Record Industry to 'Switch On' For N.Y. Performing Arts Fest

By MIKE GROSS

NEW YORK — The record industry is being earmarked for a prominent spot in New York's "Mardi Gras of Performing Arts" scheduled for June 1968. David Butler, who is masterminding the project in collaboration with Mayor Lindsay's office, expects to have every facet of the record industry participating in the event to promote the New York as the hub of the record business and the industry as a whole as the "finest art form in the World."

The "Mardi Gras of Performing Arts" is being planned as an annual event in which the record industry as well as other performing arts fields will be linked with commerce and industry to promote the city as the performing arts capital of the world. It's blueprint as a two-week event, winding up with a jugation that will be tele-
CHART BUSTER!
PRINCE BUSTER

has his first great RCA Victor album and it features his original hit song "TEN COMMANDMENTS" plus "Ten Commandments from Woman to Man" with His Princess! These two — plus 9 other strong entries — make this an album with built-in sales appeal. LPM/LSP-3792

PRINCE BUSTER SINGS HIS HIT SONG
"TEN COMMANDMENTS"
PLUS
TEN COMMANDMENTS FROM WOMAN TO MAN
with His Princess

If it's happening... it's here!

rca victor

The most trusted name in sound
CARtridges Bowl "Em Over at The Auto Accessories Exhibit

By CLAUDE HALL

NEW YORK — The tap CARtridge industry literally took over the 40th annual National Auto Accessories Exposition here last week.

Thirty-one manufacturers, distributors and company representatives were on hand to display some of the most exciting new items in their fields.

The show was attended by 2,000 stores located near college campuses with promotion aids.

The event took place at the Waldorf Astoria Hotel and was sponsored by the National Auto Parts Association.

The show featured a variety of exhibits, including automotive accessories, tires, wheels, and other products.

During the show, representatives from various companies showcased their products to interested attendees.

The show was well-attended, with many dealers and distributors in attendance to see the latest products and developments in the industry.

Overall, the CARtridge industry continued to thrive and expand, with new products and innovations being introduced at the annual exposition.

[Continued on page 10]

Copyright Issues to Senators March 5

WASHINGTON — The cur- rent issue of Copyright Subcom- mittee hearings on the controversial in- tense Copyright Re- vision Bill on March 13. Barring un- forseen difficulties, Stockman sub- mittee chairman Sen. John L. McClellan (D., Ark.) will pre- side over the March 13 hearing. The busy Senator will probably have to answer a fair amount of subsequent hear- ings to chairman of the Senate, Quentin Burdick (D., N. D.) who conducted hearings on CATV copyright problems last session.

Author and publisher groups, who are largely in support of the copyright revision legis- lation as shaped up by the House Copyrights Subcommittee last session, will probably be open- ers on the March 13 hearing. A forum for argument on either mechanical or performanceroyalties, which would go under the proposed bill (S. 597)—or on the jubeque issue (the schedule was

Winnipeg Free Press, Barbour, Ill., said the show had been "exceptionally good for us." Berg-Warner, in the business since 1966 with a $119,215 unit, has just launched its own "Most Popular" unit. Mark II 8-track unit aimed for the neat look and retailing at $79-89 list.

He felt the market, however, will continue to grow. "The market is a way to the direct consumer. In line with this, it's a wide market-wide advertising campaign in 270 markets. Veechene re- fused to speculate on the budget for the venture, but said it would probably be in the $1 million range. The campaign will include ads in 57 newspapers.

Borg-Warner last November and December spent $40,000 in four weeks in the Los Angeles and Orange County area to boost sales. The company's effort included radio advertising, a billboard on Sunset Strip, and full-page ads in two newspa- pers.

Automatic Radio

Ed T. Houston, Automatic Radio, Melrose, Mass., felt that

people visiting his exhibit, one of the largest in the show, were more interested in the mod- elling program than any one par- ticular item. The tape cartridge unit was, however, "the most prominent item in the show with many firms showing them than ever before."

Also displaying at the Automatic Radio exhibit were Inter- national Tape Cartridge Corp., Capitol Records and Mercury Records. Larry Fincher, president, created quite a stir at the show by unveiling his "close-up" Automatic Radio shaper star- ring Lionel Hampton.

Stann Gust, vice-president of sales for Tenna Corp., said his product had a "fantastic reception at the show, but he still felt the cartridge business was going through a "confused" period, much as it was a year ago.

"Nobody knows what they want to do," he said. He added, however, that he doesn't see the business to anywhere from a half to two thirds larger than it was in 1966.

Record Labels

Among the record labels at the show were Heartland, Pickwick International and RCA Victor. They distributed their own cartridge product or units — besides the ones already mentioned — in- cluding Tele-Tone, Tele-Tone, an- nounced tapes, Capitol (Ber- lin, Tele-Tone, Ampex Tape, Audio-Vis, Teletone, Califor- nia Audio, Radio, Chicago, Pan- orama, Disonic Corp. of Amer- ica, Electronics General Corp., General Recorded Tapes, Lead Jett Division, Lee's Uran- ium, Teletone, Teletone, and Mu- nicipal Electric Corp., S. J. B., Audio-Vis, International Corp., 2M, North American Philips, Ortronics, Severn, Teletone, etc., and Trans World.

Los Angeles — Capitol Records is conducting research which could place it in the 4-track market.

Capitol President Alan Living- stone said the firm would soon know within a month whether it will make its catalog available on the 4-track system, with Columbia, had followed RCA Victor in its use of the exclusive 8-track field after General Motors offered its sup- port for the system.

"We've had so many pitches

[Continued on page 86]
NARM PARLEY SRO; Attendance Is Up 40%

NEW YORK—The ninth annual NARM convention, scheduled for March 5-10 at the Century Plaza Hotel, Los Angeles, is completely sold out, according to Jules Malamud, NARM executive director. Malamud said there are no more exhibit booths available. In addition, all hotel space has been sold out. The hotel’s facilities will be used to the limit for business meetings, work shops, panel sessions and social events.

Attendance, Malamud added, will be 40 per cent greater than last year’s, and represents the largest number of wholesalers ever to assemble in a record industry gathering at one place and time. The wholesaler Sellers include rack jobbers, distributors, and one-stops.

Many wholesalers, as well as manufacturers, pressing plants, display companies and sound studios, will be attending their first NARM convention. The variety of companies represented will make the upcoming meeting the most truly representative of the industry, Malamud said.


Henry Jerome has been named adr head for United Artists Records. He will report to president Michael Stewart and will headquarter in New York. For the last 12 months, Jerome was adr for Decca and Coral. Before joining Decca, he had been an orchestra leader. Under Jerome’s direction, Bob Mostig, general manager of the New York office and Lory Holmes will continue as musical director. Jerome will oversee the adp policy for artists, managers, publishers and independent producers.

Top Appell

David Appell has been named West Coast adr for 20th Century-Fox Records. He joins 20th-Fox from Cameo-Parkway, where he wrote and produced disks for Chubbie Checker, Bobby Vee, the Chantels, Sharp, the Drastics and the Dovells. Appell will operate out of the company’s New York office.

Dick Rising has been named the new post of general manager of Capitol Records International Corp. He will also work closely with artists and administration with Arnold Maiman, managing director of Discos Capitol de Mexico, S. A., a recently formed subsidiary. Rising has been with Capitol since 1952, entering the international department in 1960 as international in marketing mammalies. After serving seven years as national promotion manager and national merchandising manager for Capitol Records Distributors, a subsidiary of the International Corporation, he spent two years in Paris as European director before vice-president in 1965.

Arthur Duncan, a Capitol executive for more than 20 years, has become the company’s managing director. He joined Capitol in 1945 as advertising production manager. After holding various berths in Capitol’s advertising and marketing divisions, Duncan was named manager of administrative services for the company in 1953. Two years later, he was designated administrative director of that division.

Robert Klein, promotion manager for Capitol’s International Division, has been named director of merchandising and import adr manager for Latin America and Far East repertory. He became promotion manager in 1961 after nine years with the company’s Spanish department. Jose Tejera Jr., has been appointed director of Capitol’s International Sales Department. He was with RCA Victor before joining Capitol. Joseph F. Preverati, joins the company as vice-president of Capitol’s International Marketing Department. He previously was with Honeywell, Inc.

Peter Matz has joined Project 3, Enoch Light’s label, as arranger-conductor. He has composed and conducted Barbara Streisand’s hit album, "Barbara’s Girl," and John Gary albums for RCA Victor, and recorded Dinhua Carroll and Leslie Uggams at Atlantic. He composed two albums for Lisa Minnella for Capitol and Mary Martin’s "Minnello," which was signed by Martin McRae and Frances Sternfield. He has also done extensive arranging and conducting for television and on the Broadway stage.

Eduardo Davidson, Cuban performer-arranger, has signed an exclusive long-term contract with United Artists Records. A single and album will be released shortly. The Schwartz family of music publishing companies has been consolidated under the direction of Josey Day, professional manager, and Ernest Maresca, creative consultant. Regina Reis has been named administrative assistant in charge of the copyright department. The consolidation was announced by Bob Schwartz, president and treasurer; Elliot Greenberg, secretary, and Gene Schwartz, vice-president.

Chic Doherty has been promoted from Cincinnati branch manager for Decca Records to Southwestern district manager. In his new post, Doherty will have the full responsibility for Texas, Oklahoma and parts of New Mexico. A 20-year Decca sales veteran, Doherty joined the firm’s New Orleans branch in 1946 and became manager of that city’s sales outlet. He was transferred to his Cincinnati berth in 1956. Jack Brown was named to succeed Doherty in Cincinnati. Brown joined Decca in 1947 as sales manager for the Decca department of the Southern-Warren Co. in Memphis. He was appointed head of the new Decca sales branch in Memphis in 1964. Graham Heidicker has been appointed to Brown as managing member. Heidicker has been named to the firm’s sales division since 1964, when he accompanied Brown from the Stratton-Warren Co., where Heidicker was sales representative for the Decca division.

Rory Burke, who joined Mercury Record Corp. a year ago as a regional promotion man for Merec Distributing in Cleveland, has been named regional sales manager for the Mercury subsidiary label. Burke is a 1964 graduate of Mount St. Mary’s College, Emmitsburg, Md. He is 24 and received a B.S. in social science. Charles F. Doherty has been named manager at Capitol’s Baltimore distributing center. He has been with the company since July 1961 in a number of posts, including his most recent as supervisor of the center.

B. Wommack Writer

NEW YORK—Bobby Wommack is the writer of Percy Sledge’s “Help Me Baby,” on Atlantic Records, not Travis Wommack as reported in Billboard—an error of 60s review last week.
One wail of a single.

Shirley Ellis belts out a big, big Pop/R&B smash "Soul Time"

Where the spine-tingling action is. On COLUMBIA RECORDS®
1. RECORD OF THE YEAR
ALABAMA (Maurice & Darrend) – "Marie"
(ABC-Dot)

2. BEST ARTIST
BARBARA STREISAND (Maurice Jarre) – "The Way We Were"
(ABC-Dot)

3. BEST SONG (Continued)
SONATA IN C MINOR FOR PIANO AND STRING QUARTET
(Durand-Duran)

4. BEST INSTRUMENTAL PERFORMANCE
TINA TURNER (Maurice Jarre) – "Private Dancer"
(CBS-Charisma)

5. COMPOSER
JERRY WONG (Maurice Jarre) – "Private Dancer"
(CBS-Charisma)

6. ORCHESTRA
HARRY NILSSON (Maurice Jarre) – "Happy Man"
(CBS-Charisma)

7. SONGWRITER
FRANK SINATRA (Maurice Jarre) – "My Way"
(CBS-Charisma)

8. BEST ANTHOLOGY
VINCE DIAMOND (Maurice Jarre) – "The Best of the Boss"
(CBS-Charisma)

9. BEST SOLO SINGING
FRANK SINATRA (Maurice Jarre) – "My Way"
(CBS-Charisma)

10. BEST SPOKEN WORD PERFORMANCE
MIDGE ULLMAN (Maurice Jarre) – "The Diary of Anne Frank"
(CBS-Charisma)

11. BEST YOUTH PROGRAM
BARRY MANEY (Maurice Jarre) – "The Secret Garden"
(CBS-Charisma)

12. BEST LITERATURE
ROBERT MITCHUM (Maurice Jarre) – "The New Generation"
(CBS-Charisma)

13. BEST DOCUMENTARY
DAVID BOWIE (Maurice Jarre) – "The Man Who Fell to Earth"
(CBS-Charisma)

14. BEST DESIGN
ANNA WINTOUR (Maurice Jarre) – "The Fashion Police"
(CBS-Charisma)

15. BEST RECORDING
DAVID BOWIE (Maurice Jarre) – "The Man Who Fell to Earth"
(CBS-Charisma)

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DAVID BOWIE (Maurice Jarre) – "The Man Who Fell to Earth"
(CBS-Charisma)

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(Continued on page 99)
Here, There And Everywhere
B/W A Man And A Woman

Claudine Longet

A&M Records 832
** Record Industry to ‘Switch On’ For N.Y. Performing Arts Fest

*Continued from page 1*

The project will be supported by private corporations. industries, the entertainment business and individual philanthropists. Negotiations for the go-ahead with the City of New York were handled by Barry Gottehrer of the Mayor’s office. Gottehrer, in his capacity as liaison with the film and theatrical industries, will be Lindsay’s liaison. The committee, composed of business men, guilds, contractors and other organizations, will open its doors next week to the general public, with an announcement to be made later on the program of the performing arts.

** BBC’s Music Service Swinging Into Action to Scuttle ‘Pirates’**

*Continued from page 1*

The new format has already paid off with higher listening figures. The BBC claims.

The restyled show features more record sponsors. "We are going to turn the staid old station into an exciting one," a BBC executive has said. The station has already heard from a number of record companies eager to place their products on the air.

**Market Quotations**

(Ass of Thursday, Feb. 8, 1967)

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**At the Automotive Accessories Manufacturers Association Show in New York City next week, players and stereo tape cartridges actually topped the program. Over 300 display units were shown in this field and a majority of the crowd surrounded the Automatic Radio exhibit.**

On Wednesday, the Automatic Radio booth was especially crowded due to a variety of reasons. Some folks said that it was the demonstration “of the latest in stereo.” It was a very accurate description. Several people were seen around the booth, checking out the latest in stereo equipment.”

From 3:00 to 4:00 p.m., Lionel Hampton and his Jazz Inn Circle entertained the crowds in the typical Hampton fashion of showmanship. His performance drew practically everyone from each exhibit and Lionel’s rendition of “Flying Home” brought cheers from the crowd. Lionel was there to help promote his new line of ITCC Tape cartridges with stereo tape cartridges which are available exclusively from ITCC.

Dave Nager, Vice-President of Automatic Radio, told the listener that sales are increasing due to a demand for the new line of players and ITCC cartridges at the show far exceeded his expectations!

### Atkins, Moore Form Concern

DENVER—Tod Atkins, program director of KOMO 1000 KOMO, here, and the station’s owner, Eric Moore, renewed Thursday (9) to enter the programming field under the Atkins-Moore name. Mr. Atkins also was the station’s music director.

Atkins-Moor Programming Consultants, Inc., will be headed by Mr. Atkins. Mr. Atkins and Mr. Moore will work as a team, taking over control of the music, advertising, news of any station they work for. Besides programming, the team will also provide music service for small markets statewide. The program talent shows across the nation.

KOMO, during the tenure of Atkins-Moore, has been the No. 1 station in the market. Both had been at the top station for about a half year.

### NARM Parley SRO: Attendance Up 40%*

*Continued from page 4*

City: Arin Industries, Los Angeles; A.P. Distributors, Philadelphia; C.B. Records, New York; N.J.; Bandstand Record Service, Philadelphia; Buckeye National Sales, Cleveland; Comstock Distributing Co., Atlanta; Consolidated One Stop, Detroit; Continental Service Distributors, Philadelphia; Disc City One Stop, Seattle; Double B Records, Long Island, N.Y.; Erze of Hawaii, Honolulu; Galgano Distributing Co., Chicago; General Distributing Co., Baltimore; M.D.; General Record Service, Los Angeles; New England Records, Metairie, La.; Huffine Distributing Co., Seattle; Melody Sales Co., San Francisco; Merit Music Distributors, Detroit Mid- was, Cleveland; M.P.A., Los Angeles; Southern Record Service, Inc., Phila., Pa.; Summit Distributors, Chicago; Trinity Record Distributors, East Hartford, Conn.; Universal Record Distributors, Philadelphia;
BABY, HELP ME
the fantastic new single by
PERCY SLEDGE

Atlantic #2383
Written by Bobby Womack
Produced by Quin Ivy & Marlin Greene
1966 Grammy Awards Finalists

- Continued from page 6

VARESE: ARCA/ANA/MARTIN: COMPLETE FOR SEVEN WIND INSTRUMENTS
TIMPFY: PERCUSSION AND STRING ORCHESTRA—Jean Martzin (cond), Chicago Symphony
MOZART: SYMPHONY NO. 3 IN D MINOR—Morton Gould (cond), Chicago Symphony Orchestra

38. BILLBOARD

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FRANCK:

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Piano
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CARTER.—The Andre

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FOR Symph.

THE SONATA
Eugene

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NEW ORLEANS.—The New Orleans Symphony Orchestra

RUBINSTEIN: RODRIGO: DUO

CELLO
FOR

MIN. (COPLAND, Bolero, Menuhin. 

WAGNER: LOHENGRIN

Italian Opera

RCA VICTOR

The most trusted name in sound

FEBRUARY 18, 1967, BILLBOARD

Little gal with a Mann-sized hit!

LORENE MANN

sings

"DON'T PUT YOUR HANDS ON ME" —9045

The song is on the charts...the action is strong...nuff said!

RCA VICTOR

The most trusted name in sound
“THERE ISN’T ANY OTHER WAY” IS THE NAME OF THE RECORD
“SUNSHINE AND SUNDAYS” IS THE NAME OF THE OTHER SIDE OF THE RECORD

JON & SONDRA STEELE ARE THE NAMES OF THE ARTISTS

THE ARTISTS NAMES ARE FAMILIAR...THE RECORD WILL SOON BE TOO!

“THERE ISN’T ANY OTHER WAY” IS ON WARNER BROS. RECORDS M-5899

produced by GENE NASH

The STEELES are currently appearing at “CABARET LA BOHEME” Pontchartrain Hotel, Detroit, Michigan
L.A. Reforming Own Reform on Licenses

By ELIOT TIEGEL

LOS ANGELES — The city has overwhelmed its re-

L.A. Reforming Own Reform on Licenses

cently instituted overhaul of licensing for bars and nightclubs catering to music by and for the big-beat set.

Seven new applications for City of Los Angeles liquor licenses were filed before the Board of Supervisors abolished all teen-age dance permits for clubs along the Sunset Strip, this same governing body enacted an ordinal which in effect returns the Strip to teen-agers and other age groups who have dominated the area for the past two years. The government's action is considered a major boon for the entertainment industry and the club owners. Under the new regulations drafted by the County Delinquency and Crime Prevention Department, the law requires that in order to obtain a license for the Strip or any other entertainment area the club must have the capacity to contain no more than 500 persons. The club must also have adequate staff and it must have access to a reliable system for allowing 15-year-olds into clubs which are not otherwise open to young people. Applications for licenses for clubs is the provision for serving 15-year-olds. This new regulation, which is aimed at locations remaining liquor-free, thus opens such locations to young people as members of separate groups. There have been at-

tempts to keep "teenie-bopper" clubs, but they have faltered.

The new ordinances drafted by the city's Delinquency and Crime Prevention Department had the endorsement of the County's Public Welfare Commission, which argues that nightclubs, just as other entertainment areas, need dance permits be revoked.

The final result of the city's attitude over dancing is attributed to some strong voices were raised, and that young people have the freedom to dance in commercial lo-

BOSTON — Some 13,000 fans of all ages converged on the Boston Globe Jazz Festival. A third event was added to the two day-long programs. The Jazz Quartet, for Youth selection on Saturday afternoon.

Renaud, head of the Boston Globe newspaper company in cooperation with the War Memorial Auditorium for the first night spectacular at the Boston Globe Jazz Festival. A third event was added to the two day-long programs. The Jazz Quartet, for Youth selection on Saturday afternoon.

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For 2 minutes and 24 seconds, Steve Lawrence makes time stand still. His haunting performance lingers, long after the last note has faded. This unforgettable single is destined to become Steve’s trademark.

“Did I Ever Really Live”

Where the action lives. On COLUMBIA RECORDS®
BEVERLY HILLS, Calif. — An educational approach to the history of jazz was the first new annual Beverly Hills Jazz Festival, this year's package at BH High School.

Although the event bore the name of the late striking collaboration between the United States and British national performing arts program and critic Leonard Feather, who was also a standing member of the players and wrote the narration.

Some 1,500 persons attended the event, which was not open to the general public.

Davison's program, which included two sessions, beginning with the rag, blues and Dixieland style, jazz development through the swing, bebop, cool, modern and contemporary period. A gross of $8,000 was reported for the two sessions in the school's auditorium.

The opening session was a bright spot. The students of the Van Dyke High School of music, because there is so much joy and variety in the school's music, and D. B. Sidle, the incomparable styles of concertos of Wild Hill and Better Days, clarinetist Barney Bigard and pianist Marvi Ash, for example, helped create the program.

Davison's playing dominated the first session as the main melody instrument, backing it on Ewing's slide trombone, the trumpet of his wife and tuba, and Teddy Edwards on trumpet.

Feather's narration tied all the styles together, with the attractive vocalists (who also backed the Vi Redd offering samples of spiritual music, out of which the students of the school were developed. O. C. Smith's rich voice and the group's ability to make a number, "Take This Hammer," in which Feather and the music were the acme of the program's effect on the audience.

The ragtime and stride sections were followed by the compositions by Leon and 14 other jazz masters.

The warm lyricism of Barney Bigard's clarinet and Mel's tenor saxophone added much to the performance of the two vocalists. Nobody Knows Who You Are Down and Out, "Tiger Rag" and "Black and White Rag." Of particular value was Feather's pointing out the historical dates when tunes were written and recorded, with the participants attempting to recreate their moods.

It took the program 10 numbers to bring on Stewart, for a
duet with Davis on "Dippermouth Blues," which was first recorded in 1923 by King Oliver's Creole Band.

It was during the study of the Duke Ellington Era that Stewart and Bigard, both alumni of the Duke School really stood out. The duo teamed on "Mood Indigo," with Stewart displaying his full and half valve styles and muted growls. On "Tea for Two" Bigard worked his way up the scale, concluding with an extended final note.

The Sunday matinee for the younger students was Bob Balaban on sax, clarinet and flute; pianist Roger Kellaway, avant-garde trumpeter Don Ellis, alto saxophonist Benny Carter, guitarist Barney Kessel, bassist Ray Brown and drummer Shelly Manne.

Their music demonstrated how complex and sophisticated jazz has become and how much the blues means as a bedrock of inspiration. The current scene, through Kellaway and Ellis, showed the great promise for tomorrow.

ELIOT TIEGEL

Grudeff and Jessel Join Valando & 'Hellzoppin'"

NEW YORK—Broadway show score writers Marion Grudeff and Ray Jessel have joined music publisher Tommy Valando's writing stable. The team's first score under the Valando banner will be for "Hellzoppin' 67."

The "Hellzoppin" musical, which will be choreographed by Al exander Cohen, will premiere in Montreal this April as part of Expo 67 festivities. A Broadway date for the musical has not yet been set.

Grudeff and Jessel were last represented on Broadway with "Baker Street," which was published by E. B. Marks. They also collaborated on "All," with Marks which is currently riding the best-selling charts with the assistance of Norman Janoff on the Warner Bros. label. They also have written the score for "Spitfire," a musical which is now on tour in Canada.

Grudeff also had projects in England and Canada, while Jessel is a member of the American Composers' Alliance. Grudeff-Jessel agenda are a musicalization of Mark Trawl's "Man Who Killed Pound Note" and "Barnum."

Meantime, Tommy Valando left his Los Angeles offices to attend the opening of "Fiddler on the Roof" in New York where he has had his branch offices throughout Europe to intensify the promotion of the rights of the major companies currently running on the Continent and seven major opening within the next few months. The "Fiddler" score was written by Jerry Beck and Shahon Harri

Valando will also set in motion a dramatic expansion drive for the Fred Ebb-John Kander for "Cabaret" and the Jerry Beck-Sheldon Harnick score for "The Apple Tree." Movie партнёры have been arranged to familiarize the film with forthcoming Broadway shows scheduled for next season and acquaint them with the many opportunities he has taken under his wing.

L. A. Reforming

Continued from page 13

The group's presentation is sappy and uneven. Rhythm

TEMPOS

L. A. Reforming

Continued from page 13

The act is held in Mexico City but it looks as if they have Americanized for the American audience. Vocalist and electric bassist. Occasionally the guitar player plays a harp. One song is based on authentic Mexican song, while three unlinked violins sounding squawkily and out of place in a gambling lounge where the music is quite overpowering. Rodriguez plays guitar, voice and harmonica, with the songs in Spanish, he has a hard time involving his audience.

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CASS JOHN MICHELLE DENNIS

"DEDICATED TO THE ONE I LOVE"

D 4077

PRODUCED BY LOU ADLER

DUNHILL RECORDS INC./NEW YORK-BEVERLY HILLS/A SUBSIDIARY OF ABC RECORDS, INC., 1330 AVENUE OF THE AMERICANS, N.Y.
## EASY LISTENING

These are best selling middle-of-the-road singles compiled from national radio and record store airplay lists in mid-week.

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<th>Title</th>
<th>Artist</th>
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<td>1. MY CUP RUNNETH OVER</td>
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<td>2. LADY</td>
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<td>3. I'LL TAKE GOOD CARE OF YOUR CARES</td>
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<td>4. MUSIC TO WATCH GIRLS BY</td>
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<td>5. ALL</td>
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<td>6. SWEET MARY</td>
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<td>7. GEORGY GIRL</td>
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<td>8. WISH ME A RAINBOW</td>
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<td>9. SUNRISE SUNSET</td>
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<td>10. DADDY'S LITTLE GIRL</td>
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<td>11. PEOPLE LIKE YOU</td>
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<td>12. GREEN, GREEN, GRASS OF HOME</td>
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<td>13. DON'T PUSSYCAT</td>
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<td>17. CONNIE GET ALONG WITHOUT ALICE</td>
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<td>40. DIS-ADVANTAGES OF YOU</td>
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### Action

**2 BIG CHART SELLERS!!**

**"OH! WOMAN"**
- Nat Stuckey
- Jewel 775

**3 GREAT NEW RELEASES!!**

**"SHE'S CRAZY ABOUT ENTERTAINERS"**
- Jerry McCain
- Jewel 773

**"UP AND DOWN"**
- John Fred
- and the Playboys
- Jewel 258

**"PHILLY WALK"**
- Boogie Kings
- Paula 260

**2 FUTURE HITS!!**

**"NOTHING TAKES THE PLACE OF YOU"**
- Toussaint McCall
- Ronn 3

**" LOSING BOY"**
- Eddy Giles
- Murco 1030

D.J.'s write:
All about charts and flowers.

"Marryin' Kind of Love" by The Critters

b/w New York Bound

Kappa Records

Produced by Vic Ruggiero

A Kama Sutra Production
**TOP 20 Spotlights—Predicted to reach the top 20 of the Hot 100 Chart**

**THE BEATLES—PENNY LANE** (Prod. George Martin; Writer: Lennon-McCartney) (Macmillian, BMI)—STRAWBERRY FIELDS FOREVER (Prod. George Martin) (Writers: Lennon-McCartney) (Macmillan, BMI)草莓田的田野是被分隔的，但还不知道是否解散了。 flare up, and while the flip修大而内含的，flip修大而内含的。


**TOP 60 Spotlights—Predicted to reach the top 60 of the Hot 100 Chart**

**THE MAMAS AND THE PAPAS—DEDICATED TO THE ONE I LOVE** (Prod. Lou Adler) (Writers: Paulding-Ball) (Treadail, BMI)—Hot on the heels of their “Words of Love” hit comes this classy revival of the Shirelles hit, which should keep the unique quartet at the top of the Hot 100. Flip: “Free Advice” (Treadail, BMI) Capitol 64707

**RAY CHARLES—SOMETHING INSIDE ME** (Writer: Holiday) (Versil-Racer, ASCAP)—I WANT TO TALK ABOUT... (Racers-Dick-Roy, BMI) Charles has two equally potent chart items here. Top is a blues rocker loaded with soul, while the flip offers a getting softer, more mellow touch by the artist. ABC 10901

**THE TROGGS—GIVE IT TO ME** (Prod. Larry Page) (Writer: Adams-Pike-Randazzo) (Razelle, BMI)—New bag for this surviving into this intriguing rock ballad, which is a sure bet for chart activity. Flip: “Where There’s A Will There’s A Way to Forget” (Razelle, BMI). Veep 12588

**THE STANDELLS—RIOT ON SUNSET STRIP** (Prod. Ed Cobb) (Writers: Valentino-Fleek) (Dijon, BMI) “Water” group should smash into the Hot 100 with this gutsy, raw affair every rock treatment of the film theme. Flip: “Black Hearted” (Dijon, BMI) Capitol 6314

**SENIOR BASSO AND SENATOR MCKINLEY—MELLOW YELLOW** (Prod. Chip Taylor-Dennis Wilson) (Writer: Basso-Dennis) (RCA Camden, BMI)—The recent Donovan smash gets a hilarious spoofing via this cleverly comic pairing of the two noted chart stars. Flip: “White Christmas (3 O’Clock Weather Report)” (Berlin, ASCAP) Parkway 137

**CHRIS MONTEZ—BECAUSE OF YOU** (Prod. Herb Alpert) (Writers: Hammeder-Wilkinson) (Gower, BMI)—Montez has been very successful with standards, and this smooth and personal revival of the Tony Bennett classic will be no exception. Headed straight for the charts. Flip: “Eleena” (Gower, BMI) A&M 6239

**JAMES BROWN AND THE FAMOUS FLAMES—KANSAS CITY** (Prod. Artie Butler) (Writers: Sarge/Starr-Flowers) (Arms, BMI)—The soul brother offers a soulful revival of the Wilbert Harrison hit, which should make its mark on the Hot 100 in the near short order. Flip: “Stone Fox” (Dynomite, BMI) Scepter 50668

**DR. WEST’S MEDICINE SHOW AND JUNK BAND**—GONDOLIERS, SHAKESPEARES, OVERSEERS, TRICK JOYS AND BUMS (Prod. and Writers-Songwood) (Writer: Greenbauch) (Bosch, BMI)—This “egg-plant” gang has come up with an intriguing follow-up which will suggest their initial efforts every strength. Strengths with each hearing. Flip: “Daddy’s Gone” (Gumball, BMI) Go Go 90102

**JOE TEX—SHOW ME** (Prod. Buddy Kido; Writers: John Kido; Writer: Test) (Tree, BMI)—Tex walks the blues in this band’s first entry. Flip: “It Won’t Be a Big One in pop and R&B markets.” Flip: “A Woman Sees a Hard Time” (Tree, BMI) Dial 4055

**R&B SPOTLIGHTS**

**TOP 10 Spotlights—Predicted to reach the top 10 of the R&B SINGLES Chart**

**BILLY WALKER—TEACH YOUR HEART TO DREAM** (Prod. Fred Foster) (Writer: Walker) (Metro, BMI)—Will be back at the top of the country charts with this neat, well-named new ballad, which he penned. Could be a big pop item also. Flip: “I Gotta Get Me Feelin’ Better” (Metro, BMI) Decca 5577

**CONNIE SMITH—I’LL COME RUNNING** (Prod. Bob Ferguson) (Writer: Smith) (Brush Arbor, BMI) Connie Smith has written another classic on which she delivers in her usual first-rate style. Make room at the top of the charts for this one. Flip: “It’s Now or Never” (Brush Arbor, BMI) Decca 59108

**WEBB PIERCE—GOODBYE CITY, GOODBYE GIRL** (Writers: Powell-Loponsky) (Cedarwood, BMI)—Pierce is consistently at the top of the chart, and this outstanding performance of this powerful rhythm number will bring him back there again. Flip: “That Same Old Street” (Cedarwood, BMI) Decca 32998

**LITTLE JIMMY DICKENS—COUNTRY MUSIC LOVER** (Prod. Don Law & Frank Jones) (BMI)—Dickens is at his best with novelty country tunes, and this gem is sure to be a much programmed item. Could repeat the pop success of his “Bird of Paradise” (Dickens, Window) (BMI). Columbia 44025

**CHART SPOTLIGHTS—Predicted to reach the HOT COUNTRY SINGLES Chart**

**THE OTAYS—WORKING ON YOUR CASE** (Prod. Dozier-Donovan) (Writer: Dozier) (BMI)—Hard-rock driven system gets a solid workout by the group, which should bring them to the top of the charts. Flip: “Hold On” (Metric, BMI) Motown 32015


**CHART SPOTLIGHTS—Predicted to reach the HOT COUNTRY SINGLES Chart**

**THE CENTER—You Make Me Feel So Good** (Lippert) (HOD, BMI) MGM 123103

**THE CENTER—This Time I’m Ready** (Lippert) (HOD, BMI) RCA Victor 8512

**THE CENTER—Take Me For a Little While** (Lippert) (HOD, BMI) RCA Victor 8512

**THE CENTER—You Make Me Feel So Good** (Lippert) (HOD, BMI) MGM 123103

**THE CENTER—This Time I’m Ready** (Lippert) (HOD, BMI) RCA Victor 8512

**THE CENTER—Take Me For a Little While** (Lippert) (HOD, BMI) RCA Victor 8512
### Billboard Hot 100 for Week Ending February 18, 1967

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

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<th>Artist (Producer)</th>
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<th>Label &amp; Number</th>
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<td><strong>3</strong></td>
<td><strong>9</strong></td>
<td><strong>KIND OF A DRAG</strong></td>
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<td><strong>1</strong></td>
<td><strong>I'M A BELIEVER</strong></td>
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<td><strong>11</strong></td>
<td><strong>RUDY TUESDAY</strong></td>
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<td><strong>We Ain't Got Nothin' Yet</strong></td>
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<td><strong>27</strong></td>
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**Bubbling Under the Hot 100**

101. **BASE IRON** | **TNT** | (Polydor) 4001 |
102. **THE LUMBERJACKS** | **ATTACK** | (Coral) 4001 |
103. **THE FIRESTORM** | **GET YOURSELF A MILLION DOLLARS** | (RCA Victor) 4001 |
104. **THE GOSPEL CHOIR** | **ikon** | (Coral) 4001 |
105. **THE JAM** | **SLOW AND STAY** | (Coral) 4001 |
106. **THE TROGGS** | **GIRLS** | (Decca) 4001 |
107. **JOEY COLONNA** | **DO YOU STILL LOVE ME** | (Decca) 4001 |
108. **THE COASTERS** | **WALK AWAY** | (Decca) 4001 |
109. **THE PRETTY THINGS** | **YOU GAVE ME A MILLION DOLLARS** | (Decca) 4001 |
110. **THE SMOOTHERS BROTHERS COMPANY** | **YOU GAVE ME A MILLION DOLLARS** | (Decca) 4001 |

*Compiled from national retail sales and radio station airplay by the Music Popularity Dept. of Record Market Research, Billboard.*
IS THIS
WHAT I GET
FOR
LOVING YOU
MARIANNE
FAITHFULL
WELCOME

Jan and Dean

and their welcome new single

"Yellow Balloon"

\(c/w\) "Taste of Rain"

On COLUMBIA RECORDS

Where the Counter ACTION is....
THE YELLOW BALLOON'S

YELLOW BALLOON

IT'S TAKING OFF!!!

ON CANTERBURY
Mercury and Lincoln Continentals. Some 60,000 units were installed by March 31. In September 1966, the company announced that it would extend its Motroline-manufactured option to its entire line to offer the new car buyer a choice of integrated tape units on five of its models. Previously the customer could choose only on the factory-installed option included the Ford Fairlane. Fully 156,000 units (formerly Comet) and Cougar (Mercury's new sportster-type). Chrysler's choice of using its "Mopar" brand unit as a dealer-installed option.

44,400 Units

First available figures from General Motors reveal that some 44,400 tape cartridge units were installed in Chevrolets, Pontiacs, and Oldsmobiles. Although no precise figure was given, a Chevrolet spokesman said the official estimate as of Dec. 31, was 25,000. The 8-track player/recorders on all models except the Chevy II and Corvair. GM's Delta division supplies the Viking-built unit.

Production reports from Pontiac's main 8-track play-back units were installed in full-sized Pontiacs and Tempests through Dec. 31. Pontiac sales accounted for 9,675 units or 5.6 per cent of total Pontiacs sold. Some 4,450 units (17 per cent) were purchased by Tempest customers.

Of the 5,303 8-track players installed by Oldsmobiles, Delta, Deloreans, and Cutaways, and 98 models carried 4,651 (37 per cent of production) and the Toronado, 686 (5.1 per cent). Oldsmobile's F-85 does not offer the equipment.

This in the third year, Ford continues to observe the strong demand for stereo tape decks. Despite considerable increases in production, cartridge unit sales are up in all models. One out of every seven Ford buyers is ordering a cartridge unit. The estimates some 10,500 units (33.5 per cent) have been installed through Jan. 31. For the comparable period last year, the division had equipped 7,571 (22.3 per cent). Total Lincoln Continental output for the four months was 30,707; off from last year's 33,502.

19,429 in Ford

The record sales of tape decks installed in Ford product through Dec. 31, 1966, is 42,129 units interpolated from the 19,265 unit Jan. 31 Mercury division figures. Official figures were not available for the three month period ending Dec. 31. Galaxie this year again leads the Ford line in total units installed. Mercury models were bought for 3.1 per cent of output during the second 8-track-equipped month. The 8-track players are also the prime choice in the 1965-66 Tempo and Mercury Outfit models, to which they are available. A quarter of the buyers of the Tempo and Mercury Outfit models were interested in the 8-track player. Sales increased in both the Thunderbird and Mustang classes through the second half of 1966. In the first 11 months of 1966, the number of tape units installed was

7,007 versus 5,303 for the first 11 months of 1965. Some 5,450 (Contd. on page 36)

OMAHA — At the official opening of Liberty Tape Duplicating's new plant here last week, division general manager Mike Elliott, outlined the scope and philosophy of the company's intensive educational program. "Two years ago we thought our distributors didn't look like blithering idiots in the tape cartridge business."

Elliott and his predecessor as general manager of Liberty Stereo Tapes, Lee Mendell, are said to have educated Liberty distributors so well that the company's predominant tape cartridge model now, unlike many other major producers, is record distribution.

LTD general manager Leo Colvin said, "Elliott has done a job in making cartridge distribution a viable business for distributors with cartridge distribution discussions right after. Liberty got into the business and, frankly, I got it chopped off. I didn't think we could people could do the job.

"Our distributors had to be convinced that this would be a business," Elliott said. "After all, distribution is a question of supplying a demand. Right now the demand may be out of kilter from the record demand — there are 50 million phonographs in the country and only a million cartridge playback. I had to orient distributors to the fact that eventually enough units will be out to assure the market, and that this market would be big enough to justify inventory.

"We still wonder from the fact that the marketing mode had to be record distribution.

"I can't conceive of ever having a tape cartridge hit through non-record distribution."

What was Liberty's educational process? "We did it with printed material and personal calls," Elliott said. "He and Mendell handle most of the personal calls, beginning in May of 1966.

"There was no frame of reference for people in the music business," said Elliott. "So we educated them both technically and merchandising-wise. Technically, distributors had to learn that the tape cartridge is in reality, relatively simple with some 14 separate parts. In our tape cartridge catalog we included a section on the design and function of cartridges and playbacks. Many dealers who haven't time to explain the mysteries of the tape cartridge system to customer frequently hand them our catalog and it does sell well.

"At last, the distributor or dealer is not losing tape equipment sales as he has in the past.

Elliott said that to compli
Miss Anita Kerr joins with Rod McKuen to produce an auspicious aural experience.

THE SEA

"...and we made love and only the sea was watching...."

composed by Anita Kerr  written by Rod McKuen

the san sebastian strings

Warner Bros. Records 1670
Cartridge Sales Zoom

units were sold with Mustangs compared to 5,393 in 1966. Mustang production, however, dropped by more than 20,000 for the same period.

Mercury showed a gain of 2.8 per cent over last year's 4.4. While car sales were about 15,000 below last year through Jan. 31, 1,000 more Mercury's were ordered with cartridge equipment (total 2,604).

In models initially featuring stereo tape, Cougar leads in sales figures. Some 3,470 units (5.7 per cent) have been installed through Jan. 31. Other Ford figures are Fairlane 2,466 (2.5); Falcon 137 (0.3); and Mercury, Intermediate 455 (1.0).

If you're a Mercury person, you're sure to enjoy the new Mercury's, for the Mercury Intermediate 1/2-track stereo is again available. Add to that the new Marauder, a new Mercury division, which offers a 1/4-track stereo module for the Marauder's interior. Mercury also offers a new 1/2-track unit for the Marauder's exterior.

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A. K. Mery Resigns

SAN ANTONIO—Area Mery, for the past two years head of the export division of Dynamic Devices, parent company of Dynamic Stereo Music, has resigned. Dynamic Devices sells automobile and home tape decks and tape CARTRIDGE stereo music throughout Texas.

Cartridge Sales Zoom

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NOW PLAYING

Presenting
Rubin Mitchell
...the most sensational pianist in a decade!

"Without a doubt, this Rubin is the most electrifying pianist I've ever heard! I predict his spellbinding piano sound will start a nationwide craze. Wherever he's played, they've dubbed him 'The Remarkable Rubin.' After hearing this album, I can understand why. This guy is fantastic!"

— Joe X. Price, VARIETY

ST 2658

THE RUBIN MITCHELL ERA BEGINS FEB. 13. CONTACT YOUR C.R.D.C. SALES REP TODAY!

www.americanradiohistory.com
**WIBG the Big Gun in Philly**

Philadelphia—The Wibgs rides again! In spite of heavy competition by a new Hot 100 format radio station in the market—WFLF—the station that has long been the kingpin with the young adult and urban audience in the city, has expanded its audience as the new hot disk of the year.

**Phillips Unshaken Despite Nets' Band Title Threat**

Ron Howard, president of the National Basketball Association, is not worried about the new title threat.

\*\*\*

**WFIL Uses Its TV Outlet in Promo**

Philadelphia—In its campaign to knock WIBG out of the top position as leader of Hot 100 format radio station in the market, WFIL has launched a cross promotion on WFIL-TV. Dave L. McGeary, promotion manager of the radio station, sent out a letter to the record companies in the city.

"We would like to promote WFIL radio on television with filled spots for some top music performers today. It is not common, but altogether prob-

\*\*\*

**WFOX's New Show Seen as A Boon to Record Trade**

Milwaukee—WFOX, the country music station here, has bowed a half-hour program once a week that could prove a boon to record companies. George Bre'el, national radio director, which is on 30 p.m., Sunday "audition" show during which "blind" selections of previously unplayed records received that week are aired.

\*\*\*

**No. 25 in Nation**

NEW YORK CITY—One of the most important phonograph record companies in the United States has announced that it has reached No. 25 in the nation's list of 100 largest record companies, based on sales figures for the fiscal year ended June 30, 1967. The company was identified as Philips Records, a division of the Royal Philips Electronics Company, Amsterdam, Netherlands.

**Expanding Kane Show**

Houston—"The Larry Kane Show" on KTRK-TV, one of the prime exposure media for record artists in the area, has been expanded to two hours. Larry Richards directs the show, now in its ninth year. The program is broadcast on Sundays.}

**WEAL'S 'ASTRO SOUL RADIO'**

Greenboro, N.C.—Billings its sound as "Astro Soul Radio," WEAL has launched an R&B format. The station is owned by the owner of the firm's TV division, is selling agent for the show, slated to be the first of many, according to president Ted Hall. Format features a name artist each week as well as performance by the regulars, the Villagers.

**Philadelphia—The Birthplace of the Bandstand Type TV Show—Philadelphia—is It Ring, in Spite of the Considerable Coverage of Network Shows and in Spite of the Fine Shows in Syndication Originating in Markets such as New York, Cleveland and Los Angeles—The Reason: Such Names as Jerry Blavat, Hy Lit, Ed Hurst, Ron Joseph and Super Louie Stearns—there's Sid Mark with a Half-hour of Jazz Each Week. The Blavat show is now in syndication as well as being shown locally on WIBG-TV, the Hy Lit show on WKBS-TV is not seen only in Philadelphia, but Detroit and Boston on other stations, giving it enormous influence regarding record or artist exposure.

The other shows are on UHF channels, but one cannot over-

look their importance for record exposure. Audience figures are claiming up to 60 per cent penetration of the market. It's obvious that this figure is growing day-by-day.

Philadelphia is one of the market's leading air personalities and has had huge audience ratings on an evening radio show on WIBG.

This, of course, has contributed a lot to the success of his TV show, which Lit believes is seen by more than a million viewers in Philadelphia. The show is not an "American Bandstand" type show, Lit said, "American Bandstand," which originated for years on WIBG in Philadelphia, is a part of the "American Bandstand," is noted as being the greatest of all the present day record shows." Instead, Lit often takes the cameras far afield. For example, the local airport to tape an interview with James Brown. Among the artists who've appeared on the show are Mitch Ryder, Dono-

\*\*\*

An interview with Jerry Blavat started his ca-

The hour show is produced live in color and repeated on the station Sunday night; it is seen on WKBG-TV in both New York and Philadelphia. Produc-

\*\*\*

In Philadelphia, the show has an enormous listenership. It is seen now in Philadelphia, and listeners of the station are狂野心lie.

\*\*\*

On the WIBG side, there's Ron Joseph, the owner of the record clubs in Philadelphia, who hosts the show. WIBG has been expanded to two hours. It is broadcast on Sundays.

\*\*\*

WFIL, recently switched to a rock 'n roll format, has launched an all-night heavy slate of music, including a 4-hour "The Hit List" and 2-hour "The Rock'n'Roll Side." The show features new and old hits.

\*\*\*

WFIL-AM, the radio station of the WIBG TV network, has announced that it will broadcast the show "The Hit List," a 4-hour "The Rock'n'Roll Side." The show features new and old hits.

**Charlie Roads**

The Dick jockeys, within certain limits, can change the top 20 more often—if their own shows, Marks said, "So they keep it up for the drive time." The morning man, he said, "We're a little more directed toward the audience the station has during those hours, in the evening the deejay on duty selects more of those records than he's got."

Le,

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The early evening shows have been emphasizing the fan fantastic audience ratings and credits this to the fact that he "suits people to them. If you don't enjoy the music, get the next show," he said. The show is on 30 p.m., Sunday "audition" show during which "blind" selections of previously unplayed records received that week are aired.

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**WIBG the Big Gun in Philly**

Philadelphia—WIBG has expanded its audience to a new level.

The station, which has been broadcasting for a record 14 years, has expanded its audience to include a new segment of the market.

The station is now broadcasting on its own channel, as well as being seen on the TV network. The program is broadcast on Sundays.

**Philadelphian's Airing of Hits**

NEW YORK—Philadelphian's Airing of Hits, the new program on WIBG-TV, has attracted a large audience, according to its producer, James Brown. Among the artists who've appeared on the show are Mitch Ryder, Dono-

**WEAL'S 'ASTRO SOUL RADIO'**

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**‘Village Square’ TV Show Bows**

CHARLOTTE, N.C.—Hit Attractions, an entertainment agency, introducing a new TV show—"The Village Square"—which it hopes to have in syndication nationwide by March.

The half-hour teen-oriented variety show was created by executive producer James W. Owens, Russell Fr-
"Mercy Mercy Mercy"
Marlena Shaw

There's a world of excitement on Cadet
**Radio Response Rating**

**PHILADELPHIA, PA... 4th Cycle**

**TOP STATIONS**

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**SPECIALTIES**

- **Jazz**
- **Country**
- **Classical**

**Anchors and Offices**

The radio response rating is a measure of listenership for each station. Listenership is determined by the percentage of total listening that each station receives. The ratings are calculated based on responses from a sample of listeners who keep diaries of their listening habits. The ratings are used to determine the value of advertising time on each station, as higher ratings generally command higher rates.

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HURRY DJs
HURRY Rack Jobbers
HURRY Record Retailers
HURRY One Stops
to catch the sensational new single
HURRY SUNDOWN

DOT 16998 B/W "WHAT IF THEY GAVE A WAR AND NO ONE CAME?"

by PAT BOONE

PRODUCED BY RANDY WOOD & SNUFF GARRETT

Title Song From The OTTO PREMINGER Film - A PARAMOUNT RELEASE
has joined the deejay staff of KPRX, Houston. Jerome Thomas is the new night man on KJLT, Houston. . . . J. Joseph Roemer has been promoted to vice president and general manager of KBAT, San Antonio.

***

Dave Tucker, formerly the 9-noon disc jockey at WKBW-FM, has switched to KPZI, Fort Worth, and has been named all-night man at KBOX, now with KJLT, Houston. And KBOX-FM is moving to WKBW, Buffalo, N. Y.

Tom Adams has sold his record store and is now working again as an air personality. He last worked at WJOX, Miami Beach. . . . Jay Ward has been promoted from operations manager to program manager at KOMO, Seattle. . . . WWDC's Fred Knight is doing his Sunday show live from the Oklahoma in Otter, Md. . . . Okay, here we go with another record (undoubtedly) Terry Stewart of WKDN, Az. Jan. 16 played for the third week in a row in Dallas, 19:30 p.m. Bob Rech is now operations manager of the 24-hour station; others on the staff include Bobby Dark from Chattanooga, Bob King from Rogers, Ark. and Bob Adams.

LISTENING TO the newest Terry Knight and the Pack record—"The Precious Time" on Lucky Eleven Records—are, from left: P. F. Sbons, Mike Elliot, Rich Rounds, and Terry Knight. The record is distributed by Cameo/Parkway Records.

---

STATIONS BY FORMAT

**Continued from page 28**

Geyer, mp., Lowell Howard, Send 7 copies of TV as writing to station at 11 a.m., at 2500 Edmond Ave., Philadelphia, Pa., 19118. Phone: (215) 244-4522.


WBNJ-FM: 100,000 watts. Simulcast with WBNJ during daytime hours. Address and all other information same as WBNJ.


WBNJ-FM: 10,000 watts. Simulcast with WBNJ during daytime hours. Address and all other information same as WBNJ.


*Continued from page 28*

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WEIL'S Instant Monkees Service

MOUNDSVILLE, W. Va. — Filling requests instantly on the Colgen's Monkees is a new feature of WEIL here. Listeners can talk to the deejay on duty via a hot line, said program director Don Shiriver. The deejay asks the name of the listener, his or her school and favorite song by the Monkees, and, by the time the listener hangs up, has the record on the turntable and spinning.

RADIO-TV MART

---

WBZI-FM Into Modern Country

DAYTON, Ohio—WBZI-FM, located in nearby Xenia, takes the air next month with a modern country music format. It'll be the market's first full-time country music outlet, said station manager Dick Moran. Les Bodine is program director and one of the station's air personality. Programming will feature a spotlight album and singles that fit the 50 most-requested tunes.

KSVS SPINS COUNTRY 1 OF 3

ARTESIA, N. M.—Catering to city audiences and residents of the Peoples Valley (ranches and farmers) KSVS mixes country music into its pop format at the request of the third third. Music director Howard Stoddard. Station owner Artesia "is very satisfied" with this type of programming and "tradesafe, weathermen the station with the happy difference."

BRIEFLY

---

SALES UP 307%

The Dark Broadcasting Company has purchased another station. We are expanding and need talented people for our expanding radio station. Manager, Sales Manager, Production Manager, and Radio Engineers. Interested parties should write Bill Weaver for full particulars.

KWIZ

3101 West 8th St., San Antonio, Calif. Phone: 17-2241 420-0322.

SITUATION WANTED

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RATES

REGULAR CLASSIFIED: $24.00 a week. BOX NUMBER DISPLAY CLASSIFIED: $12.00 per week. Additional column inches $1.00 per inch. Minimum order $12.00. All orders must be prepaid. All copy must be received by 8:00 a.m. the day prior to date of publication.

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HELP WANTED

ANNOUNCER/CHIEF ENGINEER: WANTED for leading Midwest station. Send resume to Karl Yates, Manager, KMBC-FM, 414 Kansas City Plaza, Kansas City, Mo. 64111.

ANNOUNCER: LOCKED IN, BILLBOARD. Send resume to Dale Wilson, WRH, 1226 E. 4th St., Springfield, Ill. 62704.


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TOP-40 DISK JOCKEY AVAILABLE

PLAYS ANYTHING! Familiar with all market formats. Excellent voice in all formats. Has worked at top stations. Contact: (215) 244-4522.

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EXPERIENCED DISC JOCKEY AVAILABLE

Low, medium, and high energy. Works a variety of formats. Extensive personal computer knowledge. Great voice. Call (215) 244-4522.

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WANTED TO BUY

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Top 40 disk going to another city. Please call (215) 244-4522.
THIS IS THE GREATEST SOUND ALBUM
COMMAND RECORDS HAS EVER PRODUCED

COMMAND HAS DONE IT AGAIN!
Incredible New Sound! Fantastic New Musical Concept!
You've Never Heard Such... BRASS IMPACT!

Hold onto your head! Hold onto your heart! And get a good grip on the ground!
You are about to hear the most amazing musical sounds ever put on records!

A new, unbelievable level of brilliance... a purity of musical sound never before achieved...
...a really complete, uncompressed spectrum of sound all the way from top to bottom... AND...
A fresh, startling concept of dynamics that produces musical coloration that is...

...so subtle you'll never stop discovering new things to listen to in every piece...

...and yet so blazingly electrifying that the impact can carry you to the very threshold of pain.

This is absolutely heart-stopping, hair-raising reality!

Command's unprecedented BRASS IMPACT!

SELECTIONS: MAS QUE NADA (Pow, Pow, Pow) • ELEANOR RIGBY • THE BREEZE
AND I • ONE NOTE SAMBA • MR. LUCKY • BAUBLES, BANGLES AND BEADS • IN
THE STILL OF THE NIGHT • BRASILIA • THE SWEETEST SOUNDS (from "No Strings")
• WHAT NOW, MY LOVE • PRELUDE TO A KISS • A FOGGY DAY • Album #910

WORLD LEADER IN RECORDED SOUND

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RADIO-TV PROGRAMMING

'Big Jack' Takes Over for 'Jerry G' on WKYC-7'er

CLEVELAND — "The Jerry G. Show" on WKYC-TV was replaced by "Big Jack Show," the standup show, taped Thursday nights, presented the Four Seasons with "Tell It to the Rain," the Baskells and Hennessy, the Jefferson Airplane with "My Best Friend." The half-hour color show is each Saturday at 11 by "Big Jack Show." Big Jack is Jack Armstrong.

RECORD REVIEW

'Chickenman': Comic Feast

NEW YORK — That chicken man who's been egging listeners on at station after station across the nation, and a month has finally made the big time with a record contract. Atlantic Records last week released an album titled "The Best of Chickenman," starring Dick Orkin, Jane Roberts and Jim Runyon. Orkin, who created the character, produced the discs of WCFL. Runyon is one of the WCFL air personalities.

WJRZ New Studies

NEW YORK — To give better coverage of the metropolitan New York area, country music station WJRX is shifting to new studios, with new equipment and towers, at Hackensack, N. J., in mid-February. Program director Ed Nielsen said the station also plans to up nighttime power to 5,000 watts.

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and F.A.S.T ONE DAY SERVICE at STAN'S RECORD SERVICE

720 Texas Street, Shreveport, Louisiana Cell Clinic 701-424-748

JOHNNY NASH was the first fan to congratulate Connie Francis opening night at the Roxy Hotel, Miami Beach, Fla. Nash's first album, "In the Summertime," was record of the year and Connie while hitting with her new Mith single, "Another Ace..." Her album, "Love Italian Style," will be released soon. Left to right are Nash, Miss France and Tom Spero, local promotion man for Atlantic Record Distributors of Miami.

CASINOS WIN DOUBLE-HEADER

LANCASTER, N. H. — The Casinos, currently riding high on Billboard's Hot 100 chart with their "Then You Can Tell Me Goodbye" on the Fraternity label, ran into the unusual heat wave last week. Set for $1,250 for a single performance at Colonial Town Community House here Friday night, the cortical booking arranged by the Premiere Talent Agency, New York, the Casinos attracted an overflow crowd in 20-bound below zero weather. They attracted many adults as teenagers, and so great was the reception that the Casinos are being asked to do a second performance at an additional $2,500. This was part of the town's annual two-day Snowmobile Festival. In the act are George Hughes, Ray White, Bob Armstrong, Mickey Denton, Joe Patterson, Pete Bolton, Bill Hawkins and John Preston.

WFL uses TV Outlets in Promo

"WFIL Uses TV Outlets in Promo

• Continued from page 28

...able, that you may have some stockpiling of your stock available. We would take this footage, run it silent with one of our deejay's for an hour before promoting the performers, their latest recording, and the fact that you could hear them on WFIL.

McGann said that, in some cases, the station would be willing to shoot the film footage if it could get advance notice or an artist coming to Philadelphia.

"Although this idea seems wild, I think you can appreciate the real value of this kind of exposure," he said, adding that "if we were privileged to premiere a new record on our radio station on a certain date, we might be able to promote this up-coming WFL premiere for a few days in advance on TV.

McGann said that one of the greatest competitive advantages of WFL, "an advantage no other station has," was an arrangement with WFIL-TV. He said WFL-TV delivers anywhere from 250,000 to 750,000 viewers every quarter hour.

Yesteryear's Hits

YESTERYEAR'S HITS is a change-over program from your librarian's shelves, featuring the discs that were the hottest in the land 3 years and 10 years ago this week. Nile's how they ranked in Billboard's chart at that time.

POP SINGLES—5 Years Ago

February 17, 1967

1. Duke of Earl, Gene (Duke of Earl) Cause, Yes
2. Peppermint Twist, Joey Dee and the Starlites, Rochester
3. The Twist, Chubby Checker, Parkway
4. At the End of My Road, Hickory
5. The Wanderer, Dion, Laurie
6. Break It to Me Gently, Brenda Lee, Decca
7. I Know, Barbara George, AFO
8. De De Doo Ray, DeDe
9. In the Rain, Mercury
10. RCA Victor

POP SINGLES—10 Years Ago

February 9, 1957

1. Too Much Playing for Keeps, Dixie, Presley, RCA Victor
2. Young Love, Sonny, James, Capital
3. Don't Forget Me (Kiss Me), Pat Boone, Decca
4. Young and Foolish Sails in the Sunset, Tab Hunter, Decca
5. Singing the Blues, Guy Mitchell, Columbia
6. Banana Boat (Day-O), Harry Belafonte, RCA Victor
7. Moonlight Gambler, Frankie Laine, Columbia
8. Banana Boat Song, Toots, Gay, 7 Records
9. Green Door, Jim, Leno, Deotle

R & B SINGLES—5 Years Ago

February 17, 1967

1. Duke of Earl, Gene (Duke of Earl) Cause, Yes
2. I Know, Barbara George, AFO
3. Last Sermone, James Brown & the Famous Flames, King
4. The Twist, Chubby Checker, Parkway
5. Baby It's You, Shirley, Sculptor
6. Letter Full of Tears, Gladys Knight & the Pips, Motown
7. Poor Fool, Ike & Tina Turner, Sun
8. Peppermint Twist, Joey Dee & the Starlites, Parkway
9. I'm Blue, Ike & Tina, Alaco
10. Dear Lady Twist, Gary (U.S. S.), Bands, Lendrat

R & B SINGLES—10 Years Ago

February 9, 1957

1. Blue Hawaii, Elvis Presley, RCA Victor
2. Star-Club Twist at Tiffany's, Harry Ommich, RCA Victor
3. I'm a Twistin' Man, Chubby Checker, Parkway
4. I'm a Fool, Harry Belafonte, Parkway
5. How Do You Do, Harry Belafonte, Parkway
7. Don't Think Twice, My Love, Bob Dylan, Columbia
8. Heartbreak Hotel, Elvis Presley, RCA Victor
9. Mama, Dad, Papa, What's Your Name, The Maytals, Decca
10. Chubby Checker/Bobby Rydell, Canyon

RCA Forms Tape Division

NEW YORK — Magnetic Products, formerly a part of the RCA Custom Record Division, will now be handled in the newly created Magnetic Products division of RCA. Joseph Stefan, who had been division vice-president of the newly formed separate division.

The setting up of the new division is part of RCA's plan to strengthen its position as a worldwide supplier of magnetic tapes. Current expansion of RCA's new division will be more than double the total volume of the plant at Indianapolis and will double plant capacity to the daily equivalents of 10,000 miles of quarter-inch tape.

New 'Manon' Set by The Chicago Opera

CHICAGO — A new production of Massenet's "Manon" starring Montserrat Caballe among four operas commissioned for the 1967 Chicago Lyric Opera Festival also plans to present Richard Strauss' "Salome" starring Felici, Verdi's "Aida" starring Mme. Stenham and Verdi's "Falsstaff," writes Geraint Evans in the title role.

WNYW New Show

NEW YORK — WNYW, the short-wave commercial station that became the heart of United Kingdom, Europe, Latin America and Africa, has launched a new "Worldwide Hit Parade" program featuring the world's top hits, plus new releases. Les Marshak is host.

JACK WOOD, right, young country music talent from Michigan, dips the coin with winner Ray Stevens prior to recording his sides for Dial Records in Nashville. Wood has been signed by Jack Staag, president of Tree Music, to a contract as an artist on Dial. Curly Putman produced the session that included such talents as the Cavern Singers, Wayne Moss and Jack Smith.

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Very likely the greatest album release in our twenty year history.
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Vol 4 DTL 225 The Story Of, Excluded Ranch, Paquita M, Etc.

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Billboard SPECIAL SURVEY for Week Ending 2/18/67

TOP SELLING R&B LP's

Billboard SPECIAL SURVEY for Week Ending 2/18/67

TOP SELLING R&B SINGLES

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Now Add To These Hits...

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The 4 Seasons
Sensational new LP product launches London's 20th year

phase 4 stereo

The Teen Scene

TOM JONES - green green grass of home
Stereo PAS11009

BLUES BREAKERS WITH ERIC CLAPTON
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STOKOWSKI/WAGNER Orchestral Masterpieces from The Ring of the Nibelung

Number 1 in sales because it's Number 1 in sound

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The first major opera recording of 1967

**CLASSICS**

A great conductor's debut on London

**Hi RECORDS**

**London RECORDS**

See your distributor for special terms!
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<td>Winchester Cathedral</td>
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<td>Going Places</td>
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<td>16</td>
<td>Hum's of the Lovin' Doodles</td>
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<td>17</td>
<td>The Mamas &amp; The Papas</td>
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<td>The Wild Angels</td>
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<td>21</td>
<td>What Now My Love?</td>
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<td>22</td>
<td>Somewhere My Love</td>
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<td>23</td>
<td>Best of Herman's Hermits</td>
<td>Website</td>
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<td>24</td>
<td>Parsley, Sage, Rosemary and Thyme</td>
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<td>25</td>
<td>Sergio Mendes &amp; Brasil</td>
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<td>26</td>
<td>Why Is There A Reason?</td>
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<td>A Man and a Woman</td>
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<td>Revolver</td>
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<td>Bill Cosby is Very Funny Yellow, Right?</td>
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<td>30</td>
<td>Second Gold Vault of Hits</td>
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<td>31</td>
<td>Strangers in the Night and East</td>
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<td>Changes</td>
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<td>Psychotic Lollipops</td>
<td>Website</td>
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<td>Best of the Animals</td>
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<td>Rhapsody for Young Lovers</td>
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<td>36</td>
<td>Lou Rawls Love</td>
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<td>37</td>
<td>Spinout</td>
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<td>38</td>
<td>Man of La Mancha</td>
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<td>Je M'appelle Barbara</td>
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<td>Breakfast</td>
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<td>I Started Out as a Child</td>
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<td>Dean Martin's T.V. Show</td>
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<td>43</td>
<td>Golden Greats</td>
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<td>44</td>
<td>Away We Go</td>
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<td>Fiddler on the Roof</td>
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<td>And Then... Along Comes the Association</td>
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<td>Renaissance</td>
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<td>48</td>
<td>If You Can Believe Your Eyes</td>
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<td>49</td>
<td>Somebody Like Me</td>
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Compiled from national retail sales by the Music Popularity Dept. of Record Market Research, Billboard.
How to Follow a Smash Success:

John Davidson
My Best
to You
I'll Always Remember/That's Life
Mame/Somewhere
I Couldn't Live Without Your Love
I Really Don't Want to Know
Games That Lovers Play
Sunny/Who Am I/Try to Remember

John Davidson had to go some to top his huge hit "Time of My Life"—and here it is: his best. And that's hard to beat.

On COLUMBIA RECORDS. Where the follow-up action really is.
Mr. Angry Neighbor!

Yes I know how you feel
cause I've been taking your fruit
but don't tell me I steal
I haven't been in your yard
My tracks ain't on your ground
your tree hangs over my fence
the nights you're not around

I Didn't Jump the Fence
the fruit was offered tree
I couldn't reach your apples
if you just trim the tree
well, sure I've held your darling
but Mr. where's your sense
she's the one got lonely
I Didn't Jump the Fence

RED

SOVINE

One of the Great Story Lyrics
Of Our Time
I DIDN'T
JUMP THE FENCE
Composer: Gene Chrysler
Publisher: Southtown—BMI
Spontaneous Combustion
HIT 
#794

STARDAY RECORDS
Madison, Tennessee
Distributed in Canada by
Columbia Records

BREAKOUT SINGLES

NATIONAL BREAKOUTS

NO NATIONAL BREAKOUTS
THIS WEEK

REGIONAL BREAKOUTS

These new records, not yet on Billboard's Hot 100, have been
sounding strongly.判断 how the editors in major
magazines listed in parentheses.

DRY YOUR EYES
Brenda & the Tabulations, Dionn 500 (Bee Gees, BMI)
(Philadelphia & Baltimore)

LOVE OF THE COMMON PEOPLE
Four Peeps, Capitol 5919 (Tree, BMI)
(Baltimore & Washington)

WHY NOT TONIGHT
Jenny Hughes, Fame 1011 (Fame, BMI)
(Baltimore & New York)

DON'T GO HOME (My Little Darlin')
Shirelles, Scepter 12185 (Lovable, BMI)
(New York)

KIND OF A HUSH
Gary & the Harvards, Smash 2079 (Dunne, BMI)
(Baltimore & Washington)

FUNKY BROADWAY
Dyke & the Blazers, Original Sound 64 (Driver-in
Reeves, BMI) (Los Angeles)

SINCE I LOST YOU GIRL
Monitors, V.I.P., 2500(9 (Johnson, BMI) (Detroit)

IN THE MIDNIGHT HOUR
Dick Whittington's Cats, Round 1003 (East/Centillion,
BMI) (Cleveland)

BIGGEST MAN
Tommy Hunt, Dynomite 101 (English, BMI)
(Baltimore)

SWEET MARIA
Billy Vaughn Singers, Dot 1099 (Revelations, BMI)
(Boston)

GRITS 'N' CORN BREAD
Soul Runners, Macka 101 (Keymer & Pure Soul, BMI)
(Baltimore)

BAREFOOTIN'
Willie Mitchell, Hi 2119 (Biontempo, BMI)
(Chicago)

WHERE DOES THE GOOD TIMES GO
Buck Owens, Capitol 5911 (Blue Book, BMI)
(Minneapolis & St. Paul)

WESTERN UNION
Five Americans, Ahh 118 (Aberdeen, BMI) (Dolies &
Fart Winds)

RAIN RAIN GO AWAY
Lee Dorsey, Aum 974 (Maurine, BMI) (Baltimore)

DARK END OF THE STREET
James Carr, Coldcwa 277 (Press, BMI) (Albico)

FOR BABY
Sandpipers, 4AM 833 (Cherrylane, ASCAP) (Houston)

New Album Releases

ALSHIRE
101 STRINGS—Record for Liberty; 8 0574
101 STRINGS—English; 101 STRINGS—Final; 5 0607
101 STRINGS—Song and Opus for America; 101 STRINGS
101 STRINGS—The Soul of Spain Vol. 2; 5 0727
101 STRINGS—The Wonderful World of Walt Disney; 5 0727

CAEDMON
JULIE HARRIS & ROOBY MCDOWALL—Whispering Winds. From by Chilton; E 0617
ER BRIGG—The Call of the Wild, 101 STRINGS—Further Explorations; 5 0627
J. R. BEESTINGER JR.—Two Centuries Twin By S. Singletons & 101 STRINGS—Deep South; 5 0627
T. BELL, A STRINGS—JESSE GROSAARD—VARIOUS ARTISTS—Atlantic of Vocal) 8 015,9 1515
COLUMBIA
THE CRYSTAL—Harry, CL 5452, CS 9422

COMMAND
STALHEK—PERMUTTA—Pittsburgh Symphony Org. (Stekel); E 11158

CORAL
Two Sides of (11TH CUMMINGS, CIL 7557, CIL 7574;)
PETE TOWNSEND—The Get You Under My Skin (Atlantic) 7 0157
THE GIBSON BROTHERS (CUMMINS ORCHESTRA ON A R&B, (Atlantic) 7 0157

DECCA
RALPH GEARY—A Clock Week With These; DI 4811, DI 7463
The First of THE IRISH ROVERS, DI 4825, DI 7463

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Here is the exciting music from the great movies of today recorded in stereo by Enoch Light.

Still another in the growing list of albums presented by Project 3 for the ultimate in Total Sound. Listen!

Tony Mottola
Heart Soul Guitar

The Kissin' Cousins Sing...a new vocal group with arrangements by one of America's greatest innovators in pop music development, Lew Davies enjoys the enthusiastic cooperation of the "top pop" who perform on this record. The exuberance of musical patterns and the development of harmonic ideas will give the pleasure of personal involvement in these performances of unusual color.

Musically it was an incredible age. There was so much music composed that was really fine, and so much interest in it, that one could truly say that music permeated the lives of the people.

The Renaissance Quartet takes the listener back in music to this colorful era through their mystery of the instruments and styles of the times.

This album is already a must for every record collection because it was one of the first released under the new Project 3 label, and it is a tour-de-force for men like Stanley Webb, Tony Mottola, Doc Severinsen and Robert Maxwell with arrangements by Lew Davies. Here is the ultimate in total sound with the full range of dynamics shifting from full orchestra to a single flute without distortion.

*Master recorded on 25M magnetic tape

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FEBRUARY 18, 1967, BILLBOARD
**Jazz Beat**

_The reissue programs of major labels continue to uncover each vintage tracks by performers whose haydays are now fond memories. RCA and Columbia have led the movement to present as historical and educational material the works of the pioneers in jazz._

Now there is word that several additional projects spotlighting other artists will be available in the next few months. These include a study of Ethel Waters, whose singing helped break several schools of blues singing from Colgate's clarinetist Barney Bigard's old Bluebird masters reissued along with a number of Albert Nichols' clarinet tracks from RCA and from Capitol, two volumes of repackaged tunes from guitarist Django Reinhardt.

The effort by Capitol is interesting in that the company has received support of jazz in recent years. The Reinhardt cuts were originally released as a two-record set and have been set up into separate packages. The Best of Volumes I and II.

The Reinhardt cuts in Vol. II were all made in France during April and presented violinist Stephane Grappelli, guitarist Marcel Bieunchi and bassist Louis Vola. They played under the banner of the famous Quintet of the Hot Club of France.

Material from Vol. II is spread over a wider period, from 1937 to 1945 and includes performances by several visiting American players, including Jack Plack, Rex Stewart, Barney Bigard, Bill Taylor, Bill Coleman, Dicky Wells, Dick Fullbright and Bill Beson.

_The Modern Jazz Quartet continues to hold steadfast to the release hall as cover outlet for their performances. The soft-sounding reissue program appears Jan. 18 as guest soloists with the Cincinnati Symphony at the Aragon Ballroom._

The concert will debut four recently composed works for jazz orchestra. The group includes John Lewis' "Mingus" and "Bebop," William Smith's "Interplay" and Miljenko Prohaska's "French Suite Strings," the latter a world premiere. Prohaska is a Yugoslav, whose jazz activities include playing bass with the Zagreb Jazz Orchestra._

_Santa Fe Opera Slates 2 Debuts_ SANTA FE, N. M.—American premieres of Hindemith's "Cardillac" and Henze's "Routard Sollido" are scheduled for the new season, which will run from July 1 to Aug. 28. Caprivi will open the season. Other operas will be "La Boheme," "The Barber of Seville," Mozart's "Mozart of Figaro" and "Salome." Among the guest performers will be Maria Koubal, Sarama Endisch, Charles Bressler, John Readmond, build, John P. Hard, Thelma Van Winkle, William Bottom, Dicky Wells, Dick Fullbright and Bill Beson.

5800 BROAD SAN ANTONIO, TEX., are using jazz as a means of in-depth expression of their feelings for psalms. The trio, comprised of piano, bass and drums, adds spiritual lift to the evening choral reading of psalms, according to a report to this column.

During a recent psalm reading, the domination of four of the performances played a modern interpretation of "The Shadow of Your Hand." The group, a self-proclaimed "Brother Jazz Combo," is composed of a member of Brother Murphy, bass, and a Brother, Mark of the Brothers, drums. The group claims it is the only religious order using jazz as a musical expression. In addition to playing at jazz services, the combo also entertain at other Brothers during relaxed periods. The matter of prints recording commercially has come into the news within the past eight months through the release of an album by Tom Vaughn on RCA and his subsequent appearance at the Rev. Malcolm Boyd's Columbia album of prayers with improvisations by Dave Brubeck and Charlie Byrd.

KOB3: The president of the Soviet Union's composers' union has called for the formation of all-U.S.S.R. educational institutions. The spokesman, Vano Muradeli, said that the move is directed against Soviet jazz as a lack of professionalism, which school training could eliminate. ... Harry Lin, owner of Keynote Records, a jazz label in Los Angeles, has joined Sam Goody's in Manhattan as head of the jazz disc department.
**CLASSICAL MUSIC**

**Disks Lead Bookers Up the College Path**

By FRED KIRBY

NEW YORK—Recordings are "a great help in booking artists in colleges" according to major booking offices. Virtually every touring classical attraction plays college dates with concert series the rule on almost every campus. The only artists not included in college tours are those committed to orchestral or operatic performances. These performers, however, usually include campus dates in subsequent tours.

With the number of colleges steadily increasing, the campus has been the major market for classical arts. Among the many customers for classical artists regularly appearing before student bodies are Julian Bream, Maureen Forrester, Richard Tucker, John Williams, the Wyncote, Music from Marlboro, Robert Merrill and Caseres, Siop.

Recording companies frequently set up interviews with touring artists and run publicity in conjunction with appearances. Program ads frequently plug disks by performers. Even orchestras and other large packages appear at colleges. An example is the annual series at North Carolina State University in Raleigh, which next season will open with Verdi's Philharmonic. In addition to dance appearances at college series will include pianist Claudio Arrau, Birgit Nilsson and Staatskapelle Dresden and the Stockholm Philharmonic.

All concert programs in the 12,500-seat Coliseum at the University are for two or more nights. Payment of college fees entitles students to free admission to all concerts. In addition, 19,000 memberships are sold to students and townspeople on both sides of the river. The student Union, director of the Student Union, also is administrative director of the festival.

Some of the most popular attractions in earlier series were Leonard Bernstein and the New York Philharmonic, Tucker and Meyer, Carl Fisher and the Boston Pops, Isaac Stern with the Japan Philharmonic, Arthurl Rubinstein, Van Cliburn, the Leningrad Philharmonic with Dresden Philharmonic, and the Philadelphia Orchestra. In addition, the Student Union sponsors a chamber music series presenting outstanding performing artists in residence.

Among other larger colleges and universities with classical attractions are the University of Michigan, the University of Minnesota, Purdue University, Boston University, and the University of Florida.

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**Rubinstein's No Date Vow Makes Germans Grab LP's**

Since the Germans can't attend Rubinstein's concerts, they rush to buy his records. Teldec, which distributes RCA Victor, is doing a phenomenal business in Rubinstein recordings.

The dazzling example at the moment is the Rubinstein album of Beethoven's 5 piano concertos with the Symphony of Berlin conducted by Arturo Benedetti. The album will be released next month, and it is hoped that enough will be sold to meet the demand in Germany.

Retailers report that Rubinstein albums are now the top selling of all. Whereas, a few months ago, albums were offered by German record companies this winter. Retailers are selling unprecedented quantities of the album. The Teldec distribution outlet in Stuttgart, for example, has been releasing the Rubinstein album in rush-delivery lots of 1,100. Moreover, Rubinstein's sales magnetism extends beyond the Beethoven concert album—Teldec finds his name is literally tragic for any classical recording.

---

**New stereo recordings Are available at low prices from**

*Newest Releases:*

- Brahms, Symphony No. 5, Pastoral, Boston (Continued on page 50)
- Haydn: String Quartet No. 44 in E flat, The Oppenhein Quartet (Continued on page 50)
- Verdi: The Four Seasons, The Sloth Chamber Orchestra, Bellen, Marcell, Viola, 22 16 0083/22 16 0084*.

*Notes:*

- The Lake Erie Opera Theatre will present Smetana's "The Bartered Bride," Verdi's "La Forza del Destino." Famed Italian operatic singers, including such names as Franco Corelli, Giullietta Simionato, Maria Callas, Ferruccio Furlanetti, and others. April 12, 13, 14 and 15.

The best example of ensemble singing in the style that is rubricated as "the style of the voce d'oro," old Masters, such as Corelli, Guilletta Simionato, Maria Callas, Ferruccio Furlanetti, and others. April 12, 13, 14 and 15.

In "Aida," Correlli is his full-voiced self as Radames, which should prove a lure to his fans. Also singing heartily were soprano Mario Curtis-Verna, mezzo Miriam Pirritano, baritone Gian Carlo Giusti and bass Giulio Neri.

"Fiora" has Canzian drawing on her considerable power and artistry as Leonora. Simionato is brilliant in the smaller role of Preziosilla. Tagliabue is tautopah as a forceful Don Carlo, while tenor Galliano Masini is a strong and subtle Don Alvaro. Basses Tramontana and Galliano are featured performances.

A superb trio of leads makes the "Mephistofele" truly memorable. Tagliabue as Faust and soprano Marcella Porbe as Marguerite are outstanding, but it's Neri's portrayal of the title role that distinguishes this set. It also is Angelo Quella's best conducting job in the group, topping his "Aida," "Manno Wolf-Ferrari" in fine conducting job in "Il Matrimonio Segreto," while Mario Nossi proves quite capable in "William Tell" and "Faust". Competent casting for all artists is managed by Arturo Basile in "Cavalleria" and Gino Marazzone in "Fiora." Beethoven's "Egmont" and "Fidelio" are produced with great enthusiasm and skill, but not miscalculated for the stunning mzzo soprano.

Puccini's "La Boheme" is featured in the title role of Rosini's "William Tell," the other restored catalog listings, and Verdi's "Falstaff."

His rich consonant voice and telling portraits dominate both operas. In the latter, with full support from the chorus, tenor Mario Filippeschi and bass Fernando Corena, singing well in comparatively small roles are bass Giorgio Tozzi and soprano Grazzetta Schiavo, both stars today.

Carrer also sings well in "Falstaff" as does soprano Lina Pagliulghi. Contributing competent portrayals are mzzo sopranos Alida Pini and Anna Maria Canali, tenor Emilio Renzi and baritone Saturno Metelli.

Two Verdi operas receive the power-singing treatment. **FRED KIRBY**
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 Bernstein to Baton Special "Requiem"  NEW YORK—A special performance of Verdi's "Requiem" is slated for March 25 with Leonard Bernstein conducting the New York Philharmonic. The date is the 100th anniversary of the work's premiere. Soloists will be soprano Galina Vishnevskaya, mezzo-soprano Marilyn Horne, tenor Richard Tucker and bass Justino Diaz.  

Sevitzky Dies at 73  ATHENS—Dr. Fabian Sevitzky, conductor of the Greater Miami Philharmonic, died Monday of a heart attack early this month, while on a European tour. He was 73. Sevitzky, who was a champion of the works of American composers, was permanent conductor of the Indianapolis Symphony from 1937 to 1955. He changed his name from Koussevitzky to avoid confusion with Serge Koussevitzky, his uncle.
target: Youth  "the swinging generation"

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LONDON W.1, ENGLAND
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www.americanradiohistory.com
### New Action Albums

#### National Breakouts

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#### New Action LP's

Three new albums, not yet on Billboard's Top LP's Chart, have been reported as getting strong sales action by dealers in their areas.

#### POP SPOTLIGHT

**Heart and Soul**

Lorraine Ellison, Warner Bros. | 1969 (M); 1006-1304-0 |

Heart and Soul...and the完整的句子在这里。

#### POP SPOTLIGHT

**Surrealistic Pillow**

Jefferson Airplane, RCA Victor | 1969 (M); SLP 3746 (5) |

This West Coast group, which is receiving top promotion, could break through with their new sound album, which includes their popular single, "White Rabbit." The background of Jefferson Airplane is clearly shown in their latest release, "Surrealistic Pillow."

#### POP SPOTLIGHT

**The Stone Pones**

Capitol | 1969 (M); ST 2664 (5) |

Latch on to this LP quickly for a most pleasant surprise, catchy arrangements and beautiful songs are only surpassed by the power vocal interpretations of Mr. James "Bond " Bond. Here are 7 numbers, all original, with Mr. Bond, "We're Gonna Love Today," and "My Mind," the diamonds in this cake of gems. With the right exposure, this artist's success could be a commercial giant.

#### POP SPOTLIGHT

**Johnny Horton**

Capitol | 1969 (M); ST 2666 (5) |

A live performance of the late Johnny Horton, featuring outstanding performances by some of the best of his time. Horton’s work is productive and mental. Without a doubt, "Johnny Horton is a must." The "Horton" hits are commercial for sure.

#### POP SPOTLIGHT

**The Misty Sax of Ace Cannon**

Ace Cannon | 1969 (M); SML 32003 (5) |

Standard feature of this album is a big string background to Ace Cannon’s mostly ballad material. The sax work and the full orchestra complements the sax work and makes each track a listening pleasure.

#### POP SPOTLIGHT

**Surrealistic Pillow**

Jefferson Airplane, RCA Victor | 1969 (M); SLP 3746 (5) |

Jefferson Airplane and the band’s first album is worth a listen. The sound of a Jefferson Airplane is a new sound of pop music. Two outstanding artists are featured in this album, "Surrealistic Pillow." The title track is a hit in all four movements. The three Allegro movements are happy and joyful, the Allegro is graceful with the fugal top played. The album has been well-received.

#### POP SPOTLIGHT

**Beethoven: Piano Concerto No. 3, "Eroica"**

Vienna Philharmonic (Schindler) | 1969 (M); CS 6483 (5) |

Schindler-Kaufmann and the Vienna Philharmonic, under the direction of Karl Schindler, has performed a magnificent performance of the "Eroica" Concerto in C major. In this album, the three Allegro movements and the Allegretto are well-received. The whole work is a masterpiece of Beethoven's genius.

#### POP SPOTLIGHT

**Beethoven: Violin Concerto (LP)**

Wiener Kammersymphonie | 1969 (M); DGG 135 992 125 (5) |

Two outstanding artists are featured in this album, "Beethoven: Violin Concerto." The two sources of LPs are performed with the "Eroica" Concerto in C major. The Allegro movements and the Allegretto are well-received. The whole work is a masterpiece of Beethoven's genius.

#### POP SPOTLIGHT

**Tales from Vienna**

Bavarian Radio Orchestra, RCA Victor | 1969 (M); LSC 2958 (5) |

A bright, This album presents a selection of masterpieces from the Vienna Philharmonic's repertoire, including the symphonies, concertos, operas, and chamber music. The orchestra, under the baton of legendary conductor, is in top form and delivers a masterful performance.

#### POP SPOTLIGHT

**The Sorcerer's Apprentice**

New York Philharmonic (Bernstein), Columbia | 1969 (M); ML 6434 (5) |

This latest in a series of recordings for NBC's "The Sorcerer's Apprentice" features a selection of masterpieces from the Vienna Philharmonic's repertoire, including the symphonies, concertos, operas, and chamber music. The orchestra, under the baton of legendary conductor, is in top form and delivers a masterful performance.
This Venus Has a Voice.

Columbia Records proudly presents one of the most exquisite songstresses of Broadway, TV, nightclubs and motion pictures: Miss Diahann Carroll.

In Diahann's own debut album, "Nobody Sees Me Cry," and on a new single, "Good-bye Young Dreams," she sets the feminine mystique to music. Giving, taking, making up her mind.

Diahann and records deserve each other. Hear this flesh-and-blood goddess of song on Columbia Records.

See Her:

February 8th—at the Plaza Hotel in New York, opening a month's engagement.

February 23rd—on ABC-TV's "Stage 67" in "C'est la vie" (The Maurice Chevalier Show).


March 16th—on ABC-TV's "Stage 67" in "100 Years of Laughter" with Harry Belafonte.

March 29th—on CBS-TV's "Danny Kaye Show."

April 5th—at the Sands Hotel in Las Vegas.
Miss Diahann Carroll.

On a single...

"Good-bye Young Dreams"

On an album...

Nobody Sees Me Cry

Diahann Carroll

Including:
I Wonder What Became of Me
I'll Be Around
Good-Bye Young Dreams
Little Girl Blue
Nobody but Me

Where the most beautiful things happen.
On COLUMBIA RECORDS®
Grammy Awards

BEST ALBUM COVER NOMINEES

BEST ALBUM COVER

Photography

Blonde on Blonde
Confessions of a Broken Man
Guantanamera

Sammy Davis Jr. Sings Laurindo Almeida Plays
The Time Machine
Turn! Turn! Turn!
What Now My Love

BEST ALBUM COVER

Graphic Arts

Baroque Fanfares and Sonatas for Brass
Charlie Byrd Christmas Carols for Solo Guitar
Color Me Barbra

Charles Ives Symphony No. 1 in D Minor
Revolver
Stan Kenton Conducts the Los Angeles Neophonic Orchestra
Talk That Talk

These nominated covers are printed and published as an industry service by Billboard which urges every active member of NARAS to vote very carefully and selectively in those categories in which he feels qualified to vote. Choosing the recipients of these highly coveted awards becomes a trust which, Billboard hopes, like the Academy itself, each NARAS member fervently cherishes.

NARAS members are now voting for this year's Grammy Awards in 42 categories. Winners will be announced at NARAS chapter awards ceremonies on Tuesday, March 2. Many winners will be starred on the Academy's TV spectacular, The Best On Record, over NBC on Wednesday, May 3, from 9 until 10 p.m.
"With this Ring" THE PLATTERS

HAVE A BIGGER HIT THAN "LOVE YOU 1000 TIMES"
TAKING OFF WITH STATION PICKS AT
WHAT - WDAS - WFIL
WWIN - WASHINGTON, D.C.
WIN - CHICAGO
WCHB - WJLB - DETROIT
WJMD - WABQ - CLEVELAND
WLOU - CINY
WJGO - ATLANTA
WAME - MIAMI
AND AFTER TWO WEEKS SOLD OVER 100,000
Just returned from a Smash tour in the Far East En route to France and England and then one niter.
Opening in June, Copa. N.Y.

COMING ATTRACTIONS
TWO GREAT SIDES BY GENE PITNEY
Thank you, Mr. Barry

We, too, believe that if you have something good and sound to sell, people will find you . . . if you talk about it in the right place.

And this must be the place!

---

WIREMASTER CORPORATION OF AMERICA

January 18, 1967

ATTENTION: Mr. Ronald E. Willman

Dear Mr. Willman:

Many thanks for your interest and assistance in the preparation of our first advertisement which appeared in Billboard on Nov. 5, 1966.

Since this was our first ad with you, we were amazed at the responses we received on our Pilfer-Proof Tape Cartridge Display Rack line.

We received dozens of long distance calls and over a hundred mail inquiries ranging in locations from the borders of our continent to England, France and Italy.

Our sales department is certain that these inquiries will result in orders and we can no longer question the value of an ad in Billboard.

Accordingly, we are enclosing, hereewith, our order for an ad to appear in your January 28, 1967 issue.

Very truly yours,

Guy Barry

WIREMASTER CORPORATION OF AMERICA

Guy Barry, Sales Director

---

Billboard

24,271 paid weekly circulation

(ABC Audited)
**ALBUM REVIEWS**

- **Continued from page 57**

- **INTERNATIONAL SPECIAL MERIT**

**ENDINGAR YOUNG CHARMS**

Ruby Murray, Capitol T 10459 (M), DT 10544 (S)

The beautiful voice of Ruby Murray must charm an outstanding program of Irish songs, with a strong touch of the best, and what an addition to the records. Her performance of "Tory's Jig," "A Four-Penny Dance," and "Me New" will please all.

- **INTERNATIONAL SPECIAL MERIT**

**THE BEST OF IRELAND'S MUSIC**

Irish National Orch. & Choir, Capitol T 10444 (M), ST 10444 (S)

A stirring collection of music reflecting the masters Ireland. Few inspiring masters ever made better efforts than these two. The British government has a good way of using these two as "the voice of Ireland." The LP is carried by a.Crow, Triangle National Artists.

- **GOSPEL SPECIAL MERIT**

**THE COUNTRY GOSPEL STYLE OF JOEL & LAURA DAVIS**

Concord CA 4034 (M), CAS 10304 (S)

A well-produced two-disc set by Joel and Laura Davis (the former was one of the most popular groups in the '60s, while Joel Davis is known for his singing and piano work). The two have known what the gospel world needed and give us a fine record with "Hallelujah" and "I'll Meet You Over There.

**FOUR-STAR ALBUMS**

The title of this category is reserved for albums that are highly recommended and demonstrate a strong effort by the respective group. They are being reviewed by me and will be included in my collection.

- **POPULAR**

**LOU MONTGOMERY'S GOOD TIME SONGS**

RCA Victor EPM 2790 (M), ESP 7705 (S)

- **BEST SINGED**

Fredric March & His Orch, Decca DL 1030, 10309 (M), 10347 (S)

- **THE BEST OF BILLY STRASHEEN**

Serenade GNP 3001 (M), GNP 3003 (S)

- **GENE CLARK WITH THE GOSPER BROTHERS**

Columbia CL 1616 (M), CS 7418 (S)

- **A YOUNG FERDNEY WEVER**

The Leatherboxer Sibbittt, Viva V 1003 (M), Viva TV 2003 (S)

**SAME DAY - SAME PLACE**

**SHIPMENT**

Our guarantee... orders for shipping anywhere in the United States, Power Piano, cartridges, spinets, pipe organs and accessories are shipped from our central Mid-West location (near Chicago) the same day the order is received... and at direct-to-you low prices.

**DIRECT-TO-DEALER**

**PFANSTIEHL**

Chemical Corporation - Box 485
102 Lakeview Ave. - Waukegan, Illinois

- **INTERNATIONAL**

**MELODIES OF THE DAY**

RCA Victor EPM 2790 (M), ESP 7705 (S)

**INTERNATIONAL**

**THE ARTISTRY OF JAPAN**

Shibawai Yama, Prestige PR 5704 (M)

- **INTERNATIONAL**

**ANDREW YONEY & ANNE BYERS' FAVORITE FOLK**

Capitol T 10460 (M), DT 10460 (S)

**TRADITIONAL SONGS OF MEXICO**

Tina Almeida, Folkways FW 5874 (M)

**THE ROMANCE OF JAPAN**

Shibawai Yama, Prestige PR 5704 (M)

**FRENCH SONGS FROM THE PROVINCES**

Yves Moline, Folkways FW 5874 (M)

**THREE-STAR ALBUMS**

The following albums indicate moderate sales potential within each record's music category.

**POPULAR**

**STEVE MASON SINGS**

RCA Victor MSL 539 (S)

**Rudy Vallee Sings**

RCA Victor MSL 539 (S)

**STEVE MASON SINGS**

RCA Victor MSL 539 (S)

**CLASSICAL**

**COUNTRY**

**THE COUNTRY COUNTRY**

**INTERNATIONAL**

**ERIKO HITSUJI SINGS**

**MUSIC OF MEXICO**

**HUGO VAUGHAN**

**WALTER TRUMPLER**

**6 STAR albums**

The Festival opens in this issue with the following albums, which are highly recommended for inclusion in any record collection:

- **I'VE ONLY GOT MYSELF TO BLAME**

- **I'LL HATE MYSELF TOMORROW**

- **GEE BABY (I LOVE YOU)**

- **WHAT'S THIS COMING**

- **THE MALIBUS**

- **I'M WONDERING**

- **WHAT Y'ALL WAITING ON ME**

- **CLARENCE GREEN**

**DUKE 450**

**SINGER**

**LATER FOR TOMORROW**

**ERNIE K-DOE**

**DUKE 411**

**MR. SOFT TOUCH**

**ALL OF A SUDDEN**

**JEANETTE WILLIAMS**

**BACKBEAT 568**

**LOOK AT ME**

**PITY ME**

**THE BELL BROTHERS**

**SURE-LY-T**

**RUBENSTEIN VOW**

**Continued from page 48**

Lanza. The performances, taken from broadcasts of the 1950's, have not been previously released. In conjunction with Lucia Popp's Metropolitan Opera debut this month, Victor is featuring the soprano in a disk of world music with the orchestra and chorus of Naples conducted by Dennis Vaughn. Erich Leinsdorf and the Boston Symphony are represented on two previous, one with Artur Rubinstein. Another orchestral disk has Andre Previn conducting the London Symphony in Walton's "Symphony No. 1," which will become the only current catalog listing of the work. Rounding out the release is an LP of Brahms sonatas with violist Walter Trumper and pianist Mieczyslaw Horowski.

**Rubensteins Vow**

**Continued from page 48**

Teldec reports that the great pianist's popularity has contributed substantially to making 1966 one of the German record company's best sales years ever. Aside from the Beethoven album, the company has brought out an invariable selling force in tandem with Chopin. Teldec has been the mainstay of five Rubenstein recordings of Chopin. The record company also has a big sale for Van Cliburn's "My Favorite Chopin," and the combined sales, surpassing those of Rubenstein and Cliburn, has helped make Chopin the hottest selling classical composer on the German market this winter.
More than 30,000 recording artists touring the college circuit and college booking influencers seeking top talent use Music on Campus/The College Market for records and talent.

Billboard's 4th edition of this indispensable Industry Guide will be published April 1. Be certain your important message is included.

Ad deadline — March 3

Each week...

880,000 families reading the World Journal Tribune Sunday Entertainment Section see the latest Billboard record charts. An important regular feature appearing in one of New York's major newspapers.

This exclusive advance information is supplied to America's leading consumer newspapers as a record industry service by Billboard.

Top of the Charts

Following is a list of the current best-selling record albums as compiled by Billboard.

Popular
1. The Monkees — Colgems.
2. S.R.O. (Herb Alpert & Tijuana Brass) — A&M.
3. Dr. Zhivago (soundtrack) — MGM.
4. The Sound of Music (soundtrack) — RCA Victor.
5. Winchester Cathedral — Fontana.
6. Got Live If You Want It (Rolling Stones) — London.
7. Born Free (Roger Williams) — Kapp.

Classical
2. Opening Nights at the Met — RCA Victor.
4. Beethoven: Symphony No. 5 (Bernstein) — Columbia.
5. Tchaikovsky: Piano Concerto No. 1 (Chiboust) — RCA Victor.
7. Beethoven: Nine Symphonies (Von Karajan) — DGG.
8. Tchaikovsky: Symphony No. 7 (Bernstein) — Columbia.
10. Puccini: La Bohème (Beecham) — Seraphim.
Congratulations to

The NEW

Sound of Light

Enoch Light, originator of Stereo Sound who gave us

PROVOCATION

PERSUASIVE PERCUSSION

Stereo "35" MM

SOUND

Now SHINES Brighter than ever with his great new sound

"First Release Available Now"

Project 3

SERVICING DISTRIBUTORS
and Rack Jobbers

Mid-West Tape Cartridge Corp.
407 BLADE ST. (ELMWOOD PL) CINCINNATI, OHIO 45216
Enoch Light, the Master of Sound

Enoch Light’s career spans four decades of the music industry. A native of Canton, Ohio, he organized his first dance band, the Four Chal-Mers, while still in high school, and while still in his teens, studied violin at the Dana Music Institute in Cleveland.

Light was somewhat of a child prodigy. He was graduated from high school at 16 and received his B.A. from John Hopkins when he was 19. He also attended Ohio State University and the University of Pittsburgh and holds a master’s degree in musical education from New York University.

Light’s achievement of his master’s degree indicates his seriousness of purpose. In the 1930’s, he had amassed 22 of the required 25 credits for the degree when forces beyond his control caused him to leave school.

Eleven years later, he went back to New York University to complete the three credits and get his degree. He was told that all credits were invalid after 10 years, and that if he wanted his degree he would have to start over. And that’s exactly what he did—running a record company days and attending graduate school nights.

While still in high school, Light played violin for the Pittsburgh Symphony Orchestra, and at John Hopkins he was director of the Johns Hopkins Blue Jay Orchestra. It was then he decided against medicine for a career and chose music as his life’s work.

While still in his early 20’s, Light became leader of the stage orchestra for the hit Broadway musical “A Night in Spain,” and his own orchestra toured Europe, playing before King Alfonso of Spain, King Farouk of Egypt, the Prince of Wales and the King and Queen of Belgium. He also played long engagements in leading hotels and theaters in Paris, Rome and Berlin.

During his European tour, Light studied classical music at the Mozarteum in Salzburg, Austria, and took courses in operatic conducting at Paris Opera Comique. In Paris he studied under Maurice Frigara, and, more than any other man, Frigara was responsible for Light’s skill as a conductor.

He also found time to meet and marry a fellow American, Mary Danis, a former actress who later became a singer with his orchestra.

When Light returned to the U.S., it was the mid-1930’s and the era of the big bands. Light’s orchestra soon moved to a spot in the Top Ten of the bands, and in 1938 he began an extended engagement in New York’s Waldorf Hotel. In the late 1930’s he recorded for RCA Victor and Columbia.

The early 1940’s were not happy years for Light. At the beginning of the decade he was nearly killed in an automobile accident, and the recuperation period was long and painful. And the era of big bands was on the wane. The prospects looked grim.

By 1945, Light and his orchestra were holding forth at New York’s Biltmore Hotel, and for the rest of the decade, Light was making a go of it as a band leader.

In 1950, Light decided that his future was not only as a performer, but as a record company executive, and he began to learn the nuts and bolts of the trade. He joined Lincoln Records, a kiddie label, as an a&r man and salesman, getting the line into chain stores.

A couple of years later he joined Synthetics Plastics and was a&r for the pop line, Prom Records.

His first venture on his own was Waldo Music Hall, one of the first low-priced lines carried by chain stores. The label first issued 10-inch, 99-cent albums and later became a 12-inch $1.49 line. Later, Waldo became a $2.28 stereo label.

In 1956, Light started Grand Award Records. Early GAR winners were the Original Roaring 20’s Series, the Honky Tonk Piano Series, the Paul Whitman 50th Anniversary album, the Enoch Light Cha Cha albums and the Charles Magnante and Roman Spectacular albums.

Light also conceived the “Alumni” band series, presenting the alumni of the Glenn Miller and the Benny and Tommy Dorsey orchestras.

The Command line was born in 1959. Theory was that the consumer would go for exciting musical albums, and that these albums could be used for demonstrating equipment as well as for listening. He also felt that the public would pay $1 over the regular list for these albums. The result was the now-famous “Percussion” series. The first three sets were mastered 39 times, before Light and engineer Bob Fice were satisfied.

In 1960, Light sold his record company to Am-Par (now ABC Records, with Light and his staff staying on to operate the Grand Award line.

The next six years saw a spectacular growth of Command and each sound breakthrough as 35mm magnetic tape and Dimension 3.

Six years after the ABC deal, Light again struck out on his own, and the result is Project 3.

While Light is a complete music man, he has other interests in life. He is a member of the executive committee of the School of Education of New York University’s Capital Campaign, an art collection (with paintings of Turner and Renoir), and a collector of French antique furniture and 17th century Italian violins.

He’s been named Recording Father of the Year by the National Father’s Committee, one of the 10 best dressed men in America by Fashion Foundation of America and has received several citations from the United States Department of Commerce for his records, which were exhibited at U.S. Expositions in 1959, 1960 and 1961.

His mother and father, Morris and Rose Light, have been honored by a record library in their name at Johns Hopkins University.

High Quality in Small Quantities

“T’ve always said and I still say that people will buy good music—no echoes, whistles, bongos, gimmicks or dirty stories—just sheer music and musicianship.”

Enoch Light made this statement to a Billboard reporter in October 1961. It summed up his attitude toward recorded music then, and it sums it up now.

“We can make a difference in the industry by doing something good,” Light continued. “Our secret, if you can call it that, really should be obvious. I don’t believe in loading dealers up with a lot of albums they can’t sell. I don’t think it’s any contribution to the business to come out with 30 or 40 albums a month. A lot of these massive releases carry special deals. Merchandises sold on deals, guarantees or consignments don’t answer the dealer problem. Deals simply tie up store space and capital.

Even if a dealer doesn’t have to pay his bill for six months, it still doesn’t make him a profit. A dealer has to be selective today, and we are selective for him.”

These were Light’s feelings about merchandising in 1961. And they are his feelings today.

(Continued on page 80)
Daring Innovator and Stereo Music Pioneer

Few men in the recording industry have contributed as much sound as has Enoch Light. While Light’s reputation to the public is as an artist and record company executive, the trade also knows him as a daring innovator and as one of the pioneers of stereo music.

Light’s first major contribution to the science of sound was made more than two decades ago when he questioned the one-microphone limitation then prevalent in recording. He felt that the nature of the instruments defeated the one-mike technique and failed to provide balance. The year, 1946, was still in the monophonic age, but Light felt that monophonic music could still have definition. He added a second mike, then another. In a short time, Light was recording with as many as 13 mikes, and his reputation as an innovator in sound was firmly established.

With the advent of stereo in the late 1950’s, many record companies had used the new recording technique as a gimmick, the ping-pong effort used to impress the buyer. Musicianship was often secondary.

In 1959, Enoch Light’s “Persuasive Percussion” combined the best of stereo recording techniques with first-rate musicianship.

Here’s how one critic, Robert L. Sammons, appraised the sound:

“While, in the autumn of 1959, a pair of new recordings titled ‘Persuasive Percussion’ and ‘Provocative Percussion’ appeared in record stores, music lovers paid scant attention. The recordings, after all, sounded just like they might be pretty much like many of the records that had come before; and at that particular time record collectors were becoming weary of locomotives, racing cars and daredevil pilots zooming through their living rooms. That ping-pong games make sense entertainment on the phonograph was now abundantly clear. The gimmickry of stereo had clearly been exploited to the limit and listeners had become well aware of it.

“What made ‘Persuasive Percussion’ and ‘Provocative Percussion’ different (and different they were) was that a record manufacturer had finally become aware of it also. The recordings, from a new company, Command, immediately went to the top of the best-seller lists—

(Continued on page 69)

Overseas Licensees

While the bulk of Project 3 sales will be records in the domestic market, the profitable overseas market and the tape cartridge industry have not been overlooked. In the few months the label has been in existence, licensing deals with labels in Austria, Scandinavia, the Benelux countries, Canada, Australia, Japan, the Philippines, Argentina, Peru and Mexico have been set up, and negotiations with licenses in nine other countries are under way.

Project 3 not only will market its product overseas, but it plans to acquire product from its licenses.

On the tape cartridge front, Project 3 has a licensing agreement with the International Tape Cartridge Corp., and all the label’s albums will be released on stereo tape cartridge simultaneously with their record release.

Corporate Structure

ITCC is proud of "Project 3" and its acceptance by the public which is unparalleled in the history of the industry.

ITCC is proud to have been appointed by "Project 3" as the Exclusive Duplicator and Distributor of all 4 and 8 Track Cartridges.

ITCC ALSO WILL have available for delivery all "Project 3" material on 4 Track reel-to-reel tapes.

SPANISH STRINGS
A sales and programming blockbuster. His first for the new Project 3 label finds Light and his Brigade at their dynamic best. A new touch is brought to "April in Portugal" and "Blue Tango" featuring shimmering strings and an enormous brass sound. A pulsating "How Insensitive" is another gem in the well-planned collection.

BILLBOARD  December 24, 1966

ITCC INTERNATIONAL TAPE CARTRIDGE CORP.
663 FIFTH AVENUE / NEW YORK, N. Y. 10022 / TEL: 212-421-8080
Available only from

The Project 3 label is off to a flying start via this exceptional artistic and commercial package featuring the brilliant guitar work of Mottola. The remarkable "Total Sound" created by Enoch Light and his engineering staff completely captures the sensitive Mottola performances on such standouts as "Heart and Soul," "Georgia" and "The Impossible Dream." Destined for top sales.

BILBOOARD  December 24, 1966
ITCC on 4 & 8 track

FILM ON FILM
Enoch Light's new Project 3 label adds a new dimension to a beautiful program of film themes. "Born Free" is overpowering while "Hawaii" flows with shimmering grace and beauty. Tony Mottola's guitar, Robert Maxwell's harp, and Dominic Cortese's accordion take turns in the solo spotlight.

BILLBOARD January 28, 1967

THE KISSIN' COUSINS SING
An impressive debut for the new group in this sparkling and thoroughly delightful album. The total sound is superb, and the selections make for excellent programming. The Kissin' Cousins excel on "It Was a Very Good Year," "It Isn't Fair" and a compelling arrangement of "Friendly Persuasion." Cheers also for Lew Davies' brilliant orchestrations.

BILLBOARD December 31, 1966
Available only from ITCC on 4 & 8 track

TOP HITS...C. 1420-1635 A. D.

This stylish group spins 21 selections in English, French, Latin and German into a colorful fabric with first-rate Project 3 sound. Tenor Robert White, Morris Newman on recorder, Barbara Mueser on viola da gamba and Joseph Ladone on lute, all perform well.

BILLBOARD December 31, 1966

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ITCC INTERNATIONAL TAPE CARTRIDGE CORPORATION
663 FIFTH AVENUE, NEW YORK, N. Y. 10022
Phone (212) 421 8080

Check Industry □ Record □ Automotive □ Other

Authorized Distributors: Please indicate quantities wanted in 8 track & 4 track ITCC PROJECT 3 Cartridges.

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<td>(L) 4 TRK Suggested Retail List $6.95</td>
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Catalog # | Album Title | Artist |
---|---|---|
76-5000 | Spanish Strings | Enoch Light and the Light Brigade |
76-5001 | The Kissin' Cousins Sing | Lew Davies and his Orchestra |
76-5003 | Heart & Soul | Tony Mottola/Guitar |
76-5005 | Film On Film—Great Movie Themes | Enoch Light and the Light Brigade |
76-7000 | The Renaissance Quartet | |

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ENOCHE LIGHT and The Light Brigade record. Studying the score, conducting the orchestra, listening to the playback.

The Best of Light--A DISCOGRAPHY

The correlation between artistic excellence and financial success is pointed out in the following discography. The records, selected by Enoch Light, represent what he considers his best work, regardless of sales. They also happen to be some of the strongest sellers in some three decades of record making.

POPULAR
Big Band Bossa Nova
The Roaring Twenties
The Flirty Thirties
I Want to be Happy Cha Cha
The Paul Whiteman Fiftieth Anniversary Album
with Tommy and Jimmy Dorsey, Jack Teagarden, Joe Venuti, Johnny Mars..\nPersuasive Percussion--featuring Terry Snyder
Provoactive Percussion
Roman Guitars--Tony Mattola
Stereo 35/MM
Bongos
Dimensions 3
Discotheque
The Ray Charles Singers--Something Special for Young Lovers
Songs I Like With Dick Van Dyke
Provoactive Piano With Dick Hyman
Tempestuous Trumpet--Dei Servunt
Big Noise From Winnetka--Bob Hoppin and his Orchestra
Two Pianos and Twenty Voices--Lew Davies and his Orchestra
Carol Channing Entertains

CLASSICAL
Brahms Symphony No. 2 in D, Op. 73--William Steinberg and the Pittsburgh Symphony Orchestra
Pictures at an Exhibition--Andre Vandermont
L'Orchestre de la Societe des Concerts du Conservatoire

(Continued on page 74)
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Dave Goldman, Branch Manager
Project 3 is Joint Singer-Light Firm

Project 3 is a testament to the faith of big business in the future of the record industry. The venture, set up five months ago, is owned jointly by Enoch Light and the multimillion-dollar Singer Company. Project 3 is not a division of Singer; it is a separate entity, with Singer owning 50 per cent of the stock and Light the other 50 per cent.

Singer’s investment, of course, represents the major share of the capitalization. However, Light’s financial contribution is substantial.

Singer’s attitude toward the new firm is best summed up by Alfred di Scipio, in charge of the company’s consumer products.

“A few years ago, Singer began a major diversification effort into the home entertainment and music business. Our success with such products as battery-operated phonographs encouraged us to go further toward becoming a major factor in every segment of that industry. Among other things, this led to the acquisition in 1963 of KHI, Research and Development Corp. Since then, KHI-based loudspeakers, stereo radio/phonographs and other high-quality products have gained widely in consumer acceptance as superior-quality reproduction instruments.

“Enoch Light’s reputation in creating music and producing recordings is consistent with the standing that Singer is trying to build in the entertainment business, and we are therefore pleased that we were able to associate the Singer Company with Enoch Light in what we are confident will become a most exciting and dynamic new force in the broad field of recorded material.

While Singer will be represented on the Project 3 board of directors, the direction and control of the company will be Light’s.

Distribution is through normal record channels, with 32 independent distributors servicing the major markets. The 1,600 Singer retail stores (out of 6,000 throughout the world) will be regarded by distributors as custom accounts.

In addition to a strong distributor network, Light has built up the nucleus of a strong internal organization with Andrew Miele as sales manager, Tom Virzi as promotion manager, Moe Preskell as Eastern promotion manager, and Julie Kuhlen and Lew Davies as staff executives.

The Best of Light—

* Continued from page 91 *

RALPH ROLAND—Pierre Dervaux, L’orchestre des Concerts Colonne
Virgil Fox Plays the Philadelphia Hall Organ at Lincoln Center for the Performing Arts

MUSICAL SHOWS

Carousel—Alfred Drake, Roberta Peters, Clarence Turner, Lee Venora, Norman Treigle, and Carl Geary

SPOKEN WORD

The School for Scandal—Sir Ralph Richardson, Sir John Gielgud

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PROJECT 3 EXECUTIVES

ANDREW MIELE

TONY MOTOLLA

PHIL KRAUS

ROBERT MACK

Andrew Miele, Project 3’s sales manager, is a New Jersey native with a bachelor of science degree from Seton Hall University. He is a U. S. Navy veteran.

He began his career after graduation, working for the Major Music School and managing three music schools and record companies.

He has been a salesman for Capitol Records, later became assistant manager in Philadelphia, was New York branch manager, and then Eastern district sales manager.

Miele was as national sales manager for United Artists Records. He moved to MGM Records as director of marketing, then returned to United Artists as general manager of the company’s subsidiary labels.

He joined Project 3 as national sales manager of all products.

Miele’s philosophy has been to work with the dealers as closely as he works with the distributors, and he has always promoted dealer merchandising aids and cooperative advertising.

TOM VIRZI

Tom Virzi is national promotion manager for Project 3. Before joining the label, he was national album promotion manager at London Records.

Upon his discharge from the U. S. Army in 1955, Virzi took a job as a cameraman for WPIX-television broadcasting the New York Yankee and New York Giant baseball games.

In 1956, Virzi moved to California and took a job as musical director at radio station KNX. He returned to college in 1957 to get a B.A. in music and was signed as a promotion man with KHI. Virzi graduated from college in 1960 and became associated with Mercury Records as Southern California promotion manager. In 1962, he left Mercury and went with Capitol Records as Southwest promotion manager for singles.

Virzi has been with Project 3 since Oct. 1966 when he resigned from London Records.

MOE PRESKELL

Moe Preskell joined the music industry in the early 40’s when he took a job with Lou Levy, who was then personnel manager for Cohn and Chaplin, the Andrews Sisters, the Ames Brothers and others. Preskell’s duties included handling all personal appearances of talent plus exploitation and advertising.

In 1945, upon his discharge from the U. S. Navy, Preskell joined Leeds Music Co. heading up advertising, promotion, production and sales. He was made executive treasurer in charge of office operations and finances in 1947. Preskell remained with the firm until 1953 when he launched his own publishing company which saw such hits as “Oriental Blue,” “I Cry,” “My Special Angel,” “You’re Sixteen,” “String Along” and others.

Preskell joined the Bob Merrill Music companies in 1955 and became associated with Walt Disney Productions later that year. He activated Walt Disney and Wonderland Music companies, and also headed publishing, production, sales and promotion operations at Disney. By 1956, Preskell was named national sales director for Disney Records and Music companies. One of the milestones of Preskell’s Disney career, was an alliance with Simon and Schuster’s Golden Records whereby Disney became national distributor for Golden. Also, Preskell formed Dorset Music (Annette Funcken, who has since gone on to a television motion picture and singing career. Preskell resigned from Disney when they asked him to make his home on West Coast. He said that he did not want to uproot his family from New York. Preskell then joined Kapp Records where he was director of national promotions and was also involved in marketing and sales. Preskell’s Kapp career saw the successes of Jack Jones and Boulou, a 13-year-old jazz guitarist from France. He also managed and directed the career of Lincoln Chase, composer of such hits as “Such a Night,” “Jim Dandy” and “The Nitty Gritty.” Preskell is a graduate of the Hebrew Technical Institute and is married and the father of two children.

R. J. MACK

Robert J. Mack, who recently joined Project 3 as an administrative assistant to Enoch Light, handles all production and special activities. Prior to his Project 3 association, Mack was with MTA Records as general manager, and was record producer and production co-ordinator for SEG Records.

Before his SESAC tenure, Mack was product manager for Cadence Records for eight years. In 1962, he produced “The First Family” album for Cadence, which has become the fastest and first selling LP in Cadence history. Mack supervised production of all Cadence singles and album units for artists such as Andy Williams, the Everly Brothers, Johnny Tillotson, the Chordettes and Lenny Welch.

LEWIS DAVIES

Arranger Lewis Davies, who is doing research, editing and arranging for Project 3, began studying music at seven in Cincinnati, Ohio. Davies attended the Cincinnati conservatory of music, The Musical Institute and wrote his first arrangement at 16.

Davies has been associated with Enoch Light for the past 18 years during which time he has arranged for Dick Van Dyke, Roberta Peters, Lawrence Welk and the Charleston Towne City All-Stars.

TONY MOTOLLA

Born in Kearny, N. J., Tony Motolla began studying the guitar at the age of nine. Upon graduation from high school, Motolla joined the George Hall Orchestra in New York and spent two years travelling the country. At the age of 21, Motolla became a staff guitarist at CBS where he met Frank Sinatra and Perry Como, with whom he has been a companion for more than 20 years.

While at CBS, Motolla formed the Tony Motolla Trio, which later became part of the program “Faye and the Music,” which starred Johnny Desmond. Motolla also created the original background music for the television series “Danger.” He became a protege of other composers writing suspense-thriller television scores. During this period, Motolla became associated with Sidney Lument, Paddy Chayevsky, John Frankenheimer and Edward Judd.

Motolla has also done free-lance composing working with Bill Evans, Mitch Miller, Roseree Clooney and Bing Crosby. He records for Project 3, and also does freelance work in New York. Motolla appears regularly on the Johnny Carson “Tonight” show on NBC, and the Perry Como television specials.

PHIL KRAUS

New York-born Phil Kraus attended public schools there and the DeWitt Clinton High School at the New York Metropolitan Museum of Art, and as guest artist with the New York Pro Musica Society at the New York World’s Fair. Kraus, who was educated in music, has played in radio and television networks, and has recorded on major labels with top stars.

Kraus, the author of a book entitled “Modern Mallet Method,” is one of the busiest percussionists in the music industry. The work, in three volumes, is used in conservatories and colleges throughout the world. Currently, Kraus is engaged in recording and transcription work, and is a percussionist on the Perry Como Show. He has recorded seven albums.

RENAISSANCE QUARTET

The Renaissance Quartet consists of Joseph Jadoul, late Baritone Miezer, violin De Gamba; Mennis Newman, recorder, and Robert White, tenor.

Kraus, regarded as one of America’s foremost artists, has appeared on concert and television with the New York Metropolitan Museum of Art and as guest artist with the New York Pro Musica Society at the New York World’s Fair. Kraus, who was educated in music, has played in radio and television networks, and has recorded on major labels with top stars.

Newman is a virtuoso of the recorder and has recently appeared as soloist in the Buch Brandenburg Concert at Philharmonie Hall, Lincoln Center, Constitution Hall in Washington and the Sanders Theatre, Cambridge, Mass.

White appeared in the Elizabethan Evening at the White House for the late President Kennedy, and has performed in NBC television productions. He was a soloist with the New York Philharmonic and the Philadelphia Orchestra.

FEBRUARY 18, 1967, BILLBOARD 74
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Best wishes for total success
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Edward Yalowitz

FEBRUARY 18, 1967, BILLBOARD
Thanks from Enoch Light...

...to all those who have helped to make the launching of PROJECT 3 so successful!

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We are proud to be Associated With Project 3

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PROJECT 3—4 and 8 Track Stereo Cartridges Exclusively on ITCC

We are proud to
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and his new label

PROJECT 3

"Best Wishes for a great success . . .
We are happy to be part of the
PROJECT 3 effort"

SCHWARTZ BROTHERS, INC.
Daring Innovator and Stereo Music Pioneer

- Continued from page 65

Recording geniuses and record-setting hot shots are not too rare in the record industry. But the man who combined the qualities of both is rare. Light was that man.

Superior sound combined with a high quality of musicianship is the earmark of an Enoch Light record.

Some manufacturers have missed an important point; good sound is worthless unless it has good sense and intelligence. If you're selling a low-priced line, then you don't worry about discriminating tastes. But when you're selling an album for $5.98, then you can be darn well sure the customer is not going to buy it just because you print the word 'stereo' on it.

In an industry where most promoters promise 'fidelity,' Light has been able to prove his own money. He feels that if the idea has any merit, his money is wisely invested. He won't ask to invest in a project unless he is willing to do himself.

A case in point is the creation of Project 3 as a partnership of Enoch Light and the Singer Company. Alan Singer, who was already doing public relations, could have easily provided all the financial support, Light's involvement is well in six figures. The desire to make money is a trait of most record people, and Light is no exception. However, Light combines this desire with a penchant for making outstanding records. In the months between his departure from Capitol Records and the formation of his own company, Light had received several attractive offers from record companies, and one from a large periodical publisher. The latter was the only one offering significant sums as well as a job as executive assistant as musical consultant, and wearing an impressive salary.

He refused all these offers. Instead he spent a substantial portion of his royalties in recording sessions. At that time there was no such thing as a stereo record. He just wanted to create a better musical sound, and he was confident that if he came up with the right product. When Light got through with his recording sessions, eight months had elapsed and several hundred thousand dollars had been spent.

From The Music Capitals of the World

LAS VEGAS

Singer Eddie Fisher set to wed Carolyn Jones at Sands Hotel March 29. Miss Muriel O'Brien has been named director of the wedding's public relations.

Touring East with Harold Arlen and recorded for Columbia at Atlantic City, Miss. March 11. Miss O'Brien has organized the wedding's publicity staff, according to an announcement by Jack Carey...

...Barbara Burns and Redd Foxx of the new CBS sitcom I Married You set to wed March 12 at the American Royal Hotel in Las Vegas. Miss Burns, 27, is a singer and actress, with recent credits including Nevada Joe. Miss Foxx, 26, is a comedian and actor, with credits including The Daily Special and The Mike Douglas Show. They have been dating for nearly two years, and are due to marry in the coming week. The wedding will be officiated by the Rev. Dr. James E. Burgan, Jr.

The newlyweds are expected to return to their home in Las Vegas, where they will begin a new life together.

WASHINGTON, D.C.

The National Museum of American History is scheduled to host a special exhibition on the history of the American musical tradition. The exhibition will feature musical instruments, recordings, and other memorabilia from the nation's musical past. The exhibition is expected to run from April 1 to June 30.

LONDON

CBS' 10-month-old British publishing operation, April Music, has signed its first British contract with the US-based firm. The contract is for the publication of a new album, "Love in a Broken Heart," recorded by the British rock band "The Temptation." The album is scheduled for release in May.

In addition to the album deal, April Music has signed a new artist, "The Broken Heart," for a solo album deal. The album, "Do the Temptation," is expected to be released in July.

VIENNA

The Vienna Philharmonic Orchestra is scheduled to perform at the Wiener Konzerthaus on May 10. The concert will feature a program of classical works, including Beethoven's Symphony No. 9 and Mozart's Symphony No. 40."The concert is expected to be a major event, drawing music lovers from around the world. Tickets for the event are sold out.

SAN FRANCISCO

A new label, "The People's Choice," is launching in San Francisco, and is set to release a album featuring local talent. The label is founded by Susan Lee, a local music industry veteran, and is committed to promoting independent bands and artists. The label's first release is expected to be announced soon.
ITCC Obtains Ember’s ‘Mood’ Music Rights

LONDON — Jeff Kruger, head of the low-priced independent label Ember, has announced an agreement withITCC to bring Ember’s “Mood Music Background Library” albums to ITCC for the U.S. and Canada.

The deal specifically excludes Ember’s other album lines, Kruger pointed out. He anticipated that ITCC will release more than 15 Ember mood music albums.

There are now 70 more records in the library for ITCC to draw on.

Kruger also revealed that Ember has extended its deal with Croma Brit. Polydor Group releases rights for previous albums by Stan Getz, B. B. King, Johnny Mathis and other artists in Britain. Over the past two years, the group’s collective has substantially increased to Ember’s turnover, he said. Kruger

The pact under which Capitol agreed to release four of Ember’s albums in the U.S., Canada and Japan, was in sales of more than 200,000 and another 100,000 units have been sold through deals with U. S. Decca, Roulette and the group’s biggest dollar earners were still Chad and Jeremy despite their lack of British success, reported Kruger.

Ember is planning British release of two albums in its Playhouse series. One will feature four hours of music in four different set-ups in scenes from the play, the other is a recording of probably the last public performance by the late Charles Laughton recorded live at the Palladium thanks to songs from Shakespeare’s “Julius Caesar” and the Chartres Cathedral.

The label is also putting out an album from “Fiddler on the Roof,” which opened in London this month.

MIDEM Award Presentations End Weeks of All-Star Galas

PARIS—The final gala of the MIDEM week saw the presentation of the MIDEM trophies and was unique in bringing top selling artists from countries together on one stage—in the Salon des Ambassadeurs of the Cannes Municipal Casino.

Along with 25 MIDEM trophies were awarded—one world trophy, three international trophies and 19 national trophies.

Present to receive their awards and to perform on stage were Petula Clark (International Trophy for Continental Europe), who was introduced by unexpected guest star Anthony Quinn; Roberto Carlos (Brazil); Karel Gott (Czechoslovakia); the Trio Hagnathon (Israel); Gert Tissmann (Holland); Karfi Sparboe (Norway); Anna German (Poland); Amalia Rodrigues (Portugal); Kari Helena (Finland); the Sven Adamo, who won trophies for both Belgium and Ingmar Orchestra (Sweden), and Salvatore Adamo, who won a second MIDEM trophy for Italy.

The show, composed in French and English by Brian Blakeslee and Elga Murray, was notable for the success of the Trio Hagnathon, Sparboe, Adamo, Udo Jurgens and Petula Clark from a filmed show at the Cannes Festival and from a film shot at the U.S.

Phone Contact

In the absence of the other award winners, the trophies were presented to representatives of their record companies. However, telephone contact was established with Diana Ross of the Supremes and Barbra Streisand, with whom CBS International President Cordell lumber was called up on stage to talk. A call was also relayed to the stage from Mike Ross for the Beach Boys. Other U. S. award winners were Frank Sinatra and Andy Williams.

Also unable to present to receive their awards were the Beatles (world trophy) Herb Alpert (International Trophy for North and South America), the Rolling Stones, (world trophy) the trophys were received by Andrew Oldham; Freddy Quinn (Germany), Caesar (Denmark), Les Broncos (Spain), Gianni Morandi (Italy), and Josef Nemetz (Hungary). The Beatles also received an International Trophy for the U. K. and the Rest of the World which was accepted by Robert Sngen of NEMS Enterprises, Ltd.

The awards, for the most records sold between July 1, 1965 and June 30, 1966, were based on figures supplied by the various mechanical societies for the U. S. or they were based on information supplied by the trade press. The preceding gala, staged by various record companies throughout the week had not quite found a common format.

A Showcase

Pathé-Marconi sponsored the first one and used it as a showcase for their young talent, taking advantage of an invited audience of professional people from more than 30 countries. It was

(Continued on page 85)

HOLLIES SIGN WITH ARIOLA

GUENTERSLOH—Ariola has signed the Hollies to a long-term exclusive recording contract. Their “Stop! Stop! Stop!” album, which has been a big seller in Germany as well as being a hit here, has been charted throughout the world. Britain’s Hollies offer varying tempos, and the band’s best days are still ahead. And it will remain there in the future too.

Their signing was under Ariola’s long-range artist development plan, a plan directed by top record company signing one top recording artist after another and creating a brilliant organization with the success of the MIDEM International Program Committee, which he initiated at Cannes in 1963. Last year, the MIDMPYI- atted 1,000 participants from 53 countries. MIDEM, however, has proved an even greater success than was MIDEM in its first year.

Chevy: Genius of Organization

MIKHEESEY

With the unqualified success of MIDEM, Bernard Chevy has crowned a career of which his organizational genius has had outstanding results. The man is blessed, shrewd and resourceful and Chevy has courageously fought against widespread scepticism in the music industry to stage the world’s first international record and music publishing market. His unshakeable belief in the catalogue of some 10,000 titles has been fully vindicated by seemingly limitless energy, throughout MIDEM he averaged about four hours of meetings a day, as compared to his already established himself as a

(Continued on page 85)

Polydor in Major Expansion to Keep Pace With Soaring Sales

LONDON — Highest ever sales in January with turnover nearly 60 per cent above budget have earned Polydor the strongest 1966 sales performance and strong growth force for 1967. The major expansion plans are set to meet the need for new lines through existing labels, including new labels, and new product covering the pop, folk, rhythm and blues markets. Highlighted by soaring sales of its three main labels, Polydor, Reaction and Atlantic, and similar album sales which have increased by 12 per cent in business in January.

The industry normally counts on up to 30 per cent drop in trade during January relative to the peak sales of Christmas. In the next two months Polydor will unveil a wide range of new material in a powerful attack on all sectors of the market including country and western, pop, folk,包括all the budget price classical trade, in a determined bid to sustain its new found momentum. A key part of Polydor’s increasing sales effort centers on the development of product range acquired from Atlantic, Atco, Stax and Vee-Jay.

Following the major success of the group’s material which took the form of 14 million-selling single “(Sailboat) All Kite” here at present, Polydor has decided to launch the Stax label in March, with several of the label’s artists due to tour here at the end of the month. Additionally, Polydor is issuing a dozen “Golden Oldies” singles on Atlantic, courting former hit top’s that were originally issued in France and are to be released in U.K. Other moves with Atlantic catalog are the launching of the first 100 cassettes from the U. S. label in March to follow Poly- dier’s first entry into cassette market this month, plus the decision to import certain Atlantic catalog to the U.S. label in March to follow Poly- dier’s first entry into cassette market this month, plus the decision to import certain Atlantic catalog to the U.S.

BERNARD CHEVY, organizer of MIDEM, holds one of the trophies presented at the first International Record and Music Publishing Market at Cannes.

IATCC obtains Ember’s ‘Mood’...
INTERNATIONAL NEWS REPORTS

CBS PRESENTS ONE OF THE BEST of the nightly gales at the Cannes Casino. The curtain call are Gigliola Cinquetti, Georgie Fame, Donovan, Les Compagnons de la Chausson and (with Mike) Joe Dassin.

MIDEM CONFERENCE is discussed at Billboard booth by, from left, Mike Hennessy, head of Billboard's Paris bureau; Cannes mayor, Andre de Vekey, director of Billboard's European office; Bernard Cheery, Ken Stewart and Jean-Claude de Villeroi.

CBS PRESENTS ONE OF THE BEST of the nightly gales at the Cannes Casino. For curtain call are Gigliola Cinquetti, Georgie Fame, Donovan, Les Compagnons de la Chausson and (with Mike) Joe Dassin.

MIKE HENNESSEY, Billboard's French correspondent, visits the Edwin Morris, Ltd., booth to discuss the conference with, from left, Stuart Reid, Ben Nisbet of Edwin Morris, and Pierre Amel of Francis Day of Paris.

ENTRANCE HALL at MIDEM Festival is the center of action. The Billboard booth is to the left of the entrance.

JACQUES SOUPELET, president of CBS France, meets with, from left, Dr. Pavel Smola, vice-president of Artia-Supraphon; Jim Vinaricky of Artia-Supraphon; Joe Dassin, CBS artist, and Jacques Plait of CBS.

THE LOS NO VARGARA clown it up in a Cannes, France, street at the MIDEM Festival.

BILLBOARD Booth at MIDEM is a center of activity as visitors seek information and examine issues.

GEORGES MEYERSTEIN-MAIGRET, president of Philips of France, meets with Gerard Davost of Philips at MIDEM.

CHATTING UNDER the Chappell Music booth are, left to right, Lee Zhito, Billboard editor in chief; German artist Roy Black and Teddy Holmes of Chappell.

JOE DASSIN, French singer, sits in the antique car of Christlan, radio Monte Carlo disk jockey.

EDDIE BARCLAY, of Barclay, is seated at France's special Hit Parade program at MIDEM. Also attending were, from left, Leon Cabal of Vogue, Jacques Soupelet of CBS, Jacques Kerner of Polydor, Roland Dhorier of ORTF, Georges Meyerstein-Maigret of Philips and Pierre Bourgoin of Pathé-Marconi.
Teldec Offering 3 Specials: Two by Subscription, One in Limited Edition

HAMBURG — Teldec announced three special spring classical album offerings, two by subscription and one in limited edition.

The subscription offerings are "Margarete" by Charles Gounod and "Marian Vesper 1610" by Claudio Monteverdi. The limited edition is "Arturo Toscanini Conducts." The three albums are being distributed in February.

The "Margarete" version of "Faust"—an opera in five acts—is by the London Symphony Orchestra with the Ambrosian Opera Choir and the choir of Highgate School. The conductor is Richard Bonynge. It will be available by subscription at $18 until June 30, and at the regular price of $25.

The Decca recording has a brilliant cast, including Joan Sutherland (Margaret), Franco Corelli (Dr. Faust), Nicolai Ghiaurov (Mephisto), Robert Massard (Valentin), Monica Sinclair (Megs), and Enrica Cenzatti (Mme. Faust). It is the first complete recording of Monteverdi's birth. It is the first complete recording of Monteverdi's work in modern stereo.

Teldec has two Christmas jazz releases—"Duke Ellington's Concert of Sacred Music" and "Swing Low Sweet Satchmo" by Louis Armstrong.

Finally, Teldec has launched a new LP pop series "My Greatest Songs," collecting the best from Buddy Holly, Louis Armstrong, Brenda Lee, Al Jolson, Bing Crosby, Peggy Lee, Judy Garland and Ella Fitzgerald.

Ensembles are the Vienna Boys Choir, the Monteverdi Choir of Hamburg and Concerto Musicus of Vienna. Conductor is Juegen Juegen. The Monteverdi album is priced at $9 by subscription until the end of June, after which the regular price will be $12.50.

The limited edition "Toscanini Conducts" is in memory of the famous conductor's 100th birthday anniversary and of his death a decade ago. The album has five LPs with recordings years 1943 to 1953.

They include the works of Beethoven, Schubert, Mendelssohn, Brahms, Carl Maria von Weber and Dvorak. The album is priced at $12.25.

Teldec Adds Five Albums To Its Jazz, Star Series

HAMBURG—Teldec has released five new LP's in its Jazz Star Series. Titles include little-known recordings by Benny Goodman's Orchestra, the Kansas City jazz of Benny Moten's Band, the Washboard Rhythm Band, and Lionel Hampton in numbers from the end of the 1930's.

Aside from the Jazz Star Series, Teldec has released a further LP in its "Vintage Series." This disk, "The Be-Bop Era," has the music of the 52nd Street All Stars, Count Basie, Dizzy Gillespie and Charlie Ventura.

Other new Teldec jazz releases are the "Blue Boche" with Sidney Bechet; the "Valentine Stomp" with Fats Waller; "Hot Jazz, Pop Jazz, Hocus and Hilarity" with Jolly Roll Morton and his Red Hot Peppers; "The Sounds of '46 with Sammy Davis Jr. and Buddy Rich; "The Jazz Piano" with Duke Ellington, Mary Lou Williams, Billy Taylor, Earl Hines, Willie (The Lion) Smith, Charles Bell and George Wein.

CATERINA VALENTI, who recently signed a two-year pact with CBS-Italiana, is flanked here by Pierre Sugar, left, member of CBS-Italiana board of directors, and Giuseppe Giannini, CBS-Italiana general manager.

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SWEDEN'S SVEN-INGVARS GARNERS 3 GOLD AWARDS

STOCKHOLM—Sven-Ingvars, the Swedish folk-rock quintet which is Scandinavia's best selling record group, will be presented with three gold disc awards.

The awards will be for two albums and a combined single-EP success. The latter is "Sag Inte Nej Sa. Kanaka," now nearing the 100,000 sales mark on the Philips label.

The group's "Froken Franke" (Philip) and "Sven-Ingvars" (low-price Sonora) have both qualified for the LP gold disc award by passing 25,000 in sales.

"Froken Franke" is one of Scandinavia's most popular tunes in recent years, and won a gold disc for Sven-Ingvars in Norway with sales of 50,000.

---

CLAN CELENTANO RECORDS
at SAN REMO with
DON BACKY
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FEBRUARY 18, 1967, BILLBOARD
Los Cuatro Voces... Los Cuatro Brilliantes (CBS) off to Venezuela, Columbia, Angélica Muñoz, Peru... A private screening and cocktail party were offered to the press last Wednesday at}
An Unqualified Success; See a Bigger 1968

MIDEM Award Presentations End Weeks of All-Star Galas

*Continued from page 81*

paid off to the extent that the trio of J. J. and Bex signed a pact for Italy, Brazil and the U.S.A. and Jennifer was signed up for Italy and South America.

The following night's gala was presented by Vergara & Concentra of Spain and Ariston of Greece and was devoted to Europe's top jazz pianists, his discovery Elia Flota, and the newest Spanish beat group Noi. Ariston were the Gypsy guitarist, Peret, Roberto Carlos, Gigolita Cinquetti, George Fame and Donovan, four of whom are the featured acts of the previous night's gala.

For the third gala, Vogue, in their 20th anniversary year, put on a prestige show with all their top French artists—Antoine, Francine Hardy, Jacques Darron, Claude Luter, Aimable, Pierre Perret, Chao, Liz Surian, Les Charlots and Gerard Calvi—plus Britain's Sandie Shaw, Austria's Udo Jannsen and America's Gary Wayne. The CBS gala was well received. The Compan- dos de la Chanson, though present, were too shabby to make any appreciable impact. And Monty Carlo, so a filmed version of his hit, "Blue Bayou," proved how deep potential the facilities to launch their own label's under Polydor's sponsorship, this move has already resulted in his company acquiring a majority interest in two recording acts, the Who, and Cream through Robert Stig- wood's label, Reaction.

Klempner's "Giovanni" Moves At Sizzling P haze for Electrola

Cologne— Otto Klempner's "Don Giovanni" got off to a sizzling start in Europe. The opera established a new all-time Polydor record. The original release—sold in November, the opera had sold 10,000 albums before the first performance, and was followed by a further 10,000 sales since, Electrola believed that although "Giovanni" had been put on official hold, it would still be available for the many potential customers of the Madame Butterfly" and "Aida," as well as for the new American recordings of "Don Giovanni." The opera will be recorded in co-operation with Supraphon of Czechoslovakia.

More French Acts Are Hopping on the Hardin Songwagon

PARIS—As the first EP from Tim Hardin was released in France on the Verve Folkways label, two more French artists were "Hopping" the Hardin Songwagon. The first is the "Hang On To a Dream" tour, and the second is the French version of Hardin's "Hang On To a Dream," available in May.

Cap to Issue Boys' Surfer

LONDON—To meet consumer demand for new Beach Boys product and complete EMG's current Polydor's group's albums. Capitol here is believed to be holding off on "Surfer" to release here for the end of the month.

This is the only unissued Beach Boys album in Britain. It was held back because ac- companying Polydor's new Beach Boys was delayed some years. With the release of Capitol's version of the group's next package, titled "Smile," Capitol executives are believed to be trying to find a ideal opportunity to fill the gap, but are also aware of the problem. Many of the tracks were in a different style to the Beach Boys' more recent record- ings.

Now Capitol is preparing a sleeve sticker with the words "Special release-early Beach Boys," which will be put on all the Beach Boys' albums. EMG will be able to complete their collections of Beach Boys albums, and the fans of the group consumers will have been fairly informed that the new release does not contain new material.

Polydor Honors Freddy Quinn, Schulz-Reichel

HAMBURG—Polydor has honored two of its top recording artists, Freddy Quinn and Fritz Schulz-Reichel.

Freddy received his tenth gold disc from Polydor in recognition of sales of over 25,000 copies for his LP, "Freddy auf halbem Wege" (half on the way), presented in West Berlin at the Theater am Zoo. Fritz Schulz-Reichel is said to be "singing the title role in the smash musical hit "Heim- weh.""

The musical opened in Berlin recently and will go on a long run in Hamburg.

Fritz Schulz-Reichel was awarded his "Gold Gramophone" for the sale of more than one million copies of his LP, "Gold Gramophone" for the sale of more than one million copies of his LP, "Gold Gramophone." The award was presented by American record company Alfred Wills of EMI, who was representing American music in Germany. The presentation took place at the annual Gramophone Award ceremony, which is given by Deutsche Grammophon Gesellschaft, Polydor's parent company, to commemorate the for- mation of outstanding and unusual recordings and for "important activity in the service of music over the entire world.

Schulz-Reichel is the first pop artist to receive the Gram-ophone Gold Gramophone."
Atlantic Teams With Stapp & Killen to Form Jab Label

The Jab Records setup also includes a publishing affiliate, Ally Music, affiliated with Broadcast Music, Inc. Its president is Jack Stapp. Killen is vice-president.

Killen has already started producing sides for release on the Jab label. The debut artists is Benny Martin. In addition, Killen has recorded five other artists, all of them well-known in the country field. Plans are to release a schedule of both singles and albums.

The principles of this latest partnership—Stapp, Killen and the Atlantic executives—have been closely associated for several years in the Dial Records operation. Dial product, including its chief star, Joe Tex, is produced by Killen and distributed by Atlantic. Dial has been an outstanding success in the rhythm and blues and pop markets.

The Jab operation is intended to parallel in the country and country-pop markets what Dial accomplishes in r&b and pop.

An 'I'll' Thing

The alliance of Nashville country music operations with New York pop music firms seems to be at "in" thing in today's record business. Dollar Records, headed by Bill Denny, president of Cedarwood Music in Nashville, is distributed by Laurie Records, headed by Bob Schwartz, in New York. Murray Singer, Laurie vice-president, said Carl Perkins' "Country Boy's Dream" is doing well and the label is coming out with an album. "It's an excellent country music line and we have a great arrangement with Denny. The Dolly line is getting great reception by radio stations and this will be a label to be reckoned with."

Another operation that appears to be moving into high gear is the deal between New York's Amy-Mala-Bell Records and two labels in Nashville—JED International Records and New World Records. JED International is headed by John Denny of Cedarwood Music and two records that have been released by Bell Records president Larry Utital featured artists Betty Rodgers and Rusty Adams. New World Records is headed by Neil Wilburn and Bell Records had released a record by Sterling Bythre on this label.

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Country Pacts

Little Darlin' Records President Aubrey Mayhew has signed singer Joanne Riley to a recording contract with the label. Mayhew has set her first session for this week... Nashville's Marie Hoerr, who signed country artist Don Troup as to a personal management contract, Hoerr also handles Vernon Glenn... And Lee Attractions has added Wilma Lee and Stany Cooper and the Clinch Mountain Boys to its talent agency roster. Agency President Reddy Lee said the group would follow its own schedule and would also work with the Hank Williams Jr. package, which features Audrey Williams, Lamar Morris and the Cheatin' Hearts.

COUNTRY CHARLIE PRIDE played his first country nightclub in Texas, and Mercury's Faron Young dropped in to lend his support, when RCA Victor recording artist opened at Sam Antonio's Country Junction Night Club. With the singer at the club are, left to right, Billy Deaton, who booked the date; Jack Johnson, Pride's manager; Young; Bob Brown, Loche Advertising Agency; Pride; Lee Harmon of the Junction club, and local air personalities Max Gardner and Andy Carr.

Nashville Scene

Imperial Records' country ad producer, Scott Turner, in town last week to record an I.P with Scotty Womack, who cut an anniversary album marking his 15th year with the West Coast company... Dallas Frazer, Capitol recording artist, also in for studio sessions. Dallas is working on r&b material which he penned for a potential single... Aubrey Mayhew contracted Jack Clement to produce Bill Dudley's single sessions for Little Darlin' Records. The indie producer will also cut Little Rich's Jervis for MGM... On the European Front, the Nashville will invade Germany for an 18-day tour, beginning June 2... The Learers, five-piece unit starring Roy Drusky, will employ Fender instruments exclusively on all p.a.'s in the future. The band will play and exhibit guitars, bass and amplifiers at all its performances... Bill Anderson's crew fighting snow and sleet on their first journey through the Northeast, still managed to set house records and draw top crowds wherever they appeared. Detroit-area fans had to combat one of the worst storms in the city's history to see the Anderson show, but as promoter Dick Blake observed, it was one of the best country music audiences he had ever seen in the state... Bob Luman, Hickory Records artist, guested on Ralph Emery's TV show last week, placing his latest single, "Hardly Any Time." The love-worshiper is getting sales action in the country markets... Columbia adds executive Bob Johnson... (Continued on page 88)
America's favorite Country Music is on RCA VICTOR

new albums for February


A great instrumental album that the boys play straight! An approach that should be warmly received by pop and country fans. "Call Me," "The Sweetest Sounds," "Satin Doll," "Cute," "Shiny Stockings," "Take the A Train." LPM/LSP-3751


忽然的治疗过程中的环绕材料如 "Downtown," "Everybody Loves Somebody," "My Heart Has a Mind of Its Own," "The Night Has A Thousand Eyes." Also "Ride, Ride, Ride," "Born a Woman," & others. LPM/LSP-3725


TWO CHARTBUSTERS FROM NEWKEYS

"DROPPING OUT OF SIGHT"

DECCA 32067

JIMMY NEWMAN

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NEW KEYS MUSIC, INC.
1531 DEMOBREUN ST.
NASHVILLE, TENN. 37203

COUNTRY MUSIC

CHET ATKINS brightens up RCA Victor's Nashville office with a marriage announcement for his secretary, Mary Lynch. At his bachelor's unasual instrument, which he calls a Ubangi Ukelele, is a Christmas gift from guitarist Harold Bradley.

Dunbar Cave Sold by Acuff

NASHVILLE — Roy Acuff, long-time star of the "Grand Ole Opry," has sold the country music resort, Dunbar Cave. The historical Montgomery County cave, Swan Lake, Swan Lake swimming pool, bath house and several tracts of surrounding wooded acreage were sold to King Associates for "well over $200,000."

Acuff, an active businessman as well as a country music performer, owns a solid share of Acuff-Rose Publishing, and owns and operates the Roy Acuff Exhibit here.

‘Hayride’ Set for Cincy Music Hall

CINCINNATI — The entire cast of WLW Television's "Midwest Hayride" will present two performances, 2 and 3 p.m., at Music Hall here Sunday, Feb. 10. The shows will not be televised.

Appearing will be "Hayride" host Dean Richards, with the Lucky Pennies, Bonnie Lou, Kenny Price, Colleen Sharp, Bobby Bobo, Charlie Gore, the Hometowners, Helen and Billy Scott, Zeke and Bill, the Three K's, the Boyer Sisters, and Estel McNew and the Midwesterners. Joining the regulars as a special guest will be Archie Campbell.

The Music Hall engagement marks the first out-of-the-studio appearance for the "Hayride" gig since the 1964 Ohio State Fair last August. Tickets for the local date are pegged at $3.50, $3, $2.50 and $2. Children 12 and under will be admitted for half price.

Nashville Scene

twice has returned to Nashville to handle producing chores previously assigned to taking Don Law, location will also cut pop artists from the label's roster in Columbia's Nashville studios, including Simon and Garfunkel and the Pozo Seco Singers. . . . Bobby Lord, star of a nationally syndicated TV show, will take his talent into the recording studio soon. Bobby signed with Decca six months ago, and has been searching for the right material with the label's country A&R chief, Owen Bradley, ever since.

COUNTRY SINGLES — 5 Years Ago
February 17, 1962
1. Walk On By, Lenny Von Doh, Mercury
2. Losing Your Love, Jim Reeves, RCA Victor
3. That's My Pa, Shaw Wilson, MGM
4. Crazy, Felty Glenn, Decca
5. Money Love, Harmony, Decca
6. A Little Bit Too, Budowska, Decca
7. Lastnose Number One, Don Gibson, RCA Victor
8. Soft Rain, Ray Price, Columbia
9. A Wound Time Can't Erase, Staxwells Jackson, Columbia
10. Big Bad John, Jimmy Dean, Columbia

COUNTRY SINGLES — 10 Years Ago
February 9, 1957
1. Singing the Blues, Marty Robbins, Columbia
2. Young Love, Sonny James, Capitol
3. Three You Go, Johnny Cash, Sun
4. I Walk the Line, Johnny Cash, Sun
5. I've Got a New Heartache/Wasted Words, Ray Price, Columbia
6. Crazy Arms, Ray Price, Columbia
7. I'm Tired/It's My Way, Webb Pierce, Decca
9. Too Much, Elvis Presley, RCA Victor
10. Love Me Tender, Elvis Presley, RCA Victor

POETRY

Expecting Twins In Two Weeks.

Ernest Tubb and Loretta Lynn team up for Decca in a novel arrangement of a new tet by Nat Stuckey, "Sweet Things" (Decca 20029). The flip side is "Beautiful Unhappy Home." They both provide a delightful showcase for the talents of Tubb and Lynn and should add another hit for each of them. One of the key ingredients in their many top recordings is Epiphone guitars—the companion of successful singers.

(Advertisement)
The Valentine Heart -- Chart Breaker

"HEART, WE DID ALL THAT WE COULD"

CAPITOL 5822

JEAN SHEPARD

WIL-HELM TALENT AGENCY / SMILEY WILSON / 801 16th AVE. SO. / NASHVILLE, TENN.
PUBLISHED BY CENTRAL SONGS
COUNTRY MUSIC

**HOT COUNTRY SINGLES**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Title</th>
<th>Artist, Label &amp; Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WHERE COULD I GO (But to her)</td>
<td>David Houston, Epic 10162 (CBS, B)</td>
</tr>
<tr>
<td>2</td>
<td>STORIES OF THE Dark もはや、</td>
<td>Steve Ferris, RCA Victor V-1542</td>
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</tbody>
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ANOTHER GREAT

#1 For The Southern Gentleman

"NEED YOU"

SONNY JAMES
Magna-Tech Develops a Unit
For Home, Car Programming

OPELKA, Ala. — Magna-Tech Corp. has developed a unique music system offering high fidelity programming for both home and auto.

Ron Matthews, electronic division manager, said the Mach II system is a combination 8-track recorder-player and record changer. Matthews claims it is "another first for the cartridge market from Magna-Tech."

The system, to be produced for original equipment manufacturers, will retail for approximately $550 less speakers.

The unit is designed for stereo or monaural sound in a compact package: 8 x 13 x 15 inches.

Matthews said the unit will permit the operator to play records or to record an 8-track cartridge tape with the unique advantage of playing the cartridge through the system in the home or car by means of the cartridge itself.

The electronics division manager also claimed the Mach II is the first cartridge 8-track recorder-player that incorporates a record changer as an integral part of the unit. Matthews said the system employs an automatic cartridge stop, a fast forward control function that commits swift program selection, illuminated time and distance indicators and external inputs providing for microphones, tape players or standard audio input. The operator can record 80 minutes of stereo sound on 150 minutes of monaural sound with the Mach II.

Fixtures Sell Tape Players

BIRMINGHAM, Ala. — The type and location of fixtures on which tape recorders are displayed have a lot to do with their sales, according to the head of the camera department at a local shoe store.

Occupying leased space in one of Alabama's oldest department stores, Krell has been a national leader in tape recorder sales for several years. He has simplified merchandising, makes no attempt to go after the "audiorama" market, and is concentrating on reliable tape recorders in the moderate price bracket. He moves about 500 tape recorders per year.

Krell's philosophy is to keep each machine out in the open where customers may "play with the controls" without aid from a salesperson. To that end he has designed fixtures which make manipulation of a recorder's controls impulsive. One such is a novel unit between two doors leading to another section of the store, through which most of the main-aisle traffic passes. The fixture has nine recorders on each side on shelving tilted forward at a 30-degree angle so that the customer can see every detail. Each machine is supplied with convenient electrical power so that each may be operated.

Krell trains every salesperson on this system. He marks each make of tape recorder and he uses elaborately detailed signs on each machine to tell the customer where the speakers are, how to operate controls, etc. It isn't unusual for a prospect to decide to buy a recorder on the strength of his own experience in trying out the machine.

Audio Devices Cap Contract

NEW YORK — Capitol Records has signed a contract with Audio Devices, Inc., for track "Audolap" stereo cartridge.

Audio Devices is the only manufacturer of both continuous loop cartridges and the special tape they require. Columbia Records recently signed a contract for a loop cartridge from Metal-Cartridg. Eq. William T. Hack, Audio Devices, president, pointed out that International Tape Cartridge, Inc., has also come in on the Audolap. ITCC is using another 8-track, but the firm has duplication rights and sales in continuous-loop cartridge to persons who own several large record companies.

Capitol Adds Four

Hollywood—Capitol has just released four new reel-to-reel stereo tapes which carry bestselling albums by Nancy Wilson, the Lettermen, Wayne Newton and David McCallum. Each tape is equivalent to two albums of music. "She Cried" and "Warm" are among the titles of the Lettermen's albums, while the Nancy Wilson tape features "Help, Hello, Young Lovers" and "Nancy — Naturally." Wayne Newton tape includes "This Is It" and "It's Only the Good Times."

David McCallum's albums are "Music: It's Happening Now!" and "Music: A Part of Me."

BASE Has Offer

WASHINGTON—BASE records now come in several formats: secured in durable, library style Perma-Store containers at no extra cost, the company announces. Introduction of the new packages will take place at the High-Fidelity Music show here Feb. 10-12.

Designed to protect reels for a lifetime, the unit features a handy swing-out compartment for quick and easy access. A sturdy, re-usable "inner circle" ensures that the tape will not stick against dust and dirt. A tape index form is included for convenient labeling.

A compact three-reel version of the Perma-Store is available for those who purchase three reels at a time.

Price Biggest '67 Issue, Says Indie Disk Dealer

CHICAGO—The new year brings with it the same old problems for independent record dealers, said Henry Etten. Vitst-Electic, Chicago. The major problem for the indie dealer, he said, is price.

"We detect the devices means of distribution in which different retailers get different prices. The big department store down the street (Goldblatt) sells singles for 66 cents; I know they must buy for 58 cents."

Vitst-Electic is well regarded among record distribution people in Chicago. Most promotion people call it "an excellent South Side sales barometer." The store has existed for 20 years.

"Yes," said Etten, "we've been in business for over 20 years but that doesn't mean we've been making money. To date the independent record dealer is deemed successful if, by the skin of his teeth, he manages to stay in business.

"Sure, the record companies say they're counting on us to provide certain sales functions, but they seem little interested in whether or not we make money while providing these functions."

Etten feels that pricing problems would be an excellent item for discussion at the special record dealer meeting planned recently during the National Association of Music Merchants convention here in June. But he doesn't see official brothel speeches and panel discussions. "Unions like to get together with record company executives for intimate talks. We're not interested in sitting and listening to a man who has come out from New York to speak his little piece and then sit down with a sly relief and say to himself, 'I'm glad that's over.'"

Etten, like other independents, is turning to what are commonly called "small goods" for added revenue. This includes guitar sales, sales manager-concerts, needles, microphones, leads, etc. And he's constantly looking for other new lines.
SIX CAR RADIOS can be heard by customers through Motorola's radio listening center. The center gives priority to the new FM stereo radio with its two side speakers which were installed especially for demonstration of that product. It has castors for easy mobility and is built with a removable panel for replacement in use of future product lines.

Audi'tape Catalog

NEW YORK—Audio Devices, Inc., has just issued its 1967 Audiotape catalog containing information on the company's full line of sound recording tapes and accessories. Five different tape formulations are outlined in the 12-page booklet. Basis, grain, and reel sizes available for each type are listed. Audiotape comes

Muntz Files Suit Vs. Tape Town

LOS ANGELES—A suit to recover $8,637.67 has been filed by Muntz Stereo-Pak against one of its franchised dealers, Tape Town in Santa Ana.

A Superior Court action charges that Tape Town bought stereo players, accessories and music from Muntz amounting to $8,637.67 and has not paid any of this sum, despite repeated requests. Plaintiff also asks for 7 per cent interest on the sum starting from December 1966. Also named as a defendant is J. R. Tenney.

TIME AND MUSIC are featured in this new clock-radio by General Electric. One of five new models, the CF260 has a wake-to-music alarm, Snooze Alarm and slumber switch. It also has an alarm clock and dial face for a suggested retail price of $44.95.

in all-purpose, triple recording, low print, low noise and lubricated formulations. A reference chart shows recording times for various tape lengths and speeds. Type and code numbers are included.

THE LOST ONES, a rock group gaining in popularity in the Butler-Pittsburgh region of western Pennsylvania, is typical of the teen groups now buying ton upon ton of amplified instruments and equipment. This group uses three Magnatone Starstrum guitars, a Magnatone Custom M-2G amp with remote, king-sized speakers, a custom bass amp, an Eddy organ and Gretsch drum set.

FEBRUARY 18, 1967, BILLBOARD

THE BLUES MAGGOS MEET DEALERS. Above they visit Pittsburgh's National Record Mart in East Hills Shopping Center. Below they greet Mark Olson, Mike Mowers and Jerry Glassman of Third Street Record Dopeage.

THE LOST ONES now buying ton upon ton of amplified instruments and equipment.
COIN MACHINE news

The Movement of Machines

By RAY BRACK and EARL PAIGE

"I woke up one morning and realized I was in the moving business," said an operator. Indeed, he is in the moving business.

An estimated 23,000 coin machines are plucked from location every day in the U. S. for cycling, servicing or other week 132,000 machines move out locally, into doorways, up the lift gates and onto trucks. This means that nearly 7 million machines are moved yearly by coin machine operators.

Most of the moving machines are games, dependent upon scientific cycling for utmost income. But the typical jukebox is one with more than 800 machines—move an average of 35 machines weekly.

The cycling patterns, based on national averages, are as follows:

**JUKEBOXES** are moved once every 17 months.
**SLOT BOWLS** are moved once every 12 months.
**SLOT BOWLS** are moved once every 3 months.
**GUN GAMES** are moved once every 5 months.
**CIGARETTE MACHINES** are moved once every 2 years.

**POOL TABLES** are moved once every 3.2 years.
**CANDY VENDERS** are moved once every 2.6 years.
**COFFEE VENDERS** are moved once every 3.1 years.
**COLD DRINK VENDERS** are moved once every 3.1 years.

Note: POOL TABLES are moved much less frequently now that techniques for on-location servicing and other improvements have been perfected. A table may be covered on location in two hours or less.

**Lift Gates**

A survey of operators conducted by Billboard in early 1967 indicates that over 50 percent of all coin machine businesses utilize lift-gate-equipped trucks for machine transportation. Most operators report that the use of the lift-gate vehicle means you need one less man on the

(Continued on page 96)

**Nebraska Operators Seek Exemption If Law Passes**

LINCOLN, Neb. — The State of Nebraska will apparently celebrate its centennial year by passing its first sales tax.

The State's coin machine operators, represented by their association, Coin Operators Industries of Nebraska, recognize that the passage of a sales tax is likely and are working concertedly for a clause exempting amusement machine grosses because of the inherent imposability of collecting the tax from the consumer. A permissive purchase of music or game enjoyment. Sales taxes, in this situation, are levied upon the consumer, COIN contends.

Institution of a sales tax was a major plank in the platform of Republican Governor Teeman, elected last November. Observers close to Nebraska's single House Legislature say that passage is relatively certain, despite the fact that Cornhusker voters vetoed a sales tax in a referendum just two years ago.

Public hearings on the issue began here last Tuesday (6). COIN was represented by its legislative committee chairman, R. E. Deitz, and H. Z. Vending Sales, Omaha.

COIN members, who represent most of the members in the State, have been meeting with their State senators to acquaint them with coin machine tax collection problems. The association has adopted a complex exemption of amusement machine gross collections from the provisions of the new law.

The association members will be brought up to date on the legislative session at a meeting April 1-2 at the Holiday Inn Motel, Grand Island.

(Continued on page 103)

**Operator Poll By Wurlitzer**

NORTH TONAWANDA, N. Y. — The Wurlitzer Co. has mailed out a fact-finding questionnaire to its members to obtain information that will be used to help convince members of Congress that the industry would suffer serious economic injury if exposed to unlimited royalty demands by performance rights societies.

The questionnaire was designed to gauge what a 15 percent royalty would mean to the industry. It is believed that, if the survey is completed and returned, the answer will be a significant contribution to the industry's success in the battle for economic survival.

(Continued on page 103)

**Trade School Amid Topics At N. C. Association Meet**

FAYETTEVILLE, N. C. — Members of the North Carolina Coin Operators Association will hear an address by a member of the State legislature, approve a new slate of officers and discuss a trade school at a meeting here Feb. 19 in Hennes Motor Lodge on Eastern Boulevard.

A Dutch-Buffet luncheon will kick off the afternoon's program at 12:30 p.m.

Sneed L. High will address the group on current legislative matters. He is well-known North Carolina attorney, was formerly Commissioner of Revenue in the State and now serves as a member of the House of Representatives.

President David C. Smith will report on the work of the nominating committee headed up by C. C. Bishop, Raleigh, and A. M. Fleishman, Fayetteville, and ask the members to approve the new line-up of officials. Current officers are Smith, president; Fleishman, first vice-president; Raymond A. Haire, Charlotte, second vice-president; J. F. Wallace, Asheville, third vice-president; Julius Nelson, Fayetteville, secretary-treasurer. Officers serve one year.

Trade School

Smith indicated that the association will discuss the possibilities of having a coin machine service's school set up in North Carolina. The discussion will apparently be drawn wide open with all aspects viewed.

The subject of servicemen training schools has been discussed at meetings of both the Virginia and South Carolina associations in recent months with much interest expressed in establishment of a school.

(Continued on page 104)
Sound never looked so good.

With movement, music, light and color the Seeburg Stereo Showcase is one of a kind. Just what any location needs to chase away the gray and make the fun shine.

It's a music vendor. Decorating a room with full-presence stereophonic sound from twin three-speaker hi-fi systems. The beautiful, simple lines of the Showcase tune in with any decor. Soft lights, glowing colors and gay silhouettes on wrap-around glass panels. Jet black, rugged, anodized aluminum speaker grill work. Panels in an exclusive teak-like finish. Every surface chosen for durability, fast cleaning, and ease of maintenance. The Showcase features intriguing movement with a revolving panel. Displays up to 15 different popular Little LP album covers to tempt patrons at every turn.

The Seeburg Stereo Showcase is a real crowd pleaser. Location customers agree that sound never looked so good. You'll agree that sound never sold so well.

Seeburg — Growth through continuous innovation
The Seeburg Sales Corporation-International Headquarters, Chicago 60622.
The Movement of Machines

Continued from page 94

route. Frequently, a single man, using a lift-gate vehicle, is capable of making a music or vending installation all by himself.

Our survey indicated that the type of lift gate found to exist with operators is hydraulic. Electric and mechanical gates are said to lack sufficient power for the larger jukeboxes and vending machines. However, combinations which utilize hydraulic force for hoisting and either electrical or mechanical means of lowering are in satisfactory use.

Some brands in national distribution that are quite popular with operators are Anthony, Marlon, Venco, Tommy Gate, Tuck-Away and Mason.

There are scores of other excellent make. And many small, local firms manufacture excellent equipment—some of it custom-made.

"I wouldn't think of operating without a lift gate," says Jerome Jacomet, Red's Novelty, West Allis, Wis. He has just purchased a pickup truck equipped with a Venco hydraulic lift gate.

But there are dissenters. For example, Bob Walker, Capital Music & Vending, Helena, Mont., says, "I have two men generally available to move equipment, and I don't need a lift gate. I use a pickup that has a side-drop ramp. I feel this is ideal."

Machine Moving Equipment

Lift Gates

EAST

Brooker Truck Equipt. Co. 4207 Memorial Dr., SE, Atlanta, Ga.

Coffey & Bruce Truck Equip. Co. 509 W. Baseline Rd., Miami, Fla.

Tom Wood Equip. Co. 1201 S. Main St., St. Louis, Mo.

NORTH CENTRAL

Chicago

Erie Vehicle Co. 114 W. 33rd St., Chicago, Ill.

Omaha, Standard 318 Q St., Omaha, Nebr.

General Body Mfg. Co. 711 Pennsylvania Ave., Kansas City, Mo.

Brookside Truck Equipment Co. 1154 E 29th St., Kansas City, Mo.

SOUTHERN CENTRAL

Dallas

General Body Mfg. Co., (Marion) 715 E.Michgan Ave., Dallas, Tex.

Hunton Chassis, Inc. 2501 Claiborne St., Dallas, Tex.


NORTH CENTRAL

South Central

Dallas


Hunton Chassis, Inc. 2501 Claiborne St., Dallas, Tex.


WEST

Denver

Dye-Maxon, Inc. 565 Adams Ave., Denver, Colo.

Decal & Truck Equip. Co. 3510 S. College Ave., Fort Worth, Tex.

N. H. Coinman Dies In Crash

MANCHESTER, N. H. — Ernest Saykay, owner of Recreation Vending Co., Inc., here, was killed in an automobile accident Feb. 1 in Milford, Saykay, 53, had owned the local firm for the past 20 years. The native of Manchester was a member of St. George Orthodox Church and active in social and fraternal organizations. He is survived by his widow, Arilda (Benevista) Saykay, his mother, two brothers, a sister and four sons.

NATIONAL SHUFFLEBOARD sales manager Mel Platt, center, and assistant Art Rose, right, address an interested Navy Pier buyer.

DENNIS RUBER of D&R Industries, Chicago, rests on a table in the new home line shown by a new division of D&R for the first time to NSGA buyers at Navy Pier, Chicago, last week.

MARVIN METRES, of Fischer Manufacturing Co., bends to make a point with an interested buyer at the recent NSGA show in Chicago. Fischer displayed three home models.
Coming MAY 6

Billboard’s 5th Annual Coin Machine Directory

Advertising Deadlines

DOMESTIC — APRIL 4th
Here's proof that your advertising gets continued exposure, week after week and month after month.
A comprehensive questionnaire was mailed to recipients of the 1966 Coin Machine Directory. Following results were tabulated.
86.7% said the directory was very useful.
86.0% said they refer to the directory at least once per month.
29.6% refer to the directory weekly.
28.5% refer to the directory two or three times per month.
28.5% refer to the directory at least once per month.
86.0% least once per month.

The most informative reference source published for the world-wide coin machine industry. The 1967 directory has been undated and expanded with extra reader features giving you a sharper picture of this vast, growing industry.

Manufacturers, distributors, suppliers and coin machine associations will all find items of pertinent business interest in this issue.

EASY TO USE...
Convenient 8½" x 11" bookshelf size. Good quality paper, offset printed, ideal for office or briefcase travel. Type size page: 7" x 10".

Some 9,000 copies of this Coin Directory will be distributed to a select audience having direct business association with the national and international industry of coin-operated equipment.

REGULAR FEATURES

Jukebox Record Popularity Poll
Coin Machine Industry Survey
Who's Who in the Coin World
U.S. Manufacturer Directory
U.S. Distributor Directory
U.S. Trade Association Directory

INTERNATIONAL MANUFACTURER DIRECTORY
INTERNATIONAL DISTRIBUTOR DIRECTORY
U.S. RECORD ONE-STOP DIRECTORY BULK VENDING
(MANUFACTURER-DISTRIBUTOR DIRECTORY, INDUSTRY SURVEY, WHO’S WHO)

EXPANDED FEATURES

Equipment Actively Traded:
Deletion of all product photos in favor of
(a) New equipment of the year.
(b) Equipment actively traded. Each model will carry a brief description.
U.S. Trade Associations: Addition of brief organizational history to trade association directory listings.

NEW FEATURES

Operator of the Year: The editors will select one businessman for this award from 25 finalists nominated by BILLBOARD’S coin machine industry readers.

Trends Section: A chronicle of events during the year that the editors believed had great bearing on the business.
Coin Machines International: BILLBOARD’S first inventory listing of foreign-made coin machines.

Place your product message where it will be seen and read. Reserve your ad space in the 1967 International Coin Machine Directory today. Contact the BILLBOARD office nearest you for ad rates and specification page.

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(213) 273-1555

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Apt. 107
Toronto 10

ENGLAND
7 Welbeck St.
London W1
486-5971

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PRICE $1.00 • MAY 6, 1967

1967 INTERNATIONAL COIN MACHINE DIRECTORY
ANNUAL COIN MACHINE SURVEY – BULK VENDING DIRECTORY – WHO’S WHO IN THE COIN MACHINE WORLD – COIN MACHINE BUTTONS’ GUIDE
Reagan Keeps Word, Calls for 8-Cent Cigaret Tax

By BRUCE WEBER

LOS ANGELES — California Gov. Ronald Reagan kept his word to the coin and vending machine industry Tuesday (31) by not bothering the former and asking for a state cigarette tax from the latter.

Governor Reagan called for higher taxes on cigarettes, tobacco products, liquor and other "luxuries" by April 1 as he submitted a $46.6 billion State budget message to the Legislature.

Finance Director Gordon P. Smith said a hike in the 3-cent-a-pack State cigarette tax to 8 cents would provide $85 million more annually for the State, plus $35 million for local governments.

Earlier, Governor Reagan promised the coin machine industry freedom from the administration taxes program. He had promised, however, a "confrontation with the vending and tobacco industries over a hike in the cigarette tax." Coin machines operators along with cigarette machine vending operators had warned Governor Reagan not to raise the tax on top of all the recent changes for coin machines and tobacco tax enacted in 1966.

Blame Brown

A Reagan aid pointed out that State tax legislation on a non-smoke tax has been introduced by Gov. Edmund G. Brown administration. The Reagan spokesman noted the coin and vending industry was affected by a Los Angeles business license tax hike of 25 cents per year last year, but expressed no thoughts on future business license increases.

Reagan plans no future hike in the business license tax, but he is still searching for ways to pull the State's budget out of the red.

Several executives in the vending industry, concerned that an additional tax would stymie business growth, vowed to send representatives to Sacramento to fight Reagan's proposal. "We have enough business problems on a national scale without getting into any dogfights with the State," a vending executive said.

Stunned

A survey taken only a day after Reagan's proposal was announced, showed vending operators were divided on the 8-cent tax proposal to react. Most refused to discuss vending machine cigarette hikes to the consumer, but hinted that if the Legislature enacted Reagan's 8-cent-a-pack tax it would be for the price of cigarettes passed by the machine consumer.

Prices in vending machines vary from a low of 33 cents in suburban areas of the State to a high of 40 cents a pack in Los Angeles. Vending operators refused to speculate on just how high the price of machine cigarettes could go, but 50 cents would not be out of line with an 8-cent-a-pack levy.

John D. Kelly, executive di-
rector of the California and Tobacco Vending Distributors, said the operators feared a "bogus inflationary economic pinch" if the Legislature passes Reagan's tax proposal.

Bootlegging

"Retailers in California will lose millions of dollars in sales if the State imposes additional taxes on tobacco products," Kelly said. "The biggest loser will be the vending machine op-
operator who has operations throughout the State.

"The tobacco industry must work hand-in-hand with the coin machine industry to service. Vending operators will face a 'bootlegging problem from neighboring States," he said.

The vending industry represents 16 percent of the total cig-
arette market.

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Vending News Digest

Speakers Named for NAMA Meets

CHICAGO—The program and speakers for seven region management conferences sponsored by the National Automatic Merchandising Association have been announced. For each event, one will open on Friday with registration at 1:30 p.m. followed by a period in which members may have conferences with Dr. Benjamin W. Gergen, NAMA Labor Relations counsel. He will deliver an opening lecture at each meeting entitled, "Benefits of Putting Your Management House in Order." Two speakers will lecture on "Building Effective Company Policies." They will be James T. McGuire, NAMA president, who delivered the Saturday luncheon address. His topic: 'You Can't Take Pot Luck With People." An hour-long workshop will follow devoted to vending supervision problems. Speakers are Earl Brooks, president of the Ohio Distributors; Charles J. F. Healey, president, Management & Business Services, Inc., Columbus, Ohio; or William Kaven, assistant professor, School of Commerce, University of Wisconsin.

A vending supervision panel will be conducted at the Saturday meetings and a hospitality reception will follow. Dates and locations of the regional conferences are:

March 4—Ambassador Hotel, Chicago.
March 10—11—Boston's Hotel, New Orleans.
March 17-18—Terrace Hilton Hotel, Cincinnati.
March 22-23—Hotel, Atlanta, Ga.
April 7—8—Charleston Inn, Charleston, S.C.
April 14-15—Sheraton Plaza Hotel, Boston.

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With every OAK VISTA Model 5c, 8c, or 10c Vending Machine, ordering ONE FREE 100,000 capsule of your choice...

FULL PRICE: $135.50

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www.americanradiohistory.com
Third Annual Bulk Vending Industry Survey, Cont.

Here is part three of Billboard's annual report on the state of the bulk vending industry.

CHICAGO—What's the bulk vending operator's biggest gripe? Commission payment practices.

Billboard's third annual survey of the bulk vending industry revealed that 72 percent of all operators are concerned about the commission upward spiral.

More than half the operators responding to last year's poll said they were uncomfortable about commission rates. (As reported last week, the average commission payment was 27 percent.) The 1965 average was just under 25 percent.

The second biggest 1966 complaint had to do with merchandise. Some 48 percent of operators polled, said they needed better, more imaginative merchandise of one kind or another.

Vandalism

The third most-frequent gripe was about vandalism, theft and slugs. Forty-five percent of all respondents had problems in this area during 1966.

Taxes and licenses plagued 36 percent of all operators during 1966, although this percentage had dropped from 50 percent in 1965. The most serious problem was city inspectors, which were mentioned by 25 percent of respondents.

Here's what several operators have to say about the commission payments:

Profit Squeeze

"Large operators are giving too large commissions." (There are operators increasing location commission rates above reasonable amounts.)

The profit squeeze is becoming unbearable. There is brought about by a large degree by operators who are afraid (or don't know how) to sell. They pay high commissions, thus increasing the cost of operation for all of us who wish to remain competitive.

And here are some merchandise comments:

"We are desperately in need of sources of new merchandise that appeals to teenagers." (There has been no greater need for new merchandise in years.)

"The quality of novelty merchandise must be improved." (The introduction of dime hat capsule items that are "hot" is far too infrequent.)

We will report on other complaints next week.

Trimount Has Menu School For Vendors

By CAMERON DEWAR

BOSTON—Nearly 150 food vending operators and commission merchants attended a menu school at the Trimount Automatic Sales Corp. plant here recently.

Trimount is distributor for the Little Industries Micro-Wave Bulk Banter

ST. LOUIS—Sam Phillips is another pioneer in bulk vending who recently decided to lose his enthusiasm. Sam and his Girl Friday, Helen Weldon, have been buying for the past few months which found the final touches being added to the remodeling of the Sam's Phillips Co. headquarters on Washington Boulevard. "We hope to hold to an open house," said Sam, "but it won't be until after the April convention in New Orleans.

Sam, who started in bulk vending in 1941, moved into a new house at 7505 Delmar just after residing in Clayton for 18 years. He's now in the University City, Mrs. Phillips says Sam, loves the new house.

Best item currently for Sam's customers in Super Balls, which are being vend at a cent.

The dean of bulk vending in the Midwest area writes to report the good news that Mrs. Thelma Chapman, wife of veteran bulk operator George Chapman, of suburban Granite City, Ill., is recovering well after recent surgery. George himself has had a rough siege since nearly losing a leg as a result of a fall some time ago in his truck, which subsequently caught fire. After George had equipped it with a hand-operated clutch.

Central Distributing Co.'s Earl Yeats is preparing for the Feb. 28 National Sales meeting at Chicago's General Hilton and in somewhat of a dilemma because the date happens to be the birthday of his lovely wife, Karren. He's planning to ferry in the entire big party with relatives in Indiana after the trip.

Other vendors visiting at Central lately for supplies and equipment include George Kirdik, Mexico, Mo.; Don and Lew Block, who operate in suburban St. Louis as well as the city itself; Joe Hoedel, St. Louis, and Lou Nett, Kennett, Mo., operator, from the Bootheel region.

When Answering Ads... Say You Saw It in Billboard

To Distributors

NEW PRINTING TECHNOLOGY

The February 16th issue of Billboard has been printed on a new electronic press using a revolutionary printing process that eliminates many of the errors that were common on previous issues. This new press has allowed us to improve the quality and accuracy of our publication. We hope you enjoy the new format and look forward to your continued support. For more information about the new press and the improvements it has brought to Billboard, please visit our website or contact our customer service department. Thank you for your understanding and patience during this transition. Sincerely, The Billboard Team.
Vending News Digest

- Continued from page 58

spent $1 million in modernization at its Fresno, Calif., Aurora, Ill., and Kansas City facilities and anticipates more plant openings and growth in Vendo International as well.

Philip Morris Revenues Up in '66

NEW YORK.—Consolidated operating revenues at Philip Morris Inc., in 1966 were up 9.6 per cent, or $571,795,000 as compared with $704,544,000 in 1965. Consolidated net earnings rose 28.9 per cent. Philip Morris Domestic manufactures Marlboro, Alpine, Parliament, Philip Morris and Benson & Hedges cigarettes.

Canteen Names New Treasurer

CHICAGO—Cornelius M. Ryan has been elected treasurer of Canteen Corp., according to president Patrick L. O’Malley. Ryan joined the company as assistant controller in 1963 and has served as assistant treasurer since 1965. Donald V. Maxfield, current financial vice-president, held the treasurer’s post until Ryan’s election.

FTC Cites Vending Firm

ST. LOUIS—Archway Industries, Inc. of suburban Richmond Heights here has been forbidden by the Federal Trade Commission from using exaggerated earnings claims and misrepresentations in the promotion of its cigarette vending machines. According to the FTC consent order, which was not an admission of a law violation, Archway had told purchasers they could expect to pay off $5,500 investments in a year or less with net profits of $800 per month.

Automatie Expansion Continues

KANSAS CITY, Mo.—Reports for the six months ended Dec. 31, 1966, show an increase of 6.2 per cent for Automatics, Inc., here, a supplier of food service in plants and through vending machines in various major markets. Sales for the period were $100,091,774 as compared with $95,726,759 for the same period in 1965. The company financed a new facility in New Orleans and completed a 30,000-square-foot consolidation of its New York-New Jersey facility last year. New expansion is planned in Dallas.

Warr Florida of Bootleg

TALLAHASSEE, Fla.—Florida State Budget Commission has recorded the conviction of Florida is a highly successful bootleggers working out of North Carolina. Beverage Department director Melklejohn said that bootleggers are finding New York less appealing and “it is believed they are now saying Florida as the next big target for organized cigarette bootlegging.” North Carolina levies no tax on cigarettes. Florida collects and an 8-cent-per-pack cigarette tax plus a penny-per-pack sales tax.

Ohio Discusses Cigarette Tax

COLUMBUS, Ohio.—A bonus to Ohio veterans of the Vietnam conflict might be paid for from bonds retired by additional tax on cig. attorney General William B. Saxbe has denied his office has considered such a proposal but he admitted that discussions have been going on. Currently, Ohio’s tax on cigarettes is 5 cents per pack.

ARA Aids Culinary School

PHILADELPHIA—Automatic Retailers of America donated a complete vending machine installation, including instruction pro-
grams, to the Culinary Institute of America at its New Haven, Conn., campus recently. The Vendo-Tria includes a microwave oven, two cold food machines and venders dispensing coffee, pastry, candy, soda and cigarettes. James F. Horton, ARA executive vice-president, was the first of seven company representatives to give instruction lectures.

Cup Disposal Unit Developed

WOLVERHAMPTON, England—Temple Instruments, Ltd., here in manufacturing receptacles for receiving cups used in vending machines. The long, square-shaped tube may be located near vending machines. It comprises used cups into neatly stacked quantities to eliminate messy collection of empty. The firm is interested in American companies manufacturing the device under license.

Brenda Lee, Ferrante & Teicher on Seeburg LP’s


Bally—Four-Player Flipper Game

New electronic features combined with the design wizardry of artist Jerry Kelly, have been incorporated into Capesville, newest four-player pinball game entry by Bally Manufacturing Co. The company’s mov-
able flipper innovation, called “Flipper Zipper," is present here, allowing players to slide the opening to the outside while still manipulating the moved-together flipper levers. Other features abound. One interest-
ing detail is the pair of kick-out holes at the top of the playfield which trap balls that can be released through the player’s skill, often result-
ing in three balls rolling about the playfield at one time. Balls remaining trapped can become free balls to the next player. Other features: a four-step free ball exit; kickback free ball gate; color-matching bonus, and color-motion in the backglass.

Rosen Label

PHILADELPHIA — David Rosen, large coin machine and record distributor here, has formed a new disk label called DRIc Music Co. Disk distribution chief Harry Rosen heads the new label. As subsidiary of Rosen’s DRIc Music Co., Rosen Label distributes about 40 lines.

PRODUCT PROIDE is exhibited by Rock-Ola’s Executive Vice-President Ed Doris as he shows off the firm’s new Cenrino jukebox to a Billboard photographer in the new Rock-Ola display salo at Chicago.

BLOOD FROM RED CROSS SAVES LIVES

FEBRUARY 18, 1967, BILLBOARD
FLIPPER REVOLUTION!
NEW STYLING WITH ‘FLIP-TRONICS’

BRILLIANT AND LIVELY, MODERN DESIGN, DATING ALL EARLIER TYPES, ENSURING GREATER EARNINGS AND, EASIER MAINTENANCE!

LOOK! THIS IS ‘FLIP-TRONIC’

Liveliness: Exciting designs of bumpers and kickers (1). Monoblok elements - high speed contacts (2-3), improved blackflash lighting (4). No more ball raising: ball-plunger automatically loaded (5). Larger playing field area

Easy maintenance: Cash box and coin rejector are independent with separate locks (6). Blackflash opens back and front, flash screen in hinged frame. Playing field pass in hinged frame and supported by movable supports enabling quick access to all mechanisms (7-8). New high speed contacts avoid adjustments (2).

This is Flipper REVOLUTION. Its means: outstanding features combining the advantages of electronics and electromechanical techniques. Its aim: highest earnings. Its result: higher profits. This is the real meaning of RALLY "FLIP-TRONICS."
Custom Truck Bodies

EAST
AA Complete Truck Body Builders
264 E. 31st St.
Binghamton, N.Y.
82-1719
Rosenman & Polish
Kenne Kline, Inc.
252-500
Baron Farms, Inc.
1021 S.W. 1st Ave.
Phila., Pa.
6-2051
Bohman & Sons, Inc.
150 Mass. Ave.
Boston, Mass.
311-2585
Century Auto Body Co., Inc.
217 E. 53rd St.
Chicago, Ill.
3-33-22
Chicago Auto Body Co., Inc.
516 N. 1st St.
Mattoon, Ill.
2-2051
Chopp & Sons, Inc.
30 W. 26th St.
New York, N.Y.
3-18-25
Climax Body Corp.
11500 S. Kedzie Ave.
Chicago, Ill.
7-36-26
Comstock Body Co., Inc.
5719 Vienna Blvd.
St. Louis, Mo.
6-2106
George Hess Co.
406-425 Trappburg St.
San Francisco, Calif.
5-1-049

SOUTHEAST
Cherry Truck Bodies
2702 W. 4th St.
Miami, Fla.
3-1-148
Delton Truck Bodies
444 N. 21st St.
长沙, Fla.
6-39-982
Fitzgibbon Body, Inc.
249 University Ave. S.W.
Minneapolis, Minn.
2-3241
Brookside Body Builders, Inc.
224 N. 2nd St.
Dubuque, Iowa
9-1-453

NORTH CENTRAL
Brite Box Corp.
250 W. 22nd St.
Chicago, Ill.
3-6-23
Ohio Standard
23051 Detroit Ave.
Cleveland, Ohio
6-3-30
Ticket Utilizers & Mfg. Co.
311 W. 1st Ave.
Cleveland, Ohio
3-1-411

SOUTH CENTRAL
Dealer Truck Equipment Co., Inc.
2640 Adams Ave.
Kansas City, Mo.
3-1-682
Anschutz Equip., Inc.
1070 2nd Ave.
Memphis, Tenn.
9-5-11
Simpson Equip.
1030 1st Ave.
Memphis, Tenn.
9-5-11
Duran, Truck Bodies
122 Jefferson Highway
5-37-475
BMK, Inc.
243 E. 15th Ave.
Memphis, Tenn.
2-32-57
Jefferson Truck Equipment Co.
2851 W. 3rd Ave.
Nashville, Tenn.
2-2-24

go to the Chicago Convention Center at the Port of Chicago, from August 26 to 28.

To all those in the trucking industry, the Chicago Convention Center is the place to be.


to the Chicago Convention Center at the Port of Chicago, from August 26 to 28.

To all those in the trucking industry, the Chicago Convention Center is the place to be.
**Coming Events**

Feb. 15—Arkansas Music Operators Association, board of directors meeting, Albert Pike Hotel, Little Rock.

Feb. 24—Western Convention & Candy Show, yearly meeting, Claridge Plaza Hotel, Los Angeles.

Mar. 4—National Automatic Merchandising Association, spring regional meeting, Ambassador Hotel, Chicago.

Mar. 7—California Vendors Council, annual meeting, Hollywood Inn Riviera Hotel, Palm Springs.

Mar. 10—National Automatic Merchandising Association, spring regional meeting, Monteleone Hotel, New Orleans.

Mar. 11—California Automatic Merchandisers Association, annual meeting, Holiday Inn Riviera Hotel, Palisades.


Mar. 21—Vendanaagamated Music Operators Association of Miami, regular meeting, site to be announced.

Mar. 23—A—National Automatic Merchandising Association, spring regional meeting, Claridge Hotel, Atlantic City.

Apr. 5-7—Coin-Operated Industries of Nebraska, regular meeting, Holiday Inn, Grand Island.

Apr. 5-8—National Vendors Association, annual convention & trade show, Monteleone Hotel, New Orleans.

Apr. 10—National Automatic Merchandising Association, spring regional meeting, Claridge Hotel, Atlantic City.

Apr. 21-22—Illinois Automatic Merchandising Council, meeting, Lake Lawn Lodge, Delavan, Wis.

Apr. 26—Minnesota Music Operators Association, regular meeting, Lewis Convention Center.

Apr. 29—Northwest Automatic Retailers Council, annual meeting, Sorrento Motor Inn, Portland, Ore.

May 5-7—Pennsylvania Automatic Merchandising Council, meeting, Runner Farm, Lancaster, Pa.

May 19-21—North Carolina Vending Association—South Carolina Automatic Merchandising Association, annual meeting, Myrtle Beach, South Carolina, site to be announced.


May 27-31—National Confectioners Association, 54th Annual Convention, Chicago.

June 18—Minnesota Automatic Merchandising Council, meeting, Hyatts Lodge, Mille Lacs Lake, Wisc.

July 29-Aug. 1—National Candy Wholesalers Association, national convention and trade show, Washington Hilton Hotel, Washington, D.C.


Sept. 22-24—National Automatic Merchandising Association, western regional meeting, site to be announced.

Oct. 19-21—Ohio Association of Tobacco Distributors, annual convention and trade show, the Neil Hotel, Columbus, Ohio.

Oct. 25-26—Music Operators of America, 17th annual convention and trade show, Pek Congress Hotel, Chicago.


Nov. 30-Dec. 2—Music Operators Associations, 44th Annual Convention, Chicago.

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**Machine Moving Equipment**

Hand Trucks & Dollies

---

**-east**

**SOUTHWEST**

**southeast**

**north central**

---

**N.H. Tax Talk**

CONCORD, N. H.—State lawmakers here are reportedly interested in levying a tax on vending machines to meet $17 million in new spending, resulting from Gov. John W. King’s budget proposal. Taxes on liquor, soft drinks, tobacco and rooms and meals are also being considered.

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Hand Trucks & Dollies

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Machne Moving Equipment
Tarpaulins & Pads

- Continued from page 103

EAST
Alexander Zeidlin
New York, N. Y.
55 East 42nd St.
AZ Canvas Products
8437-7980 (Tarps)

Baltimore Canvas Products
2851 W. Franklin Rd.
Baltimore, Md.
917-7898 (Tarps)

The Wire Corp.
Chicago, Ill. (Pads)
Through Con Distributors
Robert T. Goldberg, Inc.
2 W. 42nd St.
New York, N. Y.
867-5180 (Tarps)

Merrick Canvas Products
132 Madison Ave.
Pittsburgh, Pa.
213-1936 (Tarps)

General WipingCloth Co.
2300 Altadena
Baltimore, Md.
422-2180 (Pads)

C & S Canvas Products Corp.
4812 1st Ave.
Brooklyn, N. Y.
941-5379 (Tarps)

T. W. Hart & Co.
50 N. Penn Ave.
Erie, Pa.
6-5379 (Tarps)

Hick, Inc.
Muncie, Ind. (Pads)

Harry Miller Co., Inc.
Hackensack, N. J.
520-7900 (Tarps)

W. E. Palmer Co., Inc.
49 Long Wharf
Boston, Mass.
423-1122 (Tarps)

Revere Plastics, Inc.
16 Industrial Ave.
Little Falls, N. J.
469-9777 (Tarps)

SOUTHEAST
Peachtree Dr.
100 Badlands, S. E.
American Canvas Products Corp.
640 W. North River Dr.
Miami, Fla.
337-2400 (Tarps)

Capital Awning & Tarpaulin Co.
1401 Wells Dr.
Atlanta, Ga.
561-8483 (Tarps)

Eldo Co., of Atlanta, Inc.
270 Atlanta Heights, S. E.
Atlanta, Ga.
622-1150 (Tarps)

The Wire Corp.
Chicago, Ill. (Pads)

THE WIRE CORP.
Chicago, Ill. (Pads)
Through Con Distributors

Baltimore Canvas Corp.
2301 River Rd.

NOmTH CENTRAL
Kansas City, Mo.
HA 1-1666
The American Tarpaulin & Padding Co.
2527 S. Clerve
Cleveland, Ohio
1-3715

Altair Canvas Co.
570 W. 11th Avenue
Denver, Colo.
570-8113 (Tarps)

Dashboards
2100 Cedar Ave.
Minneapolis, Minn.
330-4117 (Tarps)

Hallogard's
332 S. Highway 100
Minnetonka, Minn.
904-1183 (Tarps)

Canvas Co.
117 S. Main
Cleveland, Ohio
1-4890

Cypress
277 Prospect.
CH 1-5133 (Tarps)

Central Canvas Co.
515 W. Lake St.
Chicago, Ill.
AS 3-3780

Zukcm, Inc.
351 Park Admire
Omaha, Neb. (Pads)
3-4976

SOUTH CENTRAL
Iowa City, Ia.
450-5644 (Pads and Tarps)

Willingham & Co.
1245 N. Clift
Cleveland, Ohio
1-9010

Southwestern Tool & Awning
206 East
Memphis
271-3339 (Pads)

Findll, Awning & Stude Co.
New Orleans
522-8777 (Tarps)

Norton, Inc.
521 South
Memphis
573-7931 (Tarps)

Central Tarpaulin Co.
316 N. 7th
Syracuse
266-4520

Robert's
518 N. Rampart
New Orleans
524-8248 (Tarps)

Le Jean, Inc.
1110 3rd St.
Baton Rouge
523-2330 (Pads)

WESt
Tallahassee's
614 N. Ladora
Tallahassee, Fla.
633-8191 (Tarps)

Fowler Canvas Co.
1401 Hillwood
Dixie Western Awning Co.
1401 Hillwood

American Canvas Products Corp.
1925 Thomas
Minneapolis, Minn.
352-9611 (Tarps)

Surplus Co.
1914 Harry Hines
Dallas
3-5399 (Tarps)

American Canvas Corp.
1130 12th St.
Denver
523-4070 (Tarps)

Gottlieb's
AKOJO 76052

Colorful DROP-CARDS in lightbox indicate when cards are scored.
8 rollers 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.

- Continued from page 94

1706 S. Lamar
Cypress, Tex.

Colorado Canvas Co.
522-2322

Midwest Canvas Co.
515 W. Lake St.
Chicago, Ill.
AS 3-3780

Zukcm, Inc.
351 Park Admire
Omaha, Neb. (Pads)
3-4976

American Canvas Co.
1130 12th St.
Denver
523-4070 (Tarps)

Surplus Co.
1914 Harry Hines
Dallas
3-5399 (Tarps)

MOA Kicks Off Drive for More 1-Stop Members
- Continued from page 94

one-stops have exhibited is a vital, ideal link to record manufacturers.
"The annual convention pro-
vides a meeting place and a forum for all segments of the in-
dustry," Tolstano said. "Our ex-
hibitors are the top record com-
panies and phonograph manu-
facturers." Most convention dele-
gates recall sessions devoted to record programming the past few years. These open dis-
cussions between panel members and operators from the floor have been scenes of heated and enlightening com-
munication.
Most operators believe that because they see only the sub-
distributor, that is, the one-stop, the one-stop is the vital link in the relationship of the record manufacturer and the one-stop. Therefore, the one-stop should be at the convention, operators say. The new MOA drive for one-stop members is aimed at filling this void. One-stop dues are $100 annually.
Discussion of a greater role for one-stops in MOA will un-
doubtedly occupy much time at the MOA annual convention in New Orleans for the 1967 Annual MOA awards program for record companies.
FEBRUARY 18, 1967, BILLBOARD
COINMEN IN THE NEWS

MILW AUKEE

The demand for good used jukboxs, gage and pool tables for recreation room use continues strong, according to Charles Smith, Milwaukee Amusement Co. Traffic in distributor showrooms fell off noticeably during the Christmas-New Year period, noted Russ Townsend, United, Inc., Waukesha distributor. Still as did, however, include these regulars: Lee Reder, L. R. Distributors, Milwaukee; Nate Robinson, Madison Coin Machine Co., Madison; Mrs. Ethelyne Radloff, Radloff Music Co., Madison, and Stan Williams, Bailey's Harbor, Wisconsin.

Karpinski, Keckie Novelties Co. reports that he sold part of his routes recently, but plans to stay on in the business. This year, Casey added, is his 26th year in the coin-machine industry. Disk distributor John O'Brien has moved his one-stop-shop operation to a new location at 5825 North 96th Street.

COLOR-SONICS GIVES YOU MORE THAN JUST A SONG AND DANCE

We jet Nancy Sinatra, Julie London, Lainie Kazan, Connie Francis and Fran Jeffries give you a big song and dance on Color-Sonics. Plus a host of other top performers that make up the selections on our 2600 audio-visual theater. And Theater is. Every performance is produced by professional film makers, top directors, cameramen and choreographers. Our library of current films is over one hundred. And more are being added every month.

But inside where it counts, Color-Sonics is a Made-in-U.S.A. instrument. That means smooth operation and reliability with off-the-shelf components for trouble-free servicing. No expensive downtime. Each selection is on a separate, continuous loop cartridge exclusive with Color-Sonics. No complex rewinding. The cartridge drops in as easily as a record. And the superb Color-Sonics projection system is produced by the Fairfield Company.

Come next spring, Color-Sonics will start delivery on the Combi-150. This combines the unique features of the 2600 Color-Sonics theater with those of a 125 selection jukebox. Because of initial limited production, the first deliveries will be to current dealers.

And here is what some of these dealers have to say—

Henry Leyser: "...Color-Sonics is starting to achieve an operating record of reliability." Associated Coin Amusement Co., Inc. Color-Sonics distributor for California

Ed Alexander: "...Color-Sonics is a quality made machine, trouble-free and reliable." Color-Sonics of Missouri

Kaghan Brothers: "...Melody music, one of our operators, reports in the past six weeks he had had one service call... with no downtime because of the automatic reject." Color-Sonics of Illinois

"Finally got a place with carpet on the floor," says John Jerome (Red) Jacomet, Red's Novelty Co., West Allis, reports continued growth for his Auto-Photo Co, distributorship. "We're locating a lot of photo machines in national discount department stores these days."...Biggest selling singles to music operators; according to Mike Gapett, buyer at Downtown Radio Decades, include these post-holiday favorites: "I'm a Believer," by the Monkees; Perry Como's "Here Comes My Baby," and "Tiny Bubbles," by Don Ho.

Benn Ollman

FEBRUARY 18, 1967, BILLBOARD
Say You Saw It in Billboard

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BIG CAP 3 1/4" ELECTRIC $295
BIG DAD 3 1/4" PAULINE $260
DUNDEE 3 1/4" PHOENIX $275
SHERA 4 1/2" $275
SHERA 2 3/8" $275
THREE IN LINE $175
THREE IN LINE, 4" $175

BING INN 4 1/2" $115
CHICAGO COIN ARCADE $215
ALL STAR 8 BALL LEAGUE $125
BIG LEAGUE BASEBALL $125
CHAMPION RIFLE SHOTS $125

SPECIAL! MIDWAY MYSTERY SCORE $275

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only Valley® has the regulation MAGNETIC CUE BALL
the ball that always measures 2 1/4", not 2 1/8", not 2 5/16" not 2 1/16"
NOW ALL 16 BALLS ARE THE SAME SIZE AND WEIGHT

Valley Magnetic Cue Ball (shown at left) is always 2 1/4". . the same size as the regulation cue ball (shown on right).

Seven (7) years of research and field testing were devoted in the development of the 2 1/4" Magnetic Cue Ball which is the same size and weight used for home and professional pools.

ADVANTAGES OF VALLEY'S MAGNETIC CUE BALL which affords New Game Interest, Attracts New Players and brings Greater Profits.

Horse and professional players can now play coin-operated pool with the larger size cue ball.
Magnetic Cue Ball will not become trapped as it separates itself from other balls.

Magnetic Cue Ball is trapped after all numbered balls are played. Regulation size and weight assures player more accuracy.

Player realizes more "edge" and "draw" on the ball.

PIN POINT ACCURACY
Magnetic Cue Ball hits ball "dead center" instead of above or below center.

Hits cushions at proper height for greater accuracy.

Table can use 2 1/4" cue ball, no adjustment or change necessary.

For information on Valley’s 2 1/4" Magnetic Cue Ball . . . the innovation that’s revolutionizing the coin-operated billiard industry, write or call.

Valley manufacturing & sales company
733 Morton Street • Bay City, Michigan • Area Code 517 882-4536

FEBRUARY 16, 1967, BILLBOARD

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WURLITZER

AMERICANA

THE WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
### Reviews

**POP SPOTLIGHT**

**THERE'S A KIND OF HUSH ALL OVER THE WORLD**

Harry Warren's "Harlem's Hopscotch" (MGM E 4328 (M), SE 4328 (S))

With their current hit single topping off this highly successful package, the hitmaker group is bound to be riding at the top of the LP chart very shortly. Previous winners "Harlem's Hopscotch" and "Blown Away" are joined here by the new number "Gay Street" and "Mother." It's a very fine album for fans of this beguiling group.

**POP SPOTLIGHT**

**SAVIN' SOMETHIN'**

Righteous Brothers, Warner V 5010 (M), V-5010 (S)

This soul brother have a hot commercial offering that gives their talents a perfect platform. Four of their current singles "A Love Come Down," "I Walk On People," "I Just Came Home From The City," and "You're The One That Loves Me" give a real representation of what they have to offer. Righteous are in the top spot tonight and their hit record, "Know You Better Than That," is their most recent release.

**POP SPOTLIGHT**

**SOLID GOLDMORE—SOLLY GOLDMORE'S GREATEST HITS**

United Artists UAL 3561 (M), UAS 3561 (S)

Hot package filled with the very best of the hitmaker's hits. A fine bit for the top of the chart. Included are "The Old Country Church," "I Wonder If There's A God," "I Love Your Name," and "Blue Angel." Holloway has given a real representation of his talents in this collection. Solid gold more is the name of the game.

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### Country Spotlight

**THE GAME OF TRIANGLES**

Toby Boren, Nortis Jones, Lee Anderson, RCA Victor OPN 3764 (M), OPN 3764 (S)

With a capful of talent like this, the album can't miss. Individually and together, the five voices are truly remarkable. "The Game Of Triangles," "Don't Lie To Me," "Let That Bunch Of Bears Run," and "Wife Of The Party," among others, are sure to please.

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**CONTRIBUTIONS**

**WHERE'S YA STAY LAST NIGHT**

Webb Pierce, Decca DL 4844 (M), DL 74844 (S)

A program of excellent country tunes given the Pierce treatment is bound to be a hit with country lovers. The album is dedicated to "The Wife Of Life and Home," and Webb's "Good Golly Miss Molly" among others, are sure singles hits. Look off the album into immediate sales.

---

**CLASSICAL SPOTLIGHT**

**MOZART PIANO CONCERTOS, VOL. III**

Lili Kraus, Vienna Festival Orch. (Schenk) Epic 6081 (S), BCC 141 (S)

At last comes Vol. III of this distinguished series of the world's foremost interpreter. The works, with their new and improved arrangements, are in the same manner. Kraus has a technique of his own and a touch of his own. Another welcome and artistically magnificent addition.

---

**CLASSICAL SPOTLIGHT**

**MAILER: DAS LIEF VON DER ERDE**

Chordalisten, Lieus, Philadel-phia Orch. (Ormond) Columbia ML 3234 (M), ML 3234 (S)

Another fine addition to the "Das Lieb" series. Mailer's "Lied von der Erde," "The Lieb," and "Das Lied von der Erde" are all familiar. The performer's interpretation is a welcome one and the recording a first-class one.

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**INTERNATIONAL SPOTLIGHT**

**EL BILIOLO**

Tito & La Sancha, Columbia EX 1514 (M), EX 1514 (S)

Tito and his band are doing their world hit after world hit with the best of them all. This LP features the Spanish versions of "Black Orpheus," "Guajira," and "Ave Maria." Their music is in the top spot tonight and their hit record "Guajira" is their most recent release.