, and will simulate full organ tone on all four channels, all with full vibrato.

• Bottom of the line is the Canton S-5. It's $200. This model has 36 full-sized keys, is monophonic, compact (three legs instead of four), plays bass, tenor, alto and tenor and has five-time-clocked boards. Its ex-

pression lever is up by the key-

board (measuring the player sways left and right). Carrying case and legs are optional.

• A feature of the organ models there are items of op-

tional equipment such as adjustable shelves and padded bags ($16.50).

• The firm also offers a Rhythm Ace attachment which simulates claves, maracas, wood block, claves, maracas and cymb.

• It climbs to the organ’s price. It’s price is $500. The Masterwork Com-

pany offers an L.P at 50 cents for instructions in popular rhythm beats.

Imports Deluge Chicago’s Navy Pier Show

• Continued from page 71

models in its Sorrento line, drum ensembles and amplifiers.

• Manhattan Novelty Corp., New York City, exhibited its St. Marks imitation guitars, numerous guitar models under the subsidiary Manhattan Enter-

prises line, drum sets, violins, banjos and other instruments, including eight different amplifiers.

• Brumberger Sales Co., Brooklyn, N.Y., another exhibitor featuring low-priced beginner guitar models. Its Go Go model lists for $5 and another folk guitar, the Flamenco, is priced to sell at $12.

• Strum & Drum, Inc., Chi-

cago, showed guitars from an as-

sortment of more than 26 models in itsorama trade-marked line. The company also had four drum and cymbal outfits, tambourines, recorders, mandolins, ukuleles, amplifiers, cases and accessories.
Depreciation: Are You Up to Date?

By RAY BRACK

CHICAGO—"You may," says the Internal Revenue Service, "depreciate property, as depreciable, that represents a reasonable allowance for the exhaustion, wear and tear, and obsolescence of depreciable property used in your trade or business. . ."

It is this "reasonable allowance" that the operator routinely refers to as "depreciation." And some operators may, from what we hear, be allowing themselves unreasonably small depreciation amounts.

The Wurlitzer Co.'s advertising and sales promotion manager A. D. Palmer has said, "In recent discussions with men having responsibility for the automatic music business, we have been astonished by how few of them really understand the equipment depreciation plan and how it can be made to work to their advantage.

Taking Palmer's word for it, we offer the following for those operators who may lack full or updated information on depreciation. The following facts are the latest issued by the IRS.

**What Can Be Depreciated?**

Property that has an expected useful life of more than a year and is used in a trade or business may be depreciated. Examples of such property are machinery, equipment, tracks, jukeboxes, amusement machines, coin-operated equipment, pools, etc.

Leased equipment does not qualify for an allowance for depreciation that the lessor could claim. However, payments under the lease may be deducted as expenses for income tax purposes.

Repairs and replacements to machines which keep it running but do not measurably prolong its useful life may be deducted as expenses—but not depreciated. Repairs and replacements which definitely prolong the useful life of a machine should either be capitalized or charged against the depreciation reserve.

**What's the First Step?**

The first step in computing depreciation is to determine the estimated useful life of the machine. Obviously, there is no average useful life span applicable to all types of machines. Life expectancy depends on the particular circumstances of use, and such factors as the condition and location of the machine.

You must consider that the expected useful life of a machine will be shortened by technological improvements, economic changes, prohibitory laws and other factors that have nothing to do with wear and tear.

Declares the IRS: "You should determine the useful life of the depreciable property on the basis of your particular operating condition and experience. If experience is inadequate, you may use the general experience in the industry until your own experience forms an adequate basis for making the determination."

**NAMA Show Site Burns**

CHICAGO — The photo at right, taken early on Monday, Jan. 16, shows Chicago Firemen in full battle with a blaze that completely destroyed the main exhibit hall of McCormick Place.

The massive fire at the convention center has been the site of the 1967 convention and trade show of the National Automatic Merchandising Association Oct. 28-31, and the 1966 show was held in the building this past year.

The quick-closing fire, which is yet being debated, has sent scores of exhibits, looking for exhibit space, and has lost the March date. At press time, NAMA officials were checking on availability of alternate area and hotel facilities throughout the city. Because of the traditional pulling power of a Chicago site, NAMA expressed hope that the show could be retained here. Possible substitute sites are the International Amphitheater and Navy Pier. (Wide World Photo)
At Seeburg we save our punchline for the end. It keeps our inspectors on their toes so you never have to get on their necks.
...we'd rather practice quality than preach it.

But a little preaching never hurts. That's why we'll see this sign at the end of every Seeburg assembly line. We have a deadly serious program of quality control.

Does it work?
We'll let you prove it.
Try to find some used Seeburgophonographs for sale. You may locate a few, but you'll never find any sizable quantity.
Because most of them are still out on location earning money.
We put the quality into them before they ever went out of the factory.
We knew you were going to be the next inspector.

THE SEEBURG SALES CORPORATION · International Headquarters
Chicago 60622

Los Angeles Operators to Fight City on Pool Issue

LOS ANGELES — Operators of "family billiard halls," who gave coin and vend operators an additional source of revenue, have decided to fight city hall in an effort to save a potentially prosperous business.
Billiard room operators have hired an attorney to seek a Superior Court injunction to prevent Los Angeles from suspending their licenses or interfering with their operations.

The operators also would like to alter a condition which now bans juveniles from family bil- liard halls (Billboard, July, 1966). The ordinance prohibits youths under 18 from entering billiard halls (Billboard, July 28, 1966). A prominent Los Angeles — a city referendum measure passed in 1911 — also prohibits tournaments between billiard halls play for cash prizes.

Although the coin and vend industry here is relatively quiet in its opposition, individual operators figure to lose revenue-producing locations if the city forces "family billiard halls" to close down.
Many coin operators realize, however, that to attempt a court fight on the "under 18 rule" might prove expensive and foolhardy. They realize that a ban on teenagers in "billiard halls" will reflect in their revenue intake. But a "you can't fight city hall" attitude exists in their ranks.

Citations
Police officers issue citations to persons under 18 in billiard rooms in compliance with city ordinances. They also enforce a vintage coin machine ordinance prohibiting tournament play for cash awards.

Previous efforts to open "family billiard parlors" to juveniles have failed, although several city and county officials and members of the Los Angeles City Council and the Los Angeles Board of Supervisors are in favor of modifying the 1911 law.

The lawmakers in San Diego decided to retain a county law that prohibits teen-agers under 16 from playing in or being in a pool room without adult supervision.
Several coin and vending machine operators and billiard hall operators opposed the law, insisting the billiard halls are safe for teen-agers. Operators are worried the juvenile ban will have widespread repercussions throughout Southern California.

Location owners would like to alter the rules to admit youths 16 and over unaccompanied by parents and those under 16 when accompanied by parents. They also want approval to conduct tournaments for cash awards.

"Teen-agers spend a large amount of money while playing in pool halls," a coin operator said. "The law to curtail juveniles from entering the family billiard halls is bound to harm business, especially in regard to any coin or vending machines in the establishment."

Excluded Adults
Billiard park owners also claim the rule excludes many adults who would play if they could bring their children. "The family pool hall is another method used by operators to capture the leisure-time dollar," an operator said. "By curtailing the family pool hall," he said, "they are harming several industries, including the coin and vending businesses.

The game of billiards, according to a police spokesman, is singled out in a city ordinance which controls gambling. Several operators complain that youths under 18 are permitted to enter bowling alleys, where alcoholic beverages are consumed but are forced to leave "family billiard rooms" where alcoholic beverages are not served.
The Superior Court suit was taken in the name of Baldwin Hills Family Billiards, Baldwin Hills; Boulevard Billiards, Tarzana; The Cinerama, Los Angeles; Mother's Family Billiards, Sherman Oaks, and The Coin Pool Ball, Lido Family Billiards, and Panorama Billiards, all in Van Nuys.

Los Angeles Councilman James B. Potter argued for the operators, claiming that downtown family-type establishments are "clean, carpeted, well-lighted, didn't serve liquor" and would provide "healthy recreation for children." He also said the law would cast a "bad image on pool halls."

Both the San Diego lawmak- ers and the city officials in Los Angeles said they had based their decision to ban juvenile entry into the billiard halls on the strength of law enforcement re- port.

How About Your City?

MADISON, Wis.—One of the reasons continually stressed by coin machine operators for maintaining strong State associations was pointed out by an opinion given here by Attorney General Louis W. Fallette last week. He said that Wisconsin municipalities could enact ordinances and regu- late food and beverage vending machines if the local laws did not conflict with State legis- lation.

Dr. E. H. Joris, a State health officer, had requested the opin- ion. The State itself now charges a $1 license fee for each ma- chine with part of this money returned to municipalities. But some municipalities have sought to enact their own ordinances, it was reported.

Operator Shot In Miami

MIAMI — X. Y. Zevely, 60-year-old veteran coinman and owner of Radio Center Music Co., here, is recovering from three gunshot wounds he suffered while servicing a downtown location last week. The shots were reportedly fired by a youth who is still at large.

According to doctors, one bul- let is still lodged in Zevely's spine and will not be removed. Doctors extracted another bul- let from the victim's neck.

A third shot went through Zevel- ly's thigh. The shots were fired point blank, police reported.

UJA to Name Honored Guest

NEW YORK—The Coin Machine Division of the 1967 United Jewish Appeal effort will meet Monday (25) at 6 p.m. at UJA headquarters at 220 W. 55 Street. The Division expects to name the 1967 guest of honor for its annual fundraising ban- quet tentatively set for June in the Statler-Hilton Hotel here.
Spray Paint For Ad Signs

GOLDEN, Colo. — Clyde McCaffrey, large-scale bulk operator with headquarters in Golden, believes in using existing bulk vending installations to advertise new locations and has a quick, easy method.

McCaffrey, who covers several States in the operation of routes involving more than 500 machines, has literally hundreds of active accounts which came about entirely from the stamps he steals a big, easily readable sign on the side of each of his bulk units on location.

Creating this handy bit of advertising is a matter of only a few seconds for McCaffrey, who carries an aerosol can of high-covering-value white paint along with him daily. Matched with the paint in a stencil, five inches long by two inches broad, which, when laid along the side of any bulk vending machine, makes "printing a sign" merely a matter of two or three swipes with the aerosol spray can.

In this way, McCaffrey identifies the end machine on each of his installations with his name and telephone number in large enough letters and numerals to be easily read a dozen paces away.

The net result is that anyone operating a competitive business where there is ample space for a set of bulk vending units and unaware of how to get in contact with a bulk operator is likely to copy down the information shown in McCaffrey's impressive set-ups, and make a telephone appointment.

GLAMAGARD, is the trade name for American Can Co.'s newly developed bulk plastic wrap for food vending operators. The product comes in 15-inch and 18-inch wide made in either 1,000 or 2,000 foot rolls.

New Products

Note: The description of new bulk vending products listed here is based upon the item as viewed by Billboard. Any delivery date or availability mentioned has been supplied by the manufacturer. Please notify Billboard's Bulk Vending Editor in New York if there is any discrepancy between the availability or promised date indicated and that as told to you by the manufacturer.—Ed.

FOLK VENDING
MONKEY FLICKER RINGS
Folroy Vending, Co., has brought out 12 different rings capitalizing on the peculiar plush monkey theme. Each ring features the tricky "action" flicker feature. The colorful display card is also designed in a flicker style that yields a different picture as one walks past the display front of machine. The rings are a 10-cent item.

MONKEY HIT RECORDS
Also engineered to capture the player in today's fashion has group are these replicas of Mon- kkey hit records. The tiny mock-up discs have a key-chain loop and a hit picture of a group member printed on each. The red and yellow display sticker lists the title "Last Train to Clarksville, "Take a Giant Step," Saturday's Child, "Let's Dance."

OAK
SUPERMAN STICKERS
Oak Manufacturing Co., Inc., is marketing a 1-1/4-inch by 1-1/4-inch color stickers depicting the famous comic book character. Twelve different stickers are available priced to vend at four for a nickel. Another sticker item is called "Crack Ups." These are 1-1/8-inch by 1-1/4-inch stickers with catchy sayings printed on them. There are 20 different stickers in the selection and vend two for a dime.

KARL GUGGENHEIM
SPARKLE A GO-GO RINGS
An item capitalizing on the glamor in today's fashion has been introduced by Guggenheim and pegged for dime vending. The rings are encased in K. L. capsules and are sold 250 to a bag. A display front piece comes with each bag.

PENNY GO-GO RINGS
Guggenheim is also producing the Go Go ring for penny vending in bulk gum and charm machines. These are packed 1,000 to a bag with a display piece included.

PEKKING
MONSTER MIX #64
Newest in the line of popular mix assortments from Penny King is one including large heads nearly the size of caps which are vend ed separately as a nickel item. The composition includes Horse Bone, Action Skull, Baseball Boy, hand-painted Newt and several intricately rendered Head and WOW RINGS. Another Penny King item slanted to the teen age market is entitled, "The Wow Ring." It is styled in various colors and comes in a variety of shapes. It can be vend ed as both a nickel and in capsule for 5-cent merchandise.

A foam display holder is included with Dainty Elegant Rings. Another jewelry item from Penny King is aimed at the small tots and is styled after the more expensive pieces using williamite polished stones and jewel-type vacuum plating. A penny item, it is also in the bags of 250 including a foam display piece holder. BIRTHSTONE RINGS. Penny King also has brought out an assortment of birthstone rings packed 250 per bag with display piece showing each of the 12 pieces which lists the month, the corresponding stone and the special meaning.

SCHONBACH CO.
Manufacturers Representative
Assocs - Area Distributor

MACHINES
GREAT TIME-SAVER!
COIN WEIGHING SCALE
$23.50

10¢ VEND ITEMS

NAME
COMPANY
ADDRESS
CITY

PIG PLAYS A LOUD RING TAIL ON THE الصوقي
SCHONBACH CO.
Chas. Schonbach, President
2188 South 2nd Street
Pittsburgh, Pa. 15218

SCHONBACH CO.
CHICAGO,RAT Two 300th It's in KC"
BULK SURVEY REPORT BEGINS

The Third Annual Billboard Survey of Bulk Vending Industry will be serialized here throughout February. The first installment will begin next week. The survey, the only one of its kind, is based on data gathered from operations of all sizes throughout the United States. The complete survey report will be made available in reprint.

Copyright Bill Re-Introduced

• Continued from page 4

held on the House side, barring unforeseen developments. The Senate, which has yet introduced a bill of its own, is expected to begin hearings in late February or early March on issues still in controversy, including the raising in record royalty rates under compulsory licensing, the jab box exemption, CATV, educational exemptions, and others.

The House Copyrights subcommittee staff doubts if special hearings asked on the jab box performance royalty exemption issue will be held by the group.

The jabbox industry association, Manufacturers Association of Amer-ica, together with the endorsement of the four major jabbox manufactur-ers, has recently urged hearings on the ground that the new section of the bill proving royalty fees under compulsory law, and geared to box "inventory" was never argued in open hearing. Copyright Subcommittee staff points out that if hearings are re-opened on one special aspect of the bill, other industries would demand the same treat-ment.

Runyon in Show

HARTFORD, Conn.—Some 23 Connecticut exhibitors reviewed the new Rowe-AMI phonograph and juke box line at a meeting at the Runyon Sales outlet here last week.

The factory was represented by Art Segin, George Kerslay and J. O. Mullins. Runyon representatives included W. W. Gehl, Larry Raphael and Ronnie Blitt.

when answering ads . . . Say You Saw It in Billboard

Scribe, Inc., In National Sales Meet

CHICAGO—Lavo-Simplesx, Inc., president, Adolph Wertheimer predicted a banner sales year for the one-year-old company as he outlined plans at a national sales meeting held in suburban St. Charles recently. Vice-president and general manager William Rubenstein led the three-day session.

Other executives taking part in the meeting were Robert Herzog, advertising manager; Harold Feldman, vice-president and director of marketing; Frank Ball, assistant vice-president, Luna Division; Ed Donlin, president of Newsweek, the company's public relations firm; Frank Stangel, assistant vice-president, Premium Division.

The company has four divisions, one of which produces Scribe electric stamp vendors and Simplex cigarette machines.

Liquor Curb

NAISHEVILLE—Mayor Beverly Briley and district attorney general Thomas H. Shriver have clamped down on all private clubs, restaurants, country clubs and misting bars here after announcing a ban on the sale of liquor by the drink. The ban grew out of a study made by Seymour Samuels, Tennessee law only allows for the sale of liquor in "unbroken packages bearing State revenue stamps."

EVERY LOCATION "PROFIT-LAND" with NORTHWESTERN 60 BULK-PAK

New 60 Bulk Pak builds profits in supermarkets, drugstores, gas stations, shopping centers—any location. Operators pl owners. Bulk Pak delivers greater prof-its because it sends nationally advertised merchandise—suitable for all locations. Sales costs are held to a bare minimum. Just your merchandise in ma-chine—and take off the cash. Large capacity holds 120 V-2 capsules, 120 caps for 2 mi-1000 pieces, 124 pieces, 223 pieces. Bottles, Scripts, Books, Glasses, Gloves, Posters, Stretchers, Slings, Boxes, Slings, etc. One-Third Guaranty, Refund Co.

IMMEDIATE DELIVERY VICTOR'S NEW '88 With Chrome Glass Frame Designed to get maximum sales with minimum servicing.

• Available in 1y, 2y 10c or 25-
• Interchangeable Display Panels.
• Large capacity holds 120 V-2 Capsules, 124 capsules, 1000 pieces, 124 pieces, 223 pieces. Bottles, Scripts, Books, Glasses, Gloves, Posters, Stretchers, Slings, Boxes, Slings, etc. One-Third Guaranty, Refund Co.

Write for Beautiful Illustrated Circular and Prices.

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We will lease or sell to you the special colored slides necessary for projection on your go-go girl, or combo, or walls to create a beautiful, artistic illusion.

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Billboard Readers

Get the news when it's news . . . each and every week of the year.

Every issue is packed with profit-making ideas for operators of juke boxes, amusement games, audio-video machines, pool tables, cigarette and other vending machines, background music equipment, kiddie rides, etc.; plus comprehensive coverage of the record industry.

New Equipment

Midway Mfg.--Fun Ball Baseball

HARBINGER OF SPRING is this new one-player baseball game introduced by Midway Manufacturing Co. this week. The suburban Schaumburg Park, Chicago, firm has incorporated several new features in the game called Fun Ball. Among notable features are new formula slide rails, a split-out star rejector and spinning reel. The unit is available with single or twin rejectors and with regular party or extended play design.

Depreciation: Are You Up to Date?

Ken Chazen, BFC Enterprises, St. Louis, deprecates jukeboxes over four years and flipper games over two years.

Russell Mawsey, Russell-Hall, Inc., Holyoke, Mass., deprecates jukeboxes over five years, games over three years, cigarette vendors over 10 years and coffee and cold drink machines over five years.

So it goes around the country in a very consistent pattern. Of course, the IRS has collected a lot of data on average useful life of various types of equipment. Such may be obtained from your regional IRS office. You may utilize a longer average useful life span than that suggested by the IRS if you can show that it is consistent with your business practices; the same applies to the use of a shorter average useful life span.

You may enter into an agreement with the IRS as to the estimated useful life of any given machine by making application, in quadruplicate, to your District Director of Internal Revenue. Your application must show:

1. Description and location of the machine.
2. Original cost and date acquired.
3. Adjustments to its value, including depreciation accumulated to the first tax year to be covered by your agreement.
4. Estimated useful life and estimated salvage value.
5. Method and rate of depreciation.
6. Any other facts or circumstances pertinent to making a reasonable estimate of its useful life and salvage value.

When the District Director receives the above information he will prepare Form 2271, in quadruplicate, and send all copies to you for your signature and return. He'll then sign two copies and return them to you. When you make out your next income tax return, you must file with it a copy of the agreement. The other copy stays in your file. (Is that all clear?)

What Is Salvage Value?

Salvage value is the amount you estimate, when you acquire a machine, that you can get for it when you normally dispose of it. If you normally dispose of a machine when it has run its estimated useful life (or seven years), the salvage value will be the same as its junk value, what it is worth when you retire a machine while it is still in good operating condition.

The salvage value may represent a large portion of the original cost. Whichsoever practice you follow in your business, you must be consistent in your computation of depreciation. Salvage value is vital in figuring depreciation.

Method of Computing Depreciation

Although almost any method which is consistently applied may be used in computing depreciation, the three most-used methods are:

1. STRAIGHT LINE METHOD
2. DECLINING BALANCE METHOD
3. SUM OF THE YEARS-DIGITS METHOD

The Straight Line Method is simple. With this system you just subtract the machine's salvage value from its original cost and divide the remainder by the number of years in the machine's estimated useful life. This method must be used if the machine's estimated useful life is less than three years. The figure obtained through this simple mathematics is the amount of annual depreciation allowance. (See example later in article.)

The Declining-Balance Method. With this system you subtract the amount of depreciation you take each year from the

(Continued on page 80)

Billboard, January 28, 1957, p. 78
Coin Machines Featured In Amusement Park Show

VERA EGAN, Miltron, Inc., Revere, Mass., pausing to rest in the driver's seat of Capitol 16 Company's Monaco Raceway amusement game.

EDWARD J. SEIDEL, president of Seidel Amusement Machine Co., Brooklyn, with Judy Futia, discussing Seidel's Twenty-One and Bing-O-Reno games during recent International Association of Amusement Parks convention at Chicago's Sherman House.

SHELDEN, DICKSON & STEVEN CO., president, Richard LeBron, showing plaque awarded his exhibit by IAAP committee to William Ricke, sales manager. In background, company's Magic Baseball game.

SANTA CLAUS, in this instance, Paul Mattle of Phoenix, N. Y., with Gold Medal Products' Ted Evans (serving) and Bill Roerich.


FRANK SWAN, vice-president, International Mutoscope Corp., demonstrates company's new Comic Character Balloon machine to Vera Egan.

NAT BAILEN, Urban Industries, Inc. (left), discusses company's new movie machine with Edward Lange.

MIKE SELER, Cousino Products-Gortronics, Inc., showing Paulette Neal features of company's tape cartridge units used for continuous announcements.
Page 80

Dakota Assn. In Gathering

HURON, S. D.—The high
geways of this State will be carrying
members of the Music and
Vending Association of South
Dakota here for a two-day meet-
ing at the Inn, the weekend of
Jan. 29-30. Secretary-treasurer
Earl Porter is expecting a good
turnout of members and has issued
an invitation to the association
wires as well.

Forums are scheduled for
both Sunday and Monday with the
general meeting slated for
the afternoon of Jan. 30.

Veteran Arkansas Coinman Is Dead

LITTLE ROCK, Ark.—H. G.
(Dutch) Yancey, considered the
dean of operators in this area
where he was owner of Arkansas
Music Co. for 25 years, passed
away recently after suffering a
heart attack. He was 55. Sur-
viving are his widow and two sons.

Noted Lecturer For Meeting of Chicago Group

CHICAGO—Edward McFaul,
regarded as a "serious humorist," who has appeared at the Music
Operators of America annual
convention and records for RCA
Victor Records, will be the fea-
tured speaker at the Recorded
Music Service Association's
annual election meeting here Feb.
9 at the Water Tower Inn, 800
North Michigan Avenue. The
gathering will commence at 8 p.m.

McFaul's topic will be "How
to Keep Your Foot Out Of Your
Mouth," according to associa-
tion President Earl Kies. Other
topics on the agenda, in addi-
tion to the election of officers,
will be a discussion of two-for-
a-quarter jukebox play and the
acceptance of the dollar bill vali-
dator now in use on jukeboxes
here.

The nominating committee is
headed up by association direc-
tor Vincent Angeli. Other cur-
cent officers of the association
are Vice-Presidents Sam Green-
berg, Mr. Proffitt and Dan Gai-
el.<; Secretary-Treasurer
Louis Alty; directors Charles
Sacco, Larry Cooper and Ray
Gallet.

New Miss. Law

BILOXI, Miss.—A warning
called Knoll was sounded for Gulf
Coast nightclubs using bur girls
on their liquor license. A new
Mississippi liquor law with a step-up in State investiga-
tion is responsible for the new
restrictions.

Williams—One-Player Flipper

A new single player called Magic City had been introduced by Williams
Electronic Manufacturing Corp., Chicago. The game is also available
as an add-on doll under the name Magic Town. When the playboard
letters are lifted two outside bottom rollers score an extra ball.
When the star is illuminated the two inside bottom rollers also
score an extra ball and 1,020 points are scored when the center set
bumpers is activated. Other features include optional single or double
coin chutes; cash box coin dividers; stainless steel front door and
frame, and automatic ball lift.

Depreciation: Are You Up to Date?

* Continued from page 78

original value before computing the next year's depreciation. In this
way, the same depreciation rate applies to a smaller balance each
year, which means that a larger depreciation deduction is taken the
first year with increasing smaller deductions in succeeding years.

THE SUM OF THE YEARS-DIGITS METHOD. With this
system you apply a different fraction each year to the value of the
machine, from which the estimated salvage value has been subtracted.
The denominator of the fraction, which remains constant, is the
total of the digits representing the years of estimated useful life of
the machine. The numerator of the fraction changes each year to a
number which represents the years of useful life remaining. For
example, if the estimated life of a machine is five years, the denomina-
tor of the fraction would be determined by adding 1+2+3+4+5. This
equals 15. The applicable fraction, then, for computing the first
year's depreciation would be 5/15. (See example.)

Comparing the Methods

Here are comparative examples of the three major depreciation
methods. Each is based on a machine with estimated useful life
of five years and worth $10,000; after salvage value has been subtracted:

Straight Line Method:

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost Less Salvage</th>
<th>Rate</th>
<th>Deduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$10,000</td>
<td>20%</td>
<td>$2,000</td>
</tr>
<tr>
<td>1967</td>
<td>8,000</td>
<td>20%</td>
<td>1,600</td>
</tr>
<tr>
<td>1968</td>
<td>6,000</td>
<td>20%</td>
<td>1,200</td>
</tr>
<tr>
<td>1969</td>
<td>4,000</td>
<td>20%</td>
<td>800</td>
</tr>
<tr>
<td>1970</td>
<td>2,000</td>
<td>20%</td>
<td>400</td>
</tr>
</tbody>
</table>

Declining Balance Method:

<table>
<thead>
<tr>
<th>Year</th>
<th>Unrecovered Cost</th>
<th>Rate</th>
<th>Deduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$11,000</td>
<td>40%</td>
<td>$4,400</td>
</tr>
<tr>
<td>1967</td>
<td>6,600</td>
<td>40%</td>
<td>2,640</td>
</tr>
<tr>
<td>1968</td>
<td>3,960</td>
<td>40%</td>
<td>1,584</td>
</tr>
<tr>
<td>1969</td>
<td>2,376</td>
<td>40%</td>
<td>950</td>
</tr>
<tr>
<td>1970</td>
<td>1,426</td>
<td>40%</td>
<td>426</td>
</tr>
</tbody>
</table>

Sum of Years-Digits Method:

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost Less Salvage</th>
<th>Fraction</th>
<th>Deduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$10,000</td>
<td>5/15</td>
<td>$3,333</td>
</tr>
<tr>
<td>1967</td>
<td>10,000</td>
<td>4/15</td>
<td>2,667</td>
</tr>
<tr>
<td>1968</td>
<td>10,000</td>
<td>3/15</td>
<td>2,000</td>
</tr>
<tr>
<td>1969</td>
<td>10,000</td>
<td>2/15</td>
<td>1,333</td>
</tr>
<tr>
<td>1970</td>
<td>10,000</td>
<td>1/15</td>
<td>667</td>
</tr>
</tbody>
</table>

Variations on these three basic methods are frequently used.
The choice of method must depend on the particulars of the specific
business.

The foregoing is a much-simplified treatment of the complex
topic of depreciation. If you want complete information, obtain
Document Number 2585 from your District Director of Internal
Revenue or from the Superintendent of Documents, U. S. Govern-
ment Printing Office, Washington, D. C. 20402. It's free. Other
helpful information is to be found in "Your Federal Income Tax"
and "Tax Guide for Small Business." Both are 160-page booklets
costing 50 cents.

Better yet, hire a good accountant.

JANUARY 28, 1967, BILLBOARD

- Minimum loses—500 words
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CHICAGO COIN'S
NEW 4-PLAYER
FLIPPER TYPE PIN BALL GAME

Festive
Play Action
with Appealing Sound

UNIQUE CENTER SPIN-TARGET FEATURE
• 1 Rotating Scoring Targets
• Targets Score From 1 To 500 Points—
With Build-Up Point Features
• Star Target Scores Extra Ball When Lift
• Target Values Increase by Ball Rolling Thru Lanes A-B-C-D-E

BOTTOM SIDE LANES
• 3 POP BUMPERS

3 INDIVIDUAL COIN CHUTES
5c-10c-25c

GOING STRONG! PARK LANE • SUPER-SCOPE • FLAIR

CHICAGO COIN MACHINE DIV.
CHICAGO DYNAMIC INDUSTRIES, IN.

3713 N. MORGAN STREET, CHICAGO 37, ILL.
Association "Roll Call-'
'67 Plans and Problems

Continued from page 73

active in regard to meetings in the past several months.

"Our legislature doesn't con-
vene in 1967," Holland said. "It
won't convene until next Janu-
ary. Right now there are no
really serious problems facing the
State and it's hard to get members to show up, but until something looks like it's
going wrong.

Holland reported that the sa-
les tax situation is remaining the
same, with operators paying a
1 1/2 per cent sales tax on gross
receipts and a 1/2 per cent on the
various cities.

"We have actively promoted
legislation and we've also helped
prevent some adverse bills being
passed," Holland reported. "For
example, we're working on the
local licensing system and working
with local authorities, the council
was able to work out an agree-
ment on a voluntary pool table regis-
tration and overcoming a few
hiccups in Jefferson County. We've
limited our association members to
just two tables in each location.
Freeland said, "this, and the regis-
tration set-up, has allowed us to
gain the cooperation from the
local authorities."

Freeland also added that he
didn't anticipate any further legis-
lation from the State Capitol in Austin.
We pay a 3 per cent gross sales
tax and there's been no hint of
any other tax or license problem,
he said.

Officers of the association
here, in addition to Freeland, are
President Charles Wilhousen, Vice-
President Tony Pila and Secretary-
Treasurer Don Blaine.

GREAT FALLS, Mont.—The
recently revived Montana Music
Operators Association will meet
headquarters on Jan. 28. Among the
more important topics will be a report
from the legislative watch group
on the status of the 1967 Legislature
which convened Jan. 2, a review
of membership plans and an
election of directors.

Bob Walker, Leo Jacques and
Louis Antinich, all of the Helena
town, make up the current legis-
lative watch group. "We're just
the program for an increase in
taxes," said the Reagan spokes-
person.

"The only confrontation be-
tween the government and coin
machine operators will be in the
areas of lottery legislation," the
state's representative added.

Plans for the next meeting
of CMMA, one of the nation's most
active and progressive State
associations, have not been formal-
ized following the very successful
annual banquet in Los An-
egles recently.

Current officers of CMMA
are President Henry J. Leyser,
Executive Director George
Miller; First Vice-President
Marvin Jones; Second Vice-
President Gary Orlin; Joe Silla Jr.,
and Walter Hampl, Secretary-
Treasurer and Benito Murillo; directors
Fritz Altenau, William Black,
Clarence Baugh, Clifford Jones,
William H. Leuenheiser, Clyde
B. Love, Bud Patterson, Dave
Wichman, Bill Worthy, Louis
Zeledt; alternate directors Joe
Silla, Sr. Herman Bird and Joe
Kessler.

LITTLE ROCK, Ark.—Mem-
bers of the Arkansas Music
Operator Association board of
directors will hold a regular meet-
ing at the Albert Pike Hotel Feb.
15. AMOA's board of di-
rectors will meet three times a year.
A statewide organization, some
66 members, strong, usually
holds one annual meeting. AMOA's
has nearly 100 per cent membership.

Charles Stewart, AMOA ex-
ecutive secretary, also holds the
same post with the Arkansas
Automotive Merchandising Assn.,
reported that the association was
alert to the legislative possibili-
ties now that we have a State-wide
organization, some 86 mem-
bers, strong, usually holds one
annual meeting. AMOA's has
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bers, strong, usually holds one
annual meeting. AMOA's has
nearly 100 per cent membership.

Officers of AMOA, in addi-
tion to Stewart, are President
O. Blidhoe, Eldorado; Vice-
President, James B. Wilshouse; Secre-
tary, H. O. Temple, Hope; Treasurer, Felton Landrum, Fort
Smith; directors Joe B. Mitch,

Blytheville; Thron Medford,
Mountain Home; Jones-
boro; Charles Wilcox, Pine
Bluff; A. G. Williams, Mont-
cello.

Stewart said he expects no
changes in the Arkansas tax
structure. Currently, AMOA op-
(Continued on page 73)
Old Jukebox Proves Unique Ideas Pay Off

ALTON, IIL—Harry Schaffner, veteran operator here and a vice-president of the Illinois Coin Machine Operations Association, has come up with a unique promotion idea to build jukebox play. He has painted a late model jukebox in gold metal, is using gold-colored title strips and has programmed the phonograph with 200 million sellers researched from Billboard surveys.

Schaffner credits Mrs. Helen Franklin, his record buyer, with gathering together the necessary recordings for the jukebox. He is using special counter cards which are placed on tables and the bar of each location selected for the phonograph. Schaffner leaves the "Golden Juke Box" in a location for a period of two nights, and has recorded excellent income since inaugurating the program.

Miller-Newmark

The current excitement around Ditchburn distributors revolves around the company's "instant ice maker" feature in its cold drink machines. In another direction, trend forecasters in the industry note that other Wurlitzer or outlet chains such as United, Inc., in Milwaukee and State Sales & Service Corp., in Baltimore have also added Ditchburn vending equipment to existing product lines.

Gallagher doesn't hesitate to state that his desire is to make Miller-Newmark as versatile as possible. "In today's market a distributor can't afford to ignore any line that can bring him new operators and make more money for his regular customers," he said.

The diversification trend at the firm here has even gone beyond the bounds of coin-operated equipment since Miller-Newmark's entry into home pool table equipment sales.

The firm's showroom here will be the scene this week (Jan. 24-26) of a showing highlighting the Wurlitzer, Color-Sonies, Jupiter and Ditchburn lines. Executive vice-president of Ditchburn, Richard Cole, and chief engineer Jerry Lesicher will attend as will representatives from Color-Sonies and possibly Jupiter, Gallagher said. Additionally, Sol Liskin of American Shuffleboard and possibly other people affiliated with lines handled by the company will be present.

Joe Janicek, field representative at Miller-Newmark, will be assisting Gallagher in the showing. Plans for a similar showing at the Detroit headquarters where Manager Arthur Hebert and his assistant, Dan Evans, hold forth, are not as yet firm.

New Equipment

Chicago Coin—$ Player Puck Bowler

An amusement game geared for two-for-a-quarter play is the latest release from Chicago Coin. The puck bowler, a six-player called Park Lane, will adjust to dime play. The company, a division of Chicago Dynamics Industries, Inc., Chicago, said Park Lane is styled for faster play with average game time less than 60 seconds. Other styling points include call strike button, consecutive shooting after completing a strike, and wide, walnut Formica handrails. The game's length is 8 feet 10 inches.

Barney Is Dead

CHICAGO—Barney Ross, boxing champ, war hero, and one of the industry's favorite people, died last week of cancer. He had been an outpatient at Veterans Administration Hospital here since June 1960. Early this year Barney's coin machine industry friends held a special benefit wrestling show in his behalf at the Newark, N. J., armory. Ross came to love the industry through his early acquaintance with the late Barney Sugarman of Runyon Sales in New York.

Barney Ross died last week of cancer. He had been an outpatient at Veterans Administration Hospital here since June 1960.
Relocation Gives Milwaukee Operating Firm New Outlook

By BENN OLMAN

MILWAUKEE — Like a new hat for a woman, relocating its headquarters will put spring and vigor into a coin machine firm. Authority for this statement: Clarence Smith, owner of Milwaukee Amusement Co. He claims this move a year ago to new headquarters at 3824 W. Vliet Street, sparked fresh interest in his 60-store chain, 100,000 locations in each of 14 acres of land, and his roster of eight employees.

"Actually, we were forced to leave our old place of business because of urban redevelopment work going on there," says Smith. "Our new place is ideal for us. We are not far away from the inner city locations that still use a big share of our route stops, and we are close to freeways leading to the suburban locations that are gaining in importance to us."

A 45-year-old salesman gains resulting from the shift to new quarters has been a sharp boost in sales of used pool tables, jukeboxes and games for recreation rooms. The large, open showroom is easily visible from the busy street.

Public interest in used pool tables and jukeboxes for homes has been "fantastic" since we moved in, says Smith.

"Over the Christmas holiday period we could hardly keep up with the demand."

While used equipment for recreation rooms now brings welcome additional revenue, the firm's main interest still lies in its growing music and games routes. And he has no plans for diversifying into the food, candy or cigarette vending fields.

To perk up route receipts, pool table tournaments are encouraged by providing locations with prize trophies.

"We don't care to get involved in actually running these tournaments. But whenever our locations get them started, we do what we can to help the tournaments along. They are very helpful in stimulating action on all of the other coin equipment in the location while the tournaments are in progress."

How can today's jukebox operator keep his routes producing at profitable levels?

"The answer still lies in effective programming," Smith insists. "Music for each location should be planned according to the tastes of the spot's steady patrons. We have found that the best way is to assign one man to the job of buying all our records and programming them for each location. It has helped us with savings in a number of directions. In addition to pinpointing musical selections, it frees overhead by eliminating duplication and overlapping of purchases that happen when each man buys records independently for his routes."

The system of individualized location programming is built around a notebook and a pigeonhole.

The notebooks contain detailed information on the musical requirements for each location and a running account of each record's volume of play. On the first page of each notebook is listed a classification of the spot based on the route man's observation. The disk buyer makes his pick of the new releases at the one-stop according to this description of the location's taste.

A pigeonhole is assigned to each location in the record room. As records are purchased for these locations or pulled from the inventory for reuse, they are put in the pigeonhole. All the roomman has to do is check each of the pigeonholes in the morning. He takes with him the notebook and replacement records. The following day he returns the disks he has taken off the machine and the notebook with all pertinent information.

Records are filed by artists' names, and grouped according to musical categories in the storage room. Main divisions are: westerns, jazz, blues, rock, and polkas. In addition, sections of the shelves are set aside for seasonal records, novelty, spirituals and standards.

Little LP's are stocked in a separate area and are becoming increasingly important, according to Smith. The former grocery super-market building that is now occupied by Milwaukee Amusement Co. is roomy beyond his expectations, says Smith. The brick structure contains 7,000 square feet on the street level, plus roughly the same area in the basement. Dock space for four good-sized trucks is available at the rear of the building.

Parking space for 10 cars adjoins the building—more room than the firm actually requires. Added cash flow is obtained, however, by renting out a number of these parking spaces to neighbors.

In business since 1962, Smith worked for several local coin firms for 10 years prior to going on his own.

Straight dime play is the pattern in "almost all" of the Milwaukee Amusement Co. jukeboxes. What about the current talk in the industry about boosting the price to two for a quarter?

"We may eventually move to that price," says Smith, "but I recall how reluctant many of us were to raise dime play. But I don't honestly feel that my locations are ready to accept the higher price right now. Maybe in a year or two conditions will be ripe. But it will require some really new and exciting pieces of equipment to get us off this dime spot we seem to be stuck to now."

SHOP MANAGER, Robert Karius, left, and maintenance man, Dennis Smith, check out music equipment before putting it on location.

Gottlieb's
KING OF DIAMONDS

- Colorful DROP-CARDS in lightbox indicate when cards are scored.
- 8 Rollovers 5 bull-eye targets and carousel targets score cards Ace through Deuce.
- Dropping cards 2 through 9 lights rollover for special.
- All cards down score special and relight one of 5 bull-eye targets for special.
- Electric AUTO-BALL LIFT speeds play.
- New ultra-efficient "DECAGON" scoring units.
- New ALL STAINLESS steel front molding.
- New ILLUMINATED score-card holder contains new ball-in-play and game over indicators.
- Available with TRIPLE coin chute combinations.
- 3 or 5 ball play option.
POPS SPOTLIGHT
MORE OF THE ONEKIES
Colgems COM 102 (M), COS 103 (S)
The Mer-Ket will keep their choice of No. 1 hit "Jingle and Alleen" unbroken with this lively pick. A color-pop 45 from the group's top-notch sophomore set, "The Just One Ket for You." The Onekies are featured along with their powerful vocal group of "You Are Average Girls." "Look Out Oh Come Tomorrow" is strong enough to tap out on its own.

POPS SPOTLIGHT
COLOR MY WORLD/WHO
Pepsi-Wel 1732 (S)
Petula Clark. Werner Bres W 1673 (S)
The British singer/songwriter in this beautifully balanced program of recent pop hits and themes from "Who." The compositions of "Cromwell," "Lamplight," and "Wish You Were Here" are interpretative, but her affected British accent in "Engeland Swing" is a delight.

POPS SPOTLIGHT
MUSIC TO WATCH GIRLS BY
Bob Crewe Generation. Dyna-Verse LP 7003 (M), SPL 7003 (S)
With their rendition of title hit currently the biggest instrumental hit of the year, the Bob Crewe Generation has a chart-opener as well as a potential smash hit. This album should attract the "Right Girl." "Chinatown," "Alas," "Gypsy's Carol," and "Windsheer Cathedral" are featured, along with two Crewe originals.

POPS SPOTLIGHT
JOHN GARY SINGS ESPECIALLY FOR YOU
RCA Victor PM 3621 (M), LSP 3621 (S)
John Gary has another highly successful venture. The handle "Try to Remember," "I'll Be Your Shadow," and the Beatles "If I Needed Someone," are featured, along with his compelling interpretation of "Tell Little John," now a chart-topper. The hit arrangement is by Mort Gamson and Billy May, with the Los Angeles Philharmonic under their direction.

POPS SPOTLIGHT
SNOOPY VS. THE RED BARON
The Royal Goodrider. Louie LSP 2036 (M)
With their recently issued "Snoopy vs. The Red Baron" Sumerfield hit, this group's album should skyrocket with the theme. The cover program features "Mr. Red Riding Hood," "Alley-Oop," and "The Baby Blue Hawaii." They are included for listeners with low caps and side B and is completely given over to an ambitious program.

POPS SPOTLIGHT
A CERTAIN SMILE—A CERTAIN SADNESS
Astro. Gilberton/Walter Wann-derly Trio. Verve V-6572 (M), V-6472 (S)
A roster of fine supporting talents is always a plus, and this Gilberton-Wann-derly trio is no exception. They offer their interpretations of popular hits "So Nice," "Tell Me," and "Baby Doll." The backing is excellent, and the overall presentation is "The Baby Doll Bandaway." It's a delight.

POPS SPOTLIGHT
MINI MINES IS A HAPPENING
Decca DL 3834 (M), DL 74834 (S)
The most popular little group is on its very best in this diversified program. From the usual number "Can't Stop the Music," to the clever "People" track from "Penny Lane," this is an excellent form. The warmly sensitive interpretation of "Sun-ny Lullaby" is an emotional experience and "Daddy's Gone Through Double Doe Linen" is a treat.

POPS SPOTLIGHT
GRAND PRIZE
Soundtrack. MGM 18-857 (M), 135-857 (S)
With featured recording "Family Portrait," "American Fiddler," and "On the Street Where You Live," this one deserves further attention. The beautifully arranged main theme should make its mark on the Top Twenty and the secondary themes stand well on their own.

POPS SPOTLIGHT
TOUCH MY HEART
Roy Pete. Columbia CI 2605 (M), CI 9405 (S)
Undoubtedly the best thing Roy Price has turned out in a career of hits. Includes the hit "Touch My Heart." A great LP and a top LP in the Top Twenty, and one of the year's most promising picks. "Easy to Forget." This will be a big seller.

POPS SPOTLIGHT
THE COUNTRY DINTERMAN
Carl Smith. Columbia CI 2610 (M), CI 2610 (S)
Carl Smith is consistently represented on the country charts, and this really is a hit at a high position with this powerful album. It gives his all in moving treatments of "Let's Walk Away Stranger," "Like the Wind Blow Your Hair," "B. J. Smith," and other songs of broken dreams and cherished hope.

POPS SPOTLIGHT
LATE MUSIC FROM THE ROYAL COURTS OF ENGLAN
Juliet Bawen. RCA Victor LM 2714 (M), U.C. 2714 (S)
Brain patterned up with an exciting theme, "Music from the Royal Courts of Europe." This is the first time that the_ads of famous English composers, such as "Preston," "Gresley," and "Hartford," have been presented. They are represented by London of music, Felten-er, Newsom, and Belfry.

POPS SPOTLIGHT
TCHAIKOVSKY. SLEEPING BEAUTY/ROMEO & JULIET
Philharmonic Orchestra. LP 1633 (M), Columbia. ML 63432 (M); ML 6343 (M)
Two works from these famous masterpieces, "Roméo et Juliette," and "Sleeping Beauty," are featured prominently. From "Introduction" to "Capriccio," the "Sleeping Beauty Suite" flows and sparkles. The "Romeo and Juliet Suite" is given a romantic reading.

POPS SPOTLIGHT
SCHUBERT SONGS
Judith Raskin/George Schli. Piano. RCA LM 3943 (S); BM 1333 (S)
Miss Raskin, an accomplished operatic and classical singer, is superb in this pairing of 20 Schubert songs. It is difficult to single out any one of them, whether "The Veil," "The Lost Song," or "The Lost One," all are beautiful. "The Lost Song" is one of her early delights, as are those selections from "Die schöne Müllerin," "The Gipsy," and "The Wanderer Fantasy," which George Schli accompanies competently.

POPS SPOTLIGHT
SCHUMANN: PIANO QUARTET
Leonard Bernstein. Julliard String Quartet. Columbia ML 6127 (M); ML 5977 (S)
Leonard Bernstein joins the talented Julliard String Quartet for the first time in these two piano chamber pieces to produce a fine unified interpretation.