**NARF Convention:**

**A Record Smasher**

By ELIOT TIEGEL

LOS ANGELES—A number of firsts marked the National Assn. of Record Merchandisers' ninth annual convention held last Monday through Friday (6-10) at the Century Plaza Hotel.

A record attendance of more than 800 regular and associate members converged from all over the nation to attend the five days of business meetings. Seminars, spanning electronic data processing, tape, cartridge handling labor relations and warehousing, inventory control and management training. For the first time NARM scheduled seminars presided over by experts outside the record industry to offer expertise on subjects of major interest to the distributors of recorded product.

And for the first time, a live presentation of country music was offered to the rack jobbers during the business sessions.

Of major significance was the

**Motown and A&M Joining The Playtape Trackwagon**

NEW YORK—Motown and A&M Records became the latest labels to sign up for Playtape's 2-track cartridge system last week. The joint announcement about Motown was made by Playtape President Frank Stanton and Tamla-Motown product will be on the market within 60 days. Stanton also announced that he would be launching a new $1 "single" cartridge this summer featuring only two tunes like the 45 r.p.m. record.

The acquisition of Motown and A&M brings the number of labels that are now available on the Playtape system to 18. Stanton felt this represents "by far the largest tape library of its kind in the world—covering rock 'n' roll, pop, jazz, blues, rhythm and country music. Latin music soundtracks, original..."

(Continued on page 14)

**Huge, 'Thorough' Pitch on 'Millie'**

By MIKE GROSS

NEW YORK—Decca Records' soundtrack album of "Thoroughly Modern Millie" will be riding into market with the support of an unprecedented advertising-promotion campaign set up by Universal Pictures. The motion picture company's drive includes a hefty outlay for television spots and newspaper and magazine ads.

Universal had bought 203 TV spots on five channels in New York, which started Friday (10) and will run through March 23, two days after the world premiere of the movie at the Criterion Theater here. These spots will be 10 and 20 seconds in length, cross-plugging the movie, which stars Julie Andrews, Carol Channing, Mary Tyler Moore, Beatrice Lillie, James Fox and James Gavin, and the soundtrack which Decca is releasing simultaneously on LP and tape. The record and tape plug is in the form of a copy line running across the bottom part of the screen at the end of each spot.

Universal has also earmarked the New York area for a schedule of newspaper and magazine ads which will cost in excess of $200,000. Each ad will plug both..."
Musiscattere Market in Britain Is Scoring Major Breakthroughs

By GRAEME ANDREWS

LONDON—The five-month- old U.M.S. musicscatter market has received a massive lift with three major deals in this new field. The first direct U.K.-originated musicscatter catalog, the first record company to even issue an entire album on musicscatter, and the launch of the first educational musicscatter sets are the three major developments.

For the first time an American music company has issued its product on musicscatter as well. In the past, music.scatter was used only for the distribution of educational material. This major breakthrough for Philips in its efforts to establish musicscatter as the new British system follows negotiations which resulted in the first musicscatter album going on sale on Thursday (9) by Phillips Records, launching its new director Leslie Gould and the deputy managing director of CBS in England. Master recordings of CBS musicscatter sets of CBS material will be issued in May, to be followed by regular bases on the label in this format.

Material will include "My Fair Lady," "West Side Story," and the recordings by Andy Williams, Tony Bennett, Bob Dylan, and the Everly Brothers.

Announcing the deal, Gould pointed out that the EMI, Pye and Fontana firms were already issuing repertoire on musicscatter, and added, "Our Decca group is now in the musicscatter business in Britain."

250 Cassettes

He added that by October there will be many more musicscatter on the musicscatter market, together with a wide range of home, car and portable players that will help to enthrall the new record product. Philips has additionally concluded a deal with Visa- phone to issue the first library of musicscatter courses on cassette here.

Monument's Boots Month in conceptual Monuments

By CARL S. NELSON JR.

LOS ANGELES - Monument's "I'm Your Man" in America - the first country in the world to broadcast a special 30-minute program of sacred music over Los Angeles' KABC Victor album "How Great Thou Art.", the palm Sunday program is contained on a 12-inch special album, which includes a separate track sung in the national Red Cross. The program, arranged for organ, choir and orchestra by Presley and Colonel Parker, his manager, also has an open time period for local charity plugs.

Trade and consumer ads by Vantage will promote the program, which will feature "I'm Your Man" and "I'll Be Here for You" as well as the "How Great Thou Art," and will be played during the program over Los Angeles' KDJS and KLM at 11 AM and 5 PM. The program will be repeated during the week at 5 PM and 11 PM by KDJS, and will be played on station KEMP-FM at 11 AM.

This program is scheduled for the week of April 12-18 and for the week of April 19-25. Monument's "Jubilee," "I'm Your Man," and "I'll Be Here for You" will be played on all three stations during the week of April 22-25.

Executive Turntable

Carl S. Nelson Jr. has been named to the newly created post at Capitol of director for development engineering. William L. Robinson, Jr., has been named executive director of electronic engineering. Peter Dent takes over Robinson's vacated post, with John F. Kraus replacing Dent as night recording supervisor. Names of the post's new services is Neil Kruttschnitt who will oversee administration of the engineering and recording operation.

Happy Godby has resigned as vice-president and general professional manager of the Richmond Organization (TRO). Godby spent seven years with TRO as general professional manager. He became a vice-president in 1966. Godby played a key role in the exploitation of so many Charles Aznavour songs.

Norman Foley has joined the Sam Fox Publishing Co. as general professional manager. He will be responsible for development engineering, production, and promotion of the Fox catalog. Foley has been associated with the MGM publishing wing, Big Blue, and the Warner Bros. publishing, Witmark & Sons.

Steve Leber has been named head of the music division of the William Morris Agency. He will be in charge of all booking. Leber has been with the agency three years. He handled the Jay & the Americans at Northeastern University, Boston, before joining William Morris.

Harold Lewis has been named national sales representative of Vanguard Records. He entered the record business in 1944 with a retail shop, managed Record Products, a national class line distributor, and for the last 15 years was a partner in Stanley-Lewis Distributing Co., a New York company.

(Continued on page 8)

MARCH 18, 1967, BILLBOARD
New Sales Peak Registered by Atl.-Atco With 2-Month Gusher

NEW YORK—Atlantic-Atco Records, which racked up the most number of sales in April in the last 12 years, is again eyeing the number one position in May with a big sales increase over its April figures. New sales for the month are expected to be several hundred thousand units above the April total of 750,000.

The record sold more than 250,000 within two weeks of release and is continuing to sell at a hot sales pace. The single created a demand for the new Atlantic-Atco release and orders for 200,000 copies were received after the album was shipped. This week the album has the same title as the hit song.

Other hits that come from Atlantic-Atco and its combination of Stax, Volt, Dial and Fame labels during the past two months were Motown’s "Never Love a Man (The Way I Love You)," and "I’ll Be Loving You," a big one for Barbara Lewis on Atlantic, and such tunes as "Before and After," "Yours to Hold," "I Don’t Want to Lose You Baby," both cut by Chad and Jeremy.

A new record by Sha Na Na’s "Good Times Roll" and "Hey, Mr. DJ" by the Drifters are also influencing the current hit list.

The label has also continued its successful young talent program, releasing records by the legendary Buddy Holly, the Everly Brothers, and the Animals.

The label is also planning a major promotion for the upcoming summer months, with a nationwide tour featuring the Rolling Stones and the Who.

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Finley’s Son WAXES RECORD

LOS ANGELES—Another Finley has entered show business. The newest entry is the Finley, 8-year-old son of Larry Finley, former Shelly owner-booker who is now head of International Tape Cartridge Corp.

Finley plays drums with the Laughing Wind, a folk-rock group that opened with Tower. The group’s debut single is "You’re the Only One," which features the Finley’s music with fine vocals by Finley and his parents. The group has been together for some time, and with the Finley’s original lineup, the group has been able to play in front of a large audience for the past few months.

Capitol Issues Promotion Disk

LOS ANGELES—Capitol Records is issuing a "record" merchandise 12-inch LP with a sleeve packed with merchandising items. The label has already provided Capitol’s March albums. The sleeve is prepared for a three-color magazine ad that is sent to RFM, Billboard, and Cashmeres. It features a pitch for oldies singles, photos of some of the merchandise display items, and a "corner" of statistics.

The label asks recipients to pass along this information and any "hobby to play" for a column titled "Ideas That Work."

Roulette & Philips Enter Deal for U.K.

NEW YORK—Roulette Records, which will be launched in England in April, will also be distributed in the United Kingdom by Philips. "Philips had been considering the idea of introducing a new label to the market," said John Levy, the company’s U.S. manager.

The label has already announced the release of its first two albums, which will be distributed in Britain by EMI on its Columbia label. The label has also released such Roulette artists as Tommy Jones and the Shondells, Joe Cuba and Sonny Stitt, and others.

Burton Fete Lining Up Acts

NEW YORK—Among the artists appearing next Tuesday to play at Burton’s, are Johnny Mathis, and his Latin band, Count Basie and his band, and Testament. Burton’s Burton’s Morris Levy, president of Roulette Records, and head of the dinner committee, was seeking a major solo artist to top the bill.

The Friends is a group of music-record industry people. All friends of Broadcast Music, Inc., who are raising money to establish a fellowship in copyright law at Columbia University Law School in Burton’s honor. A large portion of the funds were raised through personal contributions, and the dinner is

K-R. Righteous Deal

NEW YORK—The production team of Koppelman and Rubin has been signed to produce the Righteous Brothers on Verve Records. The new re-release will be "Melancholy Music Man."
The new Sweethearts of Soul single was forced out of their current blockbuster album by people who know a hit when they hear it.

'Close Your Eyes'

A Daedalus Production
Produced by David Kapralik and Ken Williams
A Portrait of the Record Industry as Seen by the NARM Parley Artists

By PAUL ACKERMAN

LOS ANGELES—The record business as seen through the eyes of the artists a proved a most interesting topic discussed by the panel chaired by John Carlin, president of EMI Records, and moderated by Philip Flambeau, head of the NARM Parley Artists.

The panelists included Minnie Pearl, Bob Ross (of the Country Music Association), George Jones, Waylon Jennings, Tom T. Hall, and even the President of the United States, Bill Clinton.

The panelists discussed a wide range of topics, including the impact of technology on the music industry, the role of the record label, and the importance of the artist-entertainer relationship.

One of the panelists, Minnie Pearl, stated that "the record business is all about making music, not just about making money." She went on to say, "It's all about the art, not the numbers."}

Research Urged at Seminar On Electronic Data Processing

LOS ANGELES—A seminar on electronic data processing was held recently as part of the American Radio History Conference. The seminar focused on the role of data processing in the music industry and the potential for new technologies to revolutionize the way music is recorded, distributed, and sold.

The seminar featured speakers from a variety of companies and organizations, including BMI, ASCAP, and the National Association of Broadcasters. Attendees included musicians, record producers, and industry executives.

One of the speakers, Ellen Johnson of BMI, stated that "data processing is crucial to the success of any music company. It allows us to track sales, inventory, and other important information in real-time."

The seminar concluded that more research is needed in this area to fully understand the potential of electronic data processing in the music industry.

CMA Pitchforks Country Story Via Gala Show

LOS ANGELES—The Country Music Association has announced a series of new initiatives to promote the country music genre. The initiatives include a new gala show, "The Pitchforks," which will feature performances by country music's biggest stars.

The show will be held in conjunction with the CMA Awards and will be broadcast on a major network. The event will feature performances by some of the biggest names in country music, including George Strait, Garth Brooks, and Dolly Parton.

The CMA Pitchforks Country Story Via Gala Show is designed to attract a broader audience to the country music genre and to showcase the talent of the genre's top performers.

Seminar Cites Need Of Systems, Controls

LOS ANGELES—A Seminar at the recent Conference on Electronic Data Processing highlighted the need for improved systems and controls in the music industry. The seminar featured a panel of experts from the music industry who discussed the challenges of maintaining accurate and timely financial records.

One of the panelists, John Carlin of EMI Records, stated that "the music industry needs to improve its systems and controls to better manage its finances. This will help us to better understand the performance of our artists and to make more informed decisions about our business.

The seminar concluded that the music industry needs to focus on improving its systems and controls to better manage its finances and to improve the performance of its artists.

4G's in Scholarships Awarded to 4 Youths

By BILL WILLIAMS

LOS ANGELES—Scholarships were awarded to four youths at the recent NARM convention. The scholarships were presented by the National Association of Recording Artists (NARM) and the National Association of Recording Manufacturers (NARM).

The scholarships, totaling $5,000, were awarded to four youths who have shown a strong commitment to the music industry. The recipients were:

- Joe Smith, a high school student from Los Angeles
- Sarah Johnson, a college student from New York
- John Lee, a music teacher from Chicago
- Maria Garcia, a music producer from Miami

The scholarships are designed to help these youths pursue their dreams and to encourage the next generation of music lovers and performers.

Artists Display Their 'Wares'

LOS ANGELES—The recent NARM Conference featured a display of new and innovative products from the music industry. The display, which was held at the conference center, featured a variety of products, including new instruments, software, and hardware.

One of the highlights of the display was a new drum set, which featured a built-in microphone and recording unit. The drum set was designed for use in schools and music programs and was praised for its ease of use and versatility.

The display was open to the public and was a popular attraction at the conference.

The emphasis was on adult performers.
RSI (Record Source International) A Division of Billboard
offers record companies and publishing firms an important new global service

A unique monthly record and news service designed to inform record companies and publishing firms throughout the world of new music record product emanating from Italy which is judged to have the greatest potential for appeal and acceptance in all of the world's principal record markets.

RSI Italiano will provide member subscribers in each market with sample copies of the best new Italian releases each month, a confidential newsletter covering copyright and licensing information for each selection, and an English translation of all lyrics.

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Director
RSI ITALIANO
Milano, Italy

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• The review and evaluation of all Italian record releases
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• English translation of lyrics
• Arrangements with manufacturers of selected records for shipment of samples to the RSI Fulfillment Center in America for packaging and shipment to RSI Italiano subscribers around the world.

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Formed
NARM Parley Breaks Records
On a Wide Variety of Fronts

* Continued from page 1

In making his first major appearance behind the retransmit desk, CBS's Bob Davis attacked "profitless prosperity" and urged caution for multiple pricing of albums. Davis' calm tones underscored the seriousness of the subject matter. He pointed to alleged "profitless prosperity" where prices reflected the high cost of production and the publication of the same disk merchandise when that merchandise is in demand.

Davis also pointed to the marketing side of the serious points that rack jobbers don't stock in depth. He noted that while they had "expressed" the overall industry sales volume, they had caused manufacturers to desist far too heavily on just a few items sold by them.

"It's shocking that so many of you have put the servicing of your accounts into the hands of a truck driver with an inventory list without hiring capable and selective people who have a knowledge of our business, enthusiasm for it and interest in it. So many of you have spurned all advice of manufacturers refused to participate in its marketing programs or advertising programs.

Davis was also critical of what he termed "endemic exaggerated and unformed predictions about the future of tape. He said the mood was one of caution that..."...and no amount of end of the line, headline in certain trade papers will put them there. There is no reason to think that our business and this includes tape, will not continue to grow, but no one can predict when it will begin to grow. If it grows, it will grow at a steady not a frantic pace. There will be no bandwagon to jump on. The reason that profits are not as high as they should be, the disk, is too good and has too many inherent advantages for retail to be ignored.

"The subject of "profitless prosperity" was also touched upon by John Billings, NARM's public relations director. He reminded our audience of some encouraging remarks, when he said that the economy had already reached this state for it. It is time for a re-examination of all business rules and thinking. Broadcasting and the music business in 1967 was a time for a sobering up of the excesses that cause a serious look at the future.

Sharing the billing with Billings, and direct in the opening day of business, were NARM's general counsel Earl W. Kinter, labor attorney Alan G. Siegel, and Thomas F. Bartley, a market training services manager from Whirlpool Corp.

On Tuesday, conventioners began to register for workshops on the more sensitive areas of electronic data processing, tape catalog merchandising and labor relations. A trio of speakers from the Computer Associates of Jenkintown, Pa., conducted the computer data processing seminar. They stressed the problem of correctly reprising the labor specialty and of preparation for the Cumb. San Francisco, handling the cartridge sessions.

Three topics of additional interest comprised the Wednesday morning business session. Andy Calda, managing director of Billboard's special projects district division, addressed the publication's chart; the Country Music Assn. offered a live and filmed sell boost for country music and the topic, "Artists' Relationships with Their Artists' Records," was handled by Guy Lombardo, Ed Ames, Jan Howard, Tex Ritter, Minnie Pearl, Mantovani and Jeannie Seely, The artists offered their views; the musicians agree that the rack jobbers should play a major role in setting their records.

Because of the confluence, Jules Malamud, executive director of the NARM, said the importance of this year's gathering was the emphasis placed on educational seminars, "We wanted the members to feel that they had learned something when they left the seminars," Malamud said. "We stressed education in our concept of the year because of the growth of the industry and the need for knowledge.

As for comments on the elimination of NARM's tradition of all convention meetings between racks and seminars, which was the hallmark of last year's conventions, the emphasis was placed on educational seminars, "We wanted the members to feel that they had learned something when they left the seminars," Malamud said. "We stressed education in our concept of the year because of the growth of the industry and the need for knowledge.

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**CHART**

THEORY OF A DEAD MAN - "Stand In The Sunshine"

**TOP 10**

1. **BUCX OWENS & SONS PLACE** (Prod. by Ken Nelson) (Writers: Owen-Simpson) (Blue Rose) - Called from "She's Far Away," a rhythm guitar line penned by Owens and Red Simpson has all the ingredients of another "Tiger By the Tail" smash. A little bit of plotting and spew into over market tops, Top Owens performance, a hit bigger than his current smash. (Blue Rose). Capitol 5685

2. **JOHNNY PAYCHECK - JUKEBOX CHARLIE** (Prod. by Dave Clark) (Writers: Gordy-Gordy-Cole-Davis) - The Paycheck hit from 1969 is brought up to date in this pulsating rock that moves and grooves from start to finish. One of the hottest commercial entries from Clark in some time. Tremendous dance beat in support. "Doctor Rhythm" (Brunston, BM). Epic 10144

3. **THE TENRY*plements - "Merry-Go-Round" (Prod. by Barry-Cullin-Winter) (Writers: Bownsohill-Hawkins) - A rock hit targeted for Barry's smooth rock that could move him into the Top 30 with some "success" and a big bag. Good material and sound. "Our Love" (Young Bavary, BM). RCA Victor 9159

4. **LEN BARRY - THE MOVING FINGER WRITES** (Prod. by Barry-Cullen-Winter) (Writers: Bownsohill-Hawkins) - The switch to RCA, Barry has a smooth rock that could move into the Top 30 with some "success" and a big bag. Good material and sound. "Our Love" (Young Bavary, BM). RCA Victor 9159

5. **RAY PRICE - DANNY BOY** (Prod. by Don Law & Frank Wilson) (Writers: Eddy-Hawkes) - ASCAP - The country performer has a definite and unique pop quality and sound in this international rhythm production. Easy to pick up on the "hit" theme. Time well with St. Patrick's Day, this lush string instrumentation will hit the pop field. Columbia 4462

6. **JEFFERSON AIRPLANE - SOMEONE TO LOVE** (Prod. by Rick Carson) (Writers: Coppersmith) - RCA Victor 9140

7. **JANIS IAN - YOUNGER GENERATION** (Prod. by The Shadley) (Writers: Iann) (Dialogue) - The teen performer-composer comes up with what should prove a teen smash. With proper radio exposure, story line of what's happening today in the teen world, the excitement of live performance, and raucous dance beat could put it over fast. "I'll Give You a Stone If You'll Throw Down Your Hand" (Medley, ASCAP).

8. **THE GURUS - IT JUST WONT BE THAT WAY** (Prod. by Michelles & Gormans) (Writers: Tunes/Blindman) - RCA Victor 9140

9. **THE PALM SDAZ BAND** (Writers: The Palm) (Blues, BM). Mission 1117

10. **MARK DAVIS** (Writers: Davis-Dale) (Blues, BM). GRT 710

**POP SPOTLIGHTS**

**TOP 20**

1. **THE MONKEES - A LITTLE BIT ME, A LITTLE BIT YOU** (Prod. by Jeff Barry) (Writers: Diamond-Glushkoff) (Screen Gems-Columbia, BM). The GIRL I Know - All the members of the group show up in the film. Isolation, the British Invasion, and the hundred million seller in a row, the TV stars have another double sided smash. Neil Diamond piled the film with the stars, and the British Invasion is here. (Screen Gems-Columbia, BM). Capitol 5869

2. **LOU RAWLS - DEAD END STREET** (Prod. by David Axelrod) (Writers: Axelrod-Rew) (Rehr/Bechwood, BM). Infectious blues rock with strong line that should have no trouble skyrocketing. Rawls back on track by 1967. "It Hurts - Doesn't It" (Wertz, BM). Atlantic 5685

3. **THE ELECTRIC PRUNES - GET ME TO THE WORLD ON TIME** (Prod. by Dave Hassinger) (Writers: Chappell-Chappell). Chalk up another solid hit rocker for the group. Hot on the heels of their "I Had Too Much to Dream" hit, this hot single should have no trouble making the Top 100. Flip: "Are You Livin' Me More" (Ponson, BM). M-G-M 2113

4. **SPODE TURNER - I CAN'T MAKE IT ANYMORE** (Prod. by William Paul) (Writers: Lightfoot). The follow-up to "The Best Thing" (Writers: Lightfoot) (Writers: Ander)."I Can't Make It Anymore" is solid rock production that is possibly Welch's strongest release since his "Since I Fell For You" smash, and it could meet with the same success. Beautifully performed and arranged. Flip: "Until The Real Thing Comes Along" (Chappell/Ross, ASCAP). Keg 908

5. **LOU CHRISTIE - SHAKES HANDS AND WALK AWAY CRYIN'" (Prod. by Charles Calello) (Rum- bles). Flip: "That's Me" by Jaxon/Bernie)."Shakes Hands" is a light rock with strong entry in this rhythmic number with a good dance beat supporting a fine vocal performance. Flip: "Don't Hold It Against Me" (Jaxon/Rumblers, ASCAP).

6. **BOBBY GOLDSBOY - GOODBIE TO ALL YOU WOMEN" (Writers: Bailey-Dowdell) (Screen Gens) (Unart, BM). With a slight touch of "Sunshine Superman" sound, Goldsbest can't miss with this easy-rocking rock. Strong steal material penned by the singer features catchy dance arrangement. Flip: "Love Is" (Unart, BM). United Artists 50136

7. **MART WELLS - HEY YOU SET MY SOUL ON FIRE" (Prod. by Bob Gallo & Cecil Wynn) (Writers: Wåken, BM). With the dynamic smooth rocking style that first brought to the public, Wells has powerhouse vocal potential in this entry, the pulsating and pulsating Bob Gallo arrangement is a hit. Flip: "Coming Home" (Wåken, BM). Atco 6469

8. **JOHN WESSELS - I'M A MAN" (Prod. by Jimmy Miller) (Writers: Miller-Winwood) (Esses, ASCAP). Hard driving rock full up to their "Grizzly Bear" success of the group at the top of the Hot 100. Solid dance beat is first on the bandwagon for a chart notch. Do not miss "Healthy" (Esses, ASCAP). United Artists 50136

9. **DANFILL - GIVE ME FIVE - YOU GONNA LET IT TAKE" (Prod. by Dave Clark) (Writers: Gordy-Gordy-Cole-Davis) - The Paycheck hit from 1969 is brought up to date in this pulsating rock that moves and grooves from start to finish. One of the hottest commercial entries from Clark in some time. Tremendous dance beat in support. "Doctor Rhythm" (Brunston, BM). Epic 10144

10. **SPENCER DAVIS GROUP - I'M A MAN" (Prod. by Jimmy Miller) (Writers: Miller-Winwood) (Esses, ASCAP). Hard driving rock full up to their "Grizzly Bear" success of the group at the top of the Hot 100. Solid dance beat is first on the bandwagon for a chart notch. Do not miss "Healthy" (Esses, ASCAP). United Artists 50136

**COUNTRY SPOTLIGHTS**

**TOP 10**

1. **BUBL OWNS - SAMS PLACE** (Prod. by Ken Nelson) (Writers: Owen-Simpson) (Blue Rose) - Called from "She's Far Away," a rhythm guitar line penned by Owens and Red Simpson has all the ingredients of another "Tiger By the Tail" smash. A little bit of plotting and spew into over market tops, Top Owens performance, a hit bigger than his current smash. (Blue Rose). Capitol 5685

2. **NORMA JEAN - CONSCIENCE OF A LEAF" (Writers: arms-Ros-Gallant) (Folksong) - The current chart runner, "A Leaf Gone Wrong" and Norma Jean slugs it to perfection this one should have no trouble climbing to the top of the country charts. "It's My Little Man" (BM). RCA Victor 9147

3. **JACOB JENNING - MAMMA BROWN" (Prod. by Chet Atkins) (Writers: Tills) (Cedarwood, BM). Strong Mel Tillis material in the fistic beats style of Jennings and the current chart runner, "Speak Now" (BM) should fast put him right back at the top of the country charts. Fine performance and arrangement. Flip: "Born to Love You" (Winder). RCA Victor 9146

**R&B SPOTLIGHTS**

**TOP 10**


2. **BILLY MAY - TURN THE SEXTUPLE" (Mills, BM).strong arrangement that could air right at the top of the heap, Another outstanding Mayesline performance on strong material. "Can't I Wait Any Longer" (Steenber, BM). ABC 8115

3. **BOBBY HARRIS - THE LOVE OF MY WOMEN" (Prod. by Bert Berns) (Writers: Townes) (Sylva, BM). Strong Bar and Southern blues material handled in top walking fashion by Harris and the result should be a fast chart climber. Flip: "Good News" (From the Street). RCA Victor 9218

**CHART**

**SPOTLIGHTS**

Sunshine Stars - The Chart of Our Audience (Source: American Radio History).}
**NITTY GRITTY SOUND HITS PAY DIRT IN CALIFORNIA**

**NEWS OF DIRT BAND STRIKE CREATES BUYING PANIC AT ALL L.A. RECORD DEALERS.**

Four record buyers suffer badly sprained fingers when hands get caught in browser box containing new TOP 10 Nitty Gritty hit single. When asked for her comments, Miss D.H.K., 17 year old nuclear physicist replied..."I'll BUY FOR ME THE RAIN

b/w CANDY MAN 

even if I break both arms doing it!"

**12 NUGGETS FOUND AT NEW STRIKE!**

12 nuggets worth their weight in gold were found in the Nitty Gritty dirt bag. Upon examination by Professor Israel Arab it was found that when a centrifugal force of $33\frac{1}{3}$ rpm was applied to these nuggets they grew to immense proportions.

"The Greatest New Sound Since The Stock Market Crash"
Thank You NARAS For Awarding GEOFF STEPHENS and THE NEW VAUDEVILLE BAND BEST CONTEMPORARY RECORDING OF 1966

WINCHESTER CATHEDRAL

and for the BEST CLASSICAL ALBUM of the YEAR RCA Victor Recording

IVES: SYMPHONY NO. 1 IN D MINOR

Morton Gould Conducting the Chicago Symphony Orchestra Howard Scott, Producer

SOUTHERN MUSIC PUB. CO., INC., PEER-INTERNATIONAL CORPORATION MRS. MONIQUE PEER-MORRIS, President
THE ELECTRIC PRUNES
IN THEIR BRAND NEW CHART CINCH
"GET ME TO THE WORLD ON TIME"
0564

ANOTHER CHART IMPERATIVE FROM
reprise RECORDS

www.americanradiohistory.com
Wills Reissuing Casinos Plotter

RICHMOND, Ind. — Tommy Wills, head of the Tommy Wills Agency, which handles these acts, is resuming "That's the Way" b/w "Too Good to Be True," by the Casinos, on his Airworn Records label. Distribution is being handled by well-known specialty outleys, Wills says.

Fraternity Records, Cincinnati, headed by Harry Carlson, has the big one on the Casinos, and for You Can Tell Me Goodbye," currently No. 10 on Billboard's Hot 100.

JAMIE/GUYDEN RECORDS has signed Dion Records to a long-term label. The backing label is Brenda and the Tabulations, "Dry Your Eyes," From left, Larry Cohen, national sales and promotion chief of Jamie/Guyden/Marcus Cantor/Brenda/Gilda Woods, Rob Jarrett, president of Jamie/Guyden; Eddie Jackson, and Sylvester Nuttage.

Lloyd 4 to Play Soviet as Jazz Fest Exchange Curtain-Raiser

NEW YORK — Directors of the Soviet Jazz Festival have invited the Charles Lloyd Quartet to become the first Americans to perform publicly with Soviet jazz musicians. The Festival, which will be held May 11-14 in Tallin on the Baltic Sea, is a first step toward an exchange of jazz festivals. The idea was first proposed by two cultural advisors to the Citizens Exchange Corps, Elaine Lorillard and George Avakian, who were sent to the U.S.S.R. by CEC this past winter.

Mrs. Lorillard, founder of the Newport Jazz Festival, and George Avakian, record producer, jazz writer and manager of the Lloyd group, continued talks on the exchange during a recent New York meeting with Anatoliy Gromyko, son of the Soviet Foreign Minister.

Announced in the quarter in addition to Lloyd, are Keith Jarrett, pianist; Jack DeJohnette, drummer, and Ron Mclure, bassist. After the Festival, the group plans to play for student and youth groups in Moscow, Leningrad and other Soviet cities. Avakian accompanied the Benny Goodman Orchestra on its 1962 Soviet tour and produced the RCA Victor album of tour recordings.

4 Hot Cover Tunes Making It Hot Race for the Oscar

LOS ANGELES—Four songs which filled the five tunes nominated last week for an Academy Award. The four tunes which proved to be good chart material are: "A Place in the Sun," by Hal David, "Grease Girl," music—Tom Springfield, lyrics—Jim Dale; "Born Free," music—John Barry, lyrics—Don Black, "Wishing There Was Music," lyrics—Elmer Bernstein; "Yesterday," music—Tony Bennett. The song which was sung by the Seekers in the film and released on Capitol, "Born Free" was made popular by Roger Williams on Kapp and Matt Munro on Capitol but was not performed in the picture by either performer. Tony Bennett's Columbia tribute of" A Time for Love" from "An American Dream" helped popularize that selection.


MARCH 18, 1967, BILLBOARD

Music City Holds Awards Fete Of Its Own—in Sales Category

LOS ANGELES—Two trophies and four gift certificates were awarded to Music City employees at the retail chain's first annual record division awards dinner recently. Trophies were presented for outstanding achievement to the Hollywood store and one of its former salesmen, Bob Packwood. John Snyder, Hollywood store manager, accepted the trophy in behalf of his entire record department.

Ken Thomas, sales manager for the five record department, presented the receiving trophies at ceremonies at Don the Beachcomber's restaurant.

Some 50 persons attended the Maynew's Big A

NEW YORK—Audrey Maynew, president of Little Darlin' Records, is setting up a pop label under the Maynew's Big A, and will be distributed through the Dot distributing organization and independently. Lead Lindberg artist is Johnny Paycheck, established on Dot as a country artist. Dot is considered a pop talent on Big A. His first release will be "Nothing," produced by Music, Music, Music, Inc., festivity, which also saw Music City gift certificates presented to winners of a recent store's classical sales contest. They included Miss Zita Yialouris of the Terrance store, store manager and assistant manager, Hana Berman and Roger Perry, respectively. Hollywood salesman Charles Peck won the fourth certificate.

Company vice-president Ethan Caston observed that most record stores are self-service, with salesman playing little or no part. "The awards program proves that Music City people make an effort to sell," Caston said. "Sleighrums is still the name of the game," Caston continued, "even though many retailers would like to hide from it." Caston went on to say that a "dog album" was a record that wasn't selling. If people are buying it, it is not a dog.

Guest speakers were Anita Kerr, artist of the Maynew's stable, and singer of the old-time country songs being replaced by a new kind of pop music, featuring country songs but with pop backgrounds and a new "big band" sound, and was considered a pop talent on Big A. His first release will be "Nothing," produced by Music, Music, Music, Inc.
Good as Gold!

Every record by The Monkees has topped the million mark! This one's next!

"A LITTLE BIT ME, A LITTLE BIT YOU"
"THE GIRL I KNEW SOMEWHERE"

#1004

Good as Gold!

Every record by The Monkees has topped the million mark! This one's next!

"A LITTLE BIT ME, A LITTLE BIT YOU"
"THE GIRL I KNEW SOMEWHERE"

#1004
HOLLYWOOD

RAY CHARLES, left, holds one of his Grammys for "Crying Time," judged the best rhythm & blues recording and performance. With him in Hollywood are Anita Kerr and Ray Coniff, whose groups won for best performances by a vocal group and a chorus respectively.

HERB ALPERT holds two Grammy awards and Michelle Phillips, of the Mamas and the Papas, holds one at Hollywood's ceremonies. Joining Miss Phillips are John Phillips, left, and Darris Doherty, of the Mamas and the Papas, whose "Manday, Manday" was named best contemporary (rock) group performance. Alpert and the Tijuana Brass won for best instrumental performance other than jazz for "What Now My Love," for which Alpert won an award for best instrumental arrangement.

JIMMY BOWEN holds his Grammy as producer of the "Record of the Year" at Hollywood's NARAS awards ceremonies. With Bowen are Keely Smith (Mrs. Bowen), who sang the winning song, "Strangers in the Night"; Abe Austen, right, head of Roulette Records, which issued the Frank Sinatra disk, and Donny Jones of the Monkees, a presenter.

NASHVILLE

NASHVILLE WINNERS gathered at the nuptial arc, from left, Father Jewish, RCA Victor and producer of best folk recording, Carolee Clark's "Blues in the Street," Les Leverett, photographer, for album cover of Porter Wagoner's "Confessions of a Broken Heart" on Victor; Jacque Sissel, former best female country and western performer, "Don't Touch Me," on Monument's "Feel Festive," president of Monument Records; Glenn Sutton, co-author of the best country and western song, "Almost Persuaded"; David Houston, who recorded the song for Epic, and Billy Sherrill, Epic's producer and co-author of the number.

CHICAGO

CHICAGO SYMPHONY Grammy award is accepted by the director of the Chicago Symphony CharlesRegular, Hillis. Presenter is Norman Ross, WMARQ Radio.

MARSHALL CHESS accepts Grammy on behalf of Aud's "Randy Lewis in Chicago ceremony. At ride is WIND Radio's Lucky Cordell.

SI ZENTNER, whose band provided the awards at the Chicago NARAS chapter president, Lew Green.

NEW YORK

CLIVE J. DAVIS, vice-president and general manager of CBS Records, accepts the award for best spoken word, documentary or drama recording, which was won by the Columbia package of "Edward R. Murrow—A Reporter Remembered—Vol. 1, The War Years!"

D. H. CORDER BOND, president of London Records, accepts special trustee awards received for the British Decca-London project of recording Wagner's "Ring" cycle, the fourth album of which "Die Walkure" was declared the top operatic recording of 1966.

GEORGE LEE, vice-president and director of external operations for Warner Brothers/Reprise Records, accepts one of the many awards presented to Frank Sinatra at the New York ceremony.

SYDIE GOMME beams after receiving a Grammy for her Columbia recording of "If He Walked Into My Life," judged the best female vocal performance. Shaping the moment is her husband, Steve Lawrence, who was the presenter for the category at the New York ceremony.
SAN FRANCISCO

First in a series of Billboard Reports on the musical climate of major creative cities throughout the world

Coming Soon
Chuck Dennis is “for free”

The rest of our program includes advance design equipment plus films and a team of engineers, strategically located around the country, who are just as capable as Chuck Dennis. It also happens to be the only complete edge seal packaging program offered to the record industry.

Chuck, one of our engineers/salesmen, may be “for free,” but he’s worth his weight in golden records. When you combine his broad technical knowledge with the “design for the future” versatility of the Cryovac SA-1 machine and a wide line of shrink films, you’ve got the all-around winning combination. Whether you want to edge seal single LP’s, LP albums, tapes or tape cartridges . . . this winning combination wraps one and all, faster, better and more economically.

There’s only one complete record edge seal packaging program that includes film, advance design equipment and technical assistance. That’s ours.

There is also only one Chuck Dennis. He’s yours. We offer him “for free.”

Cryovac

W. R. Grace & Co., Cryovac Division, Duncan, S. C.
CONGRATULATE THEIR WINNERS!
1966 GRAMMY AWARDS

FRANK SINATRA (Artist) & JIMMY BOWEN (Producer)
RECORD OF THE YEAR
"STRANGERS IN THE NIGHT"

FRANK SINATRA (Artist) & SONNY BURKE (Producer)
ALBUM OF THE YEAR
"SINATRA: A MAN AND HIS MUSIC"

FRANK SINATRA
BEST VOCAL PERFORMANCE — MALE
"STRANGERS IN THE NIGHT"

THE ANITA KERR SINGERS
BEST PERFORMANCE BY A VOCAL GROUP
"A MAN AND A WOMAN"

BILL COSBY
BEST COMEDY PERFORMANCE
"WONDERFULNESS"

STAN CORNYN
BEST ALBUM NOTES
"SINATRA AT THE SANDS"

ERNIE FREEMAN
BEST ARRANGEMENT ACCOMPANYING A VOCALIST
"STRANGERS IN THE NIGHT"

EDDIE BRACKETT & LEE HERSCHBERG
BEST ENGINEERED RECORDING
"STRANGERS IN THE NIGHT"
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For Week Ending March 18, 1967
THIS HAS GOTTA BE A WINNER!

Engelbert Humperdinck

RELEASE ME
(AND LET ME LOVE AGAIN)

Music Director: Charles Blackwell

parrot division of London Records
Mitchell, the Knack Acts Getting Cap's Merchandising Showcase

By ELIOT TIEGEL

LOS ANGELES — Capital Records has developed an in-depth merchandising program for two new acts, Robin Mitchell and the Knack. A booking was secured for their trio at the Century Plaza Hotel where the NARM convention was held last week. This strategic booking enabled the mass movers of their recording to gain a first hand looksee of the artist whose products are being promoted. During recent regional distributing corps meetings in Los Angeles and Chicago, Mitchell made a surprise appearance, dressed as a salesman. Brown Meggs, Capital's merchandising chief, accompanied the pianist to these special performances.

In addition, Mitchell's debut LP, "Is This My Life," is being packaged as a stereo Little LP for free distribution to consumers at the dealer level. Some 50,000 copies of the seven-inch stereo sampler were pressed and spotlighted in a counter display. Two tracks were also pressed for a host jockey spot.

Capital's special project director Bob Yorke was instrumental in placing Mitchell with the William Morris agency for bookings. An outside p.r. firm was retained to extend the 6-months to generate newspaper and magazine interest. At the New York sales meeting, TV show producers were invited to watch Mitchell perform.

In an unusual move, CRDC offered a 65-day 100 per cent exclusive for credit on Mitchell's LP, which came out Feb. 13.

(Continued on page 66)

Goulet Shows Form as Singer

— And Comedian

LAS VEGAS—Robert Goulet, although he didn't need it, used more comic dialog in his act on opening night at the Sahara Hotel Casino (21). Goulet, who records for Columbia, tells audiences about his funny moments on the Bob Hope golf tournament where he flubbed a shot and was then televised, and Jack Benny said to Hope, "He stinks much better than the golf course."

Well, Goulet didn't fish anything but the golf course. He opened with "On a Clear Day," and followed with many standards, including the clever arrangement of "Mame." Highlight was his stroll through the audience where he sings to the gal. He seems to enjoy this portion of the show, and there is little doubt about the woman feel.

Of course he closes with his trademark, "If Ever I Would Leave You." Ralph Sharon guides the Louis Bass orchestra arrangement for the star, who has triumphed Alan, Robin, and Douglas, a success. He performed with him.

DON DIGILIO

Gaye Best as R&B Blaster

Ballads Slow Down Pace

LOS ANGELES—Curtis's a long time cafe society bistro, re-opened Wednesday (23) as a rhythm and blues spot. Marvin Gaye's personal quality, was the first act booked under the new policy. Apparently Gaye's overtones by the past glory of the club. In spite of the fact that was being his raw, basically bluesy program, he expanded his repertoire to include more ballads. His voice, when offered softly, simply, and efficiently, began to get into his singing. Blasting tunes in which the tempo is more frantic, his tone is stronger and more alive. This has been his secret jazz Motown and it produced successful date at the

the East Japanese Band Jazz

Meets West Jazz on Campus

SAN FRANCISCO — Jazz east meets jazz west on the University of California Berkeley campus as Japan's Waseda University and the East Japanese group, performed Wednesday (24). The Waseda group travels with 30 musicians, rearranging personnel for each appearance. Their ensemble sound often combines the Basic, Wit, with Ellington lushness in the reeds but there are few solos of note.

Trombonist Yasushi Ichihara seemed relaxed and blues distinctive clean expression; Professor Tomoos Tsuchiya was also in the East Japanese group. Waseda's Davie Trumpet, soloist. It is significant that the Japanese orchestra's material was almost entirely drawn from slick commercial, as "Taste of Honey," "Hello, Baby" and "Watermelon Man." They broke into "Hard Day's Night." The movie ran in Tokyo and Nakamura's "Yay, Yeah!" The Waseda University Jazz orchestra is actually more of a yee-ha youth band than a jazz organization.

PHILIP P. ELWOOD

Signings

Jimmy Reed Jr., 20-year-old son of blues singer Jimmy Reed, signed to Mercury Records. Al Smith, whose Chicago producer/distributor, has worked with John Lennon, Barry White, and Curtis Mayfield, signed Reed for Mercury. Reed's recording and personal appearance activities... ABC Records' new Blues label has added blues singer Joe Turner to its roster. The deal was made with Joe Turner Management Corp., representing Turner. The Young Americans, 1 boys and 16 girls, to ABC Records, the group, which has been touring with Johnny Mathis, will have Smokey Robinson and George Benson appearing on the record. Ravi Shankar has re-signed with World Pacific for five years. His LP's have been WPP's top Asian product. The new

post calls for a minimum of two albums a year. Shankar plans opening a star school in Los Angeles in May. Singer Arlo Guthrie and Warner Bros. Tasso Morris, Greek singer, to Folkways Records Co., in Brooklyn, N. Y. Carl Smith, prominent song writer, has signed a new exclusive contract. (Continued on page 66)

Arthur Godfrey, left, is honored in Washington as an outstanding American. Godfrey, who was born in New York City, opened appearances at E. J. Korvette department store in Rockville, Md., and Bailey's Crossroads, Va., where he autographed copies of his RCA Camden LP, "Our Country 'Tis of Thee.

Franchi Gives Masterful Singer, Showman Display

NEW YORK — One of the great mysteries of the record business is why Sergio Franchi doesn't sell more than he does. The Italian tenor put on a number of songs, a voice, a deep feeling for the lyric, and a quality of showmanship that was him among the top of contemporary vocalists.

When the RCA Victor artist steps on the stage, there's no question that he'll all singer and all showman. His "Impossible Dream," aside from its vocal excellence, was delivered with as much conviction as any artist has performed the song to date.

His latest RCA Victor single, "What Will Tomorrow Bring," is a beautiful ballad, but he needs stronger material to make it work on the pop charts.

His other selections—"C'est Magnifique," "Shadow of Your Smile," "Girl From Ipanema," "My Cup Runneth Over," "Shalom," and "If He (She) Walked Into My Life"—all hit the mark.

All Franchi lacks is the material for a hit single. And when he gets it—watch out.

BMI Offers $1,000
In College Contest

NEW YORK — Broadcast Music Inc. has set the wheels in motion for its seventh annual songwriting contest in which groups have a chance to win $1,000 will go to the composer of the best college musical comedy or review presented in the U.S. or Canada during the 1967 academic year. BMI will also award an additional prize of $500 to the drama or music department, or to the student dramatic club responsible for the production. A panel of leading figures from the theater will act as judges, Rules for the competition, which closes June 15, are available from BMI at its New York office.

Brown' Filled With Laughs

NEW YORK — "You're a Good Man Charlie Brown," a musical on the title of 80, Marks, is based on the comic strip "Peanuts," and that all is—-a comic strip in action, It lacked a cohesive element such as suspense to make it a play. But, as a live comic strip, the

show sparkled with chuckles and Peanuts fans will delight in it. Bill Hinnant, playing the part of Snoopy, provided the night's highlight with "Surprise," a dance and song number about a dog feeling that supper is more than just a meal. "Book Report" is a charming number about "Peter Rabbit," from the psychological viewpoint of Linus and his blanket, Charlie Brown, Lucy and Schroeder. "My Blanket and Me" also had charm as Ship Hinnant showed the uses to which a good man can put a good blanket. MGM Records has the show album of the Arkansas Whitehorse and Gene Persson production. Clark Gesner did the music and lyrics; book was by John Gordon. Joseph Hardy directed.

CLAude HALL

MARCH 18, 1967, BILBOARD
CONNIE FRANCIS sings
TIME ALONE WILL TELL
(Non Pensare a Me)
b/w Born Free
K-13718

And time alone will tell
if this doesn't prove to be Connie's biggest single ever!
(After all, isn't that just what you'd expect when the First Lady of Song
sings the First Song of the San Remo Festival?
And backs it with an Oscar nominee!)
TALENT

Caesars Palace Has
The Gold $$$ Touch

By DON DIGILIO

LAS VEGAS—Dave Victor- 
sen is all smiles these 
 days. As entertainment 
director at the 
 less than a year old $25 million 
Caesars Palace, everything he's 
touched so far has turned to 
cash.

After booking name enter-
tainers like Tony Bennett and 
Andy Williams into the new 
Strip hotel, Victor森 brought 
in the Broadway smash "Sweet 
Charity."

"Things have been so good," 
said, "that we just picked 
up the option on 'Charity' and 
it will now play at the Palace 
until June 28."

Is there a big difference 
in name acts as compared to 
shows like "Sweet Charity?"

Signings

*Continued from page 22

with Columbia Records. Smith's 
recordings will continue to be 
promoted by Don Low, who is now 
working as an independent 
producer in Nashville. . .
Roy Brown, 
singer-composer, has signed with 
Bluejay, ACA's blue label. 
The first single for the new label is 
"New Orleans Woman" b/w 
"Standing on Broadway." Both 
songs were composed by Brown.
. . . Jazz pianist Bill Evans has 
signed for another term with MGM 
Records. . .

Bobby Sherman, for-
merly with Doco, has joined 
Epics' Coast office with Stu Philip- 
ski handling ad.

"Not in attendance," says Vic-
tor森. "If 'Charity' is to be used 
as a yardstick, this show has 
been a big draw, if it wasn't 
we wouldn't be picking up the 
option."

No Set Policy

Victor森 said the hotel does 
not have a set policy on what 
type of show will play the 
hotel. "We try to offer the pub-
lic what we feel is the hottest 
thing going. We brought in 
'Charity' and when it closes on 
June 28, we will go back to 
big name stars for a while, 
then around Christmas time we 
will bring in 'Mame.' We just 
want to have the top attraction. 
It doesn't make a difference if 
it is a name star, a musical or 
what have you."

He pointed out that the 
plush showroom at Caesars 
Palace has the type of stage 
and lighting to put on any kind 
of a show. Some hotels, he said, 
are limited to what type of 
show they can put on, but at 
the Palace, Victor森 says they 
can book anything.

"When a new hotel opens," 
said, "the entertainment di-
rector has a job on his hands 
trying to sign big acts. Here in 
Las Vegas most of the top 
stars are already signed by other 
hotels. I took a chance with 
the 'Mickey Finn' show here and 
it was a success. The Palace 
also brought in Woody Allen 
and Petula Clark and they both 
were a big success."

What is in line at Caesars 
Palace when "Sweet Charity"

JERRY HERMAN, composer of the Broadway hit "Mame," receives a 
Grammy at his hospital bed for the best original score from Goddard 
Lokesh. CBS Columbia Group president, Lieberson produced the 
original cast album. Eydie Gorme displays the Grammy she received 
for her single of "If He Walked Into My Life" from "Mame."

Rock Finalists to Battle It 
Out in Jersey Aug. 25 to 27

LAMBERTVILLE, N. J.— 
The Rock Music World Cham-
pionships will be held Aug. 25-
27 here at the St. John Tur-
rull's Music Circus. Gerald 
Krone, general manager, said 
that 16 finalists will converge 
on Lambertville after a nation-
wide series of preliminary con-
tests staged by the Tea Council, 
which sponsored the elimina-
tion battles last year when it 
was known as the Rock 'n Roll 
World Championship.

close? Victor森 says such stars 
as Anthony Newley, Andy Griff-
ith, Woody Allen, Petula Clark, 
Milton Berle and Les Brown 
have already been signed to 
contracts.
EPIC Records Salutes

DAVID HOUSTON
Whose achievements reflect great honor upon the entire staff and world-wide network of Epic distributors.

"ALMOST PERSUADED"

Best Country and Western Recording

Best Country and Western Male Vocal Performance

Special congratulations to Billy Sherrill as producer, and to Billy Sherrill and Glenn Sutton as co-writers.

Best Country and Western Song
Hanna Aroni in Coast Concert

LOS ANGELES — There is apparently a market for Continental vocalists, as witnessed by the enthusiasm displayed for Hanna Aroni, who performed in seven languages at the Santa Monica Civic Auditorium Saturday (29).

Vocalist falls into the dramatic class, using her arms and face as emotional props in concert with her multi-octaved voice which rings with emotion in English, Hebrew, Yiddish, Spanish, French, Italian and Russian.

Her concert appeal is strictly for the multi-linguals and although she offers authentic dialectic interpretations, this many-voiced approach has the negative effect of keeping her out of the mass audience class.

Miss Aroni tackles difficult cantorial music, usually sung by men, and does an outstanding job. She breathes life and a gypsy feeling into her songs, be it "What Now My Love" in French, "Cocorongo" in Brazilian or "Exodus" in English.

Appearing on the program presented by Phil Blocker and Charles Tishman, were the Baladiers, two galloping gypsies, whose distinct harmonies and up-tempo delivery added a modern flavor to some vintage folk tunes. Gershon Kingsley's 19-piece orchestra was outstanding in supporting both acts.

ELIOT TIEGEL

2d Longhorn Jazz Fest Set

AUSTIN, Tex.—Texas will again play host April 28-30 to great names in jazz for the second annual Longhorn Jazz Festival to be held in this capital city.

Festival is produced by George Wein and directed by Austin broad-

Boroques' Prism' Waxed by Chess

MILWAUKEE—Chess Records has recorded "Prism" a package of folk rock "Psychedelic-styled" songs by the Baroques, discovered by Director Corp., based here. A few weeks ago Chess recorded the Sharps and jazz vocalist Charleene Gibson, both Milwaukee acts.

Organizing the Chicago recording session was Ralph Bass, adr veteran who produced the current Danish flick, "Dedicated to the One I Love," by the Mamas and the Papas, Bass describes the Baroques' material as being in the post-punk-styled vein and noted that all 12 of the tunes, one of which is scheduled as a single, were originals.

The group consists of Dean Nimmer, Jay Barkenhagen, Jacques Hatcher and Rick Bieniewski. Barkenhagen, the youngest at 19, plays organ, harmonica, electric piano and lead guitar. Nimmer, drums and Hutchinson, rhythm guitar and flute, are both 21 and bass guitarists Bieniewski is 20. The group has been free-lancing at several area colleges causing executive Rod Kennedy, last year's festival attracted over 12,000 jazz fans to the city. Held in Austin's Bravos Beach Field, the now annual festival of more than 50 jazz stars has eliminated the stress of rain for the 1967 schedule of five events by having the $3,000,000 Austin Municipal Auditorium on standby, instead of having rain insurance as the festival did last year.

The 1967 festival will present evening concerts at 8 Friday and Saturday, April 28 and 29, and at 6 p.m. Sunday, April 29. Workshop sessions, featuring many famous jazz artists, will be featured at 2 p.m. Saturday and Sunday afternoons.

College Winners to Attend the Expo 67

NEW YORK — The winners of the first Intercollegiate Music Festival, to be held in Miami, will go to Montreal this summer to participate in Canada's Expo 67.

The winners will represent the U. S. as a "Special Attraction" during a nine-day period, June 10-18.

The winners of the IMF will be chosen from finalists in five intercollegiate jazz festivals to be held this spring. These festivals are: Villanova Intercollegiate Jazz Festival, Cerritos College Jazz Festival, Midwest College Jazz Festival, the Little

Ruth Price Like Singers of Old—Loud and Clear

SAN FRANCISCO — Singer Ruth Price, an attractive and classy performer, has a rich contralto voice under perfect control and uses it to sing distinctive and unpretentious renditions of a broad range of tunes. She is accompanied during her engagement at the Tri- dent, in nearby San Simeon, by the Hollywood arranger-composer Dave Grusin, who also has a Columbia LP, featuring his jazz piano activities.

Miss Price reminds one of an earlier singing era when vocalists sang words and notes and when dynamics and breathing, and timbre, were important. Her approach is more emotional than hysterical.

Her version of "Once Upon a Summersmne" was suave, and on "Give Me the Simple Life" she was buoyant. Among other tunes, she sings jazz trombonist Miff Mole's old ballad, "You're Worryin' the Life Outa Me." A real classic.

Although Miss Price recorded with guitarist Johnny Smith some years ago, and more recently with Shelly Manne's Marine-hole group (an Contemporary), she has no recording affiliations at present.

PHILIP F. ELYWOOD

Rock Jazz Festival and the Mobile Jazz Festival.

Reginal winners from each of these festivals will also make appearances at Expo 67.

Sensational Promotion of 45 RPM Records featuring...

America's and Great Britain's Most Popular Artists

TOP 20 HITS recently shown on the national charts.

Your Cost: 20c each. You can promote them at 3 for $1.00.

GUARANTEED SALES
100% RETURN PRIVILEGE

Assortments consist of approximately 75 different titles in equal quantity. A minimum of 250 records to each store will be required to make this a real selling program—TOTAL COST: $50.00.

Brand New Records—Original Artists—All Major Labels
Self-selling displays, signs, and newspaper advertising available.

for further details, write or call
SUTTON RECORD COMPANY, 26 West 20th Street, New York, N.Y. 10011 212—CH 2-3250

26 MARCH 16, 1967, BILLBOARD.
Catch the gold ring sound

with "MERRY-GO-ROUND"
THE YOUNGBLOODS' new single c/w "Foolin' Around"
-9142

RCA VICTOR
The most trusted name in sound
In San Francisco

**HOTEL BELLEVUE**

at Geary and Taylor Streets

Conveniently located in the heart of San Francisco

- $30 spacious, modern rooms with both bath and shower—free TV
- Delicious* meal in the famous On The Road A La Carte Shop-Restaurant 24 hour service
- The distinctive new Regent Room for cocktails and entertainment
- Convenient drive-in with direct hotel admission
- Rates from:
  - $10.00 single
  - $14.00 double

[Ad for Hotel Bellevue]

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**Jazz Beat**

By ELLIOT TIEGEL

UCLA, which has regularly booked jazz attractions for its cultural programs and on-campus student functions, is about to have an own full-Broadway jazz festival.

The weekend event is being prepared by Jimmy Lyons on the weekend of May 12-13 in the 12,000-seat Pauley Pavilion.

The festival has been commissioned the Los Angeles Jazz Festival at UCLA, with Gary McFarland, musical director. McFarland will create a festival environment. Having worked with the Monterey Jazz Festival and also having helped launch the Costa Mesa outdoor jazz series last October in Southern California, Lyons promises several innovations in festival presentation.

The festival orchestra will perform specially written thematic overtures for headliners: "Precious Eyes" for Miles Davis, or John Coltrane will be a 12 to 15-minute suite component for that artist," Lyons said. McFarland will do one suite. Lyons is looking to J. J. Johnson to write the overture for Davis, for example.

Theme for the weekend will be "The Tradition of the New." Lyons envisions Dizzy Gillespie performing the "New Con Van" suite and Lalo Shifrin conducting the orchestra. He also speaks of a string quartet to work with either Bill Evans or Dave Brubeck.

The festival is shooting for major attractions. A budget running in the $45,000 to $50,000 range. If not, this best effort.

Sunday afternoon will showcase the Middle Eastern Far Eastern Influences. Don Ellis experimental band, which is based on Middle Eastern rhythms, is being sought. If a performer is willing to work under new creative guidelines, Lyons is interested in signing him up. "We're looking for artists who'll play the old set at clubs." During April and May, Lyons is compiling some limited college dates with a package of players. Following Jazz Festival, he hit the personal appearance circuit with a Monterey All-Star package headlined by John Handy.

In Los Angeles area, modern jazz is立案, with the West Coast club, Marty's on the Hill, book- ing Koko Taylor, Herb Ellis and C. C. Smith. The Light- house in Hermosa Beach is a haven for the Modern Jazz Quartet and Ramsey Lewis, et al., with their own bands.

In June, several weeks after the UCLA Festival, the Century Plaza Hotel's 10th Annual Hong Kong bar has booked jazz performers. The room is thus far booked up. In addition, there is solid, hard- driving jazz at Monterey Lanes in East Los Angeles. The only hang-up for the aficionado, is that distance creates laziness and there no way for Los Angeles to develop its own 52nd Street where New York marquee's used to spark with the names of powerhouse jazz musicians during the bop era.

---

**THE WHOLE WORLD IS A STAGE**

**THE FANTASTIC 4**

Ric-Tic 122

Ric-Tic Records

4039 Buena Vista, Detroit, Mich. (313) WE 1-0048

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**2 Pubs Added By Monument**

LOS ANGELES—Two music publishing firms, designed to spotlight interna- tional copyrights, have been formed by Monument Records.

Bobby Weiss, international vice president of Monument, has been tasked to head the two firms, World Wide of Music (ASCAP) and Songs of the World (BMI).

First copyrights acquired for the set licensees are from Ivory. "Tutto La Gentile Del Mondo," by Bruno Canfora and A. Venturini; "La No," by A. Testa and N. Remigi; "La Cancione Dell'Amore," by Piautz and F. Piacenza; "Monaco Con- certo," by C. Romano and B. Canfora; and "Vista na Crozza," by Marco di Casisi.

Monument has assigned a number of top American lyricists to create words for these selections, including Johnnie Mercer, Paul Francis Webster and Gene de Lee. Webster recently completed lyrics to a Henry Salvador ballad for France, "J'ai Neulas Any- more," which is the initial song to be published through the ASCAP firm.

**Dole to Cougar**

LOS ANGELES—Dick Dale, a former champion of the surfing world, has joined the newly formed Dole Records. With Jim Monsour and Jim Enozume handling publicity for his forthcoming debut single. Ray Lawrence has been retained to develop national distribution and promotion.

---

**BEST SELLING JAZZ LP'S**

* STAR Performer-LP's registering proportionately opened up this week.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist</th>
<th>Label &amp; Number</th>
<th>Weeks on Chart</th>
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<tbody>
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<tr>
<td>SPECTORER</td>
<td>Gary McFarland, JAT 3990</td>
<td></td>
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<tr>
<td>CARRIYON</td>
<td>Los Nana, CAP 3990</td>
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<tr>
<td>GOING LATIN</td>
<td>Ramsey Lewis, Caper 790</td>
<td></td>
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<tr>
<td>DAVE'S BOLA</td>
<td>Lou Harris, Blue Note 3990</td>
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<tr>
<td>FLAMINGO</td>
<td>Lou Rawls, JAT 490</td>
<td></td>
<td></td>
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<tr>
<td>TOBACCO ROAD</td>
<td>Buddy Rich, Blue Note 3991</td>
<td></td>
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<tr>
<td>NEW MAN IN NEWPORT</td>
<td>Herbie Mann, Atlantic 490</td>
<td></td>
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<tr>
<td>SHINING NEW BAND</td>
<td>Buddy Rich, Pacific Jazz 490</td>
<td></td>
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<tr>
<td>SOUL MESSAGE</td>
<td>Richard &quot;Gumby&quot; Hayes, Prestige 490</td>
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<td></td>
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<tr>
<td>YOUR NAME HERE</td>
<td>Miles Davis, Columbia 490</td>
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</tbody>
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**Jazz Gains in East Europe**

LOS ANGELES—In Eastern Europe jazz is gaining inroads as a popular form of musical expression. Younger to the Russians proclaimed it invented jazz. Today, from East Germany to Poland, young people are tuning into the sounds of local jazz musicians, who have generally been inspired by broadcasts from the Voice of America.

Festivals are staged in Czechoslovakia for the first time, and several Polish groups began playing outside their own borders.

---

**UCLA Sponsors Chamber Jazz**

LOS ANGELES—"Chamber Jazz" is being presented for the community by UCLA's classical guitarist Bali Seta, opened the series with his trio Sunday (11) at Schoener Hall.

Big Mama Willie Mae "The two sets of blues songs from south' 18, with the Jazz Crusaders bowing April 1 with their own brand of modern up-tempo sounds.

This is the second year that UCLA has scheduled public programs, spotlighting small groups.

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

---

**MARCH 18, 1967, BILLBOARD**
We are grateful to the members of the National Academy of Recording Arts & Sciences for selecting these albums as the BEST OF THE YEAR!

BEST ORIGINAL SCORE WRITTEN FOR A MOTION PICTURE:

THE ORIGINAL SOUND TRACK ALBUM
METRO-GOLDWYN-MAYER & A CARLO PONTI PRODUCTION
DAVID LEAN'S FILM

DOCTOR ZHIVAGO

Music composed and conducted by Maurice Jarre

BEST INSTRUMENTAL JAZZ PERFORMANCE:

Wes Montgomery - Goin' Out Of My Head

Available On Sony Tape

MGM and Verve Records are divisions of Metro-Goldwyn-Mayer Inc.
**Modern Country Format Sticks**

- *Continued from page 1*

say; many take credit for it. One of the stations that certainly had a lot to do with it and has the nods from others on the path is WENO in Nashville. The combination along with other country music radio stations, incidentally, is a combination that has worked... (continues)

For the NAB Convention

**Billboard** will feature by-lined articles by some of the most successful station managers. In the April 1 issue, to be distributed Monday, April 3, at the National Association of Broadcasters Convention in Chicago, articles featuring will be Emo Ellis, Hal Markland, Gussie Maddock, George Dubinist, Don McKinnon, Lee Thompson, Lynn Chelton, Frank Ward, Warren Earl and Norman Wada.

**CHICAGO** - The National Association of FM Broadcasters will present the results of its programming survey March 31 at its annual convention here. Alex Smillie, station director of WCFL, FM, Chicago, chairman of the program research committee, will make the presentation, based on 804 returned questionnaires from a mailing of 1,550 stations. The survey will include information on stations broadcasting duplication and automation, plus programming by time slot.

**WASHINGTON** - Radio stations that are crowding more than 18 minutes per hour of advertising between record spines will have to tell the Federal Communications Commission why. The FCC has in effect given notice to all stations by sending a warning letter to seven Florida AMs which proposed to schedule 20 minutes per hour advertising as a regular policy.

The FCC has granted the seven stations three-year renewals, and said broadcasters have a right to make "reasoned judgments" on commercial policy - but the commission has decided about the reasons these stations gave for the 20-minute policy.

The FCC has more or less adopted the code standards of the National Association of Broadcasters (NAB) as a touchstone -18 minutes per hour on radio, and 16 minutes on TV. Last October, the FCC sent questionnaires to all radio and TV stations asking for a statement of their policy on commercials, explaining how it served their community to schedule more than 18 minutes hourly, on radio. FCC wanted "precise" reasons for any proposed overage, and set deadline for Jan. 1, 1967.

FCC wants each of the seven Florida stations queried to report, halfway through the three-year license period, what complaints have been received on the advertising: during how many hours the station has run over the 18 minute limit; how many complaints were received; and the extra commercial time necessary. Finally, it wants another statement of station policy on commercials, and how the policy fits in with local community needs. Deadline is August 31, 1968.

Stations coming up for the midterm review are: WBSR, and WCUDA, both in Pensacola; WPDO, Jacksonville; WFAV, Miami; WGGG, Gainesville; WMPQ, Ocala and WLAK, Lakeland.

Ironically, during the same week, the ARB revealed the 18-minute limit by listing exceptions for special circumstances. Radio stations can temporarily run over code limit of 18 minutes per hour to meet requirements of the Fairness Doctrine, Equal Time provisions during special elections, when special news or public interest programming is being advertised, when public emergencies or station facility equipment cannot be handled, or when other media in the area are temporarily out of service due to strike or other reason; and to help special community promotional events.

**NEW YORK** - The office of Vice-President Hubert Humphrey is planning a seminar in Washington to brief radio personalities on the government's Stay-in-School campaign. This was announced last week here by Jon Mussey, an information specialist for the Vice-President. At a meeting at headquarters of the National Association of Radio Announcers, Mussey and NARA acting president Del Shields also introduced the new week's work from Humphrey to NARA members, which will be distributed to 500 members and membership radio stations in the thank-you radio stations and members for joining in the Stay-in-School campaign.

"Through your personal influence and efforts as a popular radio personality, we are reaching many young people who listen to your program and to this radio station." Humphrey said.

The message is designed primarily as "we wish you ever had better luck," but Mussey said he hoped most stations would air the one-minute spot announcement.

Mussey said during the meeting that Alan Albins, public relations man for SXR Records, had volunteered to press 4,000 45s featuring "You're Never Alone" artists supporting the campaign.

John Ronza, RCA Victor Records national promotion chief, brought out the point that every record company "in one way or another" will be involved in the campaign. Gregory H. Mosel, Jr., financial advisor for James Brown (Continued on page 4)

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"You Got What It Takes"

The excitingly fresh new sound of

THE CLARK FIVE

...designed to be a No. 1 hit.

THE DAVID CLARK FIVE

As far back as 1963, The Dave Clark Five were one of the biggest-selling record groups in the business. Their numerous hits ever since show how well they've kept pace with the times and sustained their original popularity.

...Concept #7

WE GOT IT!
**Radio Response Rating**

**HOUSTON, TEX. ... 4th Cycle**

MARCH 18, 1967

<table>
<thead>
<tr>
<th><strong>TOP STATIONS</strong></th>
<th><strong>TOP DISK JOCKEYS</strong></th>
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<tr>
<td>Call Letters</td>
<td>% of Total Points</td>
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<tr>
<td>KHOU</td>
<td>35%</td>
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<tr>
<td>KPRC</td>
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<tr>
<td>KPRB</td>
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</tr>
<tr>
<td>KKEZ</td>
<td>20%</td>
</tr>
<tr>
<td>KRLD</td>
<td>20%</td>
</tr>
</tbody>
</table>

**POP Singles**
- 1. Paul Berlin, KQQQ 47%
- 2. Chuck Hunts, KRLD 14%
- 3. Ted Fox, KRLD 10%
- 4. Dean Jones, KRLD 9%

**Music Dir., Program Dir., or Librarian**
- Co-operates in securing new records
- 1. Chuck Hunts, KRLD

**Top Jockeys (Pop Singles) by Time Slot**
- Monday: Paul Berlin, KQQQ
- Tuesday: Chuck Hunts, KRLD
- Wednesday: Mike Morgan, KRLD
- Thursday: Chuck Hunts, KRLD
- Friday: Mike Morgan, KRLD
- Saturday: Bill Bailey, KRLD
- Sunday: Bill Bailey, KRLD

**Top TV Bandstand Show**
- Larry Kane Show, KTXU-TV, Saturday 12:30-3:00 p.m.

**Pop LPs**
- 1. Jimmie Rodgers & Bob Deane, KQQQ 55%
- 2. Paul Berlin, KQQQ 20%
- 3. Bill Bailey, KRLD 10%

**Program Dir., Music Dir., or Librarian**

**Top Stations by Format**

<table>
<thead>
<tr>
<th>Format</th>
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<th>KHEX</th>
<th>KPRC</th>
<th>KXEP</th>
<th>KUNX</th>
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<td>KILT</td>
<td>47%</td>
<td>18%</td>
<td>14%</td>
<td>13%</td>
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<tr>
<td>KFRC</td>
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<td>13%</td>
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<tr>
<td>KCOH</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

**HELP WANTED**

**SALES UP 307%**

**WANTED TO BUY**

**ADVERTISING IN MIGHTY BUSINESS**

MARCH 18, 1967, BILLBOARD
Oh that's good, no that's bad
... No, that's Phabulous!

Sam the sham and the pharaohs
and the shamettes

together again for the first time!

Produced by Stan Kesler  Management: Leonard Stogel & Associates, Ltd.

MGM Records is a division of Metro-Goldwyn-Mayer Inc.
**STATIONS BY FORMAT**

- **continued from page 32**

**KODA-FM** 93.9 FM, Dayton: ABC affiliate. Owned by Walford Broadcasting Co. 800 copies of LP's and 1100 copies of 45's and 1100 copies of LP's in Mr. Will's, 49th & Broadway, and also other formats.

**KQFJ** 24,000 watts, Dover: NBC, Christian station. 20,000 CDs, 100 records of LP's and 1100 copies of 45's and 1100 copies of LP's in Mr. Will's, 49th & Broadway, and also other formats.

**KQED** 5.3 watts, $5.24,000,000.00. This station is also known as "KQED" or "KQED".

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### Billboard SPECIAL FEATURE for Week Ending 3/18/67

#### TOP SELLING R&B SINGLES

**Week 12**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Label, No. &amp; Pub.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><strong>LOVE IS HERE AND NOW YOU'RE GONE.</strong>&lt;br&gt;Supremes, Motown 1159 (Motown)</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td><strong>HUNTER GETS CAPTURED BY THE GAME.</strong>&lt;br&gt;Stevie Wonder, Tamla Mgu 1170 (Tamla Mgu)</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td><strong>MERCY, MERCY, MERCY.</strong>&lt;br&gt;Country Girls, Atco 2579 (Atco)</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td><strong>IT TAKES TWO.</strong>&lt;br&gt;Marvin Gaye &amp; Kim Weston, Tamla SFL 314 (Tamla)</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>WHY NOT TONIGHT.</strong>&lt;br&gt;Stevie Wonder, Tamla Mgu 1170 (Tamla Mgu)</td>
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<tr>
<td><strong>6</strong></td>
<td><strong>ARE YOU LONELY FOR ME.</strong>&lt;br&gt;Fredy Scott, Stax 2107 (Stax, NV)</td>
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<tr>
<td><strong>7</strong></td>
<td><strong>STAND BY ME.</strong>&lt;br&gt;Common People, MGM 11367 (Progressive)</td>
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<td><strong>8</strong></td>
<td><strong>I DIG YOU BABY.</strong>&lt;br&gt;Junior Walker, Mars 25448 (Motown, NV)</td>
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<tr>
<td><strong>9</strong></td>
<td><strong>WHEN SOMETHING IS WRONG WITH MY HEART.</strong>&lt;br&gt;Sam &amp; Dave, Stax 2101 (Stax, NV)</td>
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<tr>
<td><strong>10</strong></td>
<td><strong>THE DARK END OF THE STREET.</strong>&lt;br&gt;James Carr, Cobblestone 317 (Cobblestone)</td>
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<tr>
<td><strong>11</strong></td>
<td><strong>LET'S FALL IN LOVE.</strong>&lt;br&gt;Platters, Mercury 2022 (Brunswick, ASL)</td>
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<tr>
<td><strong>12</strong></td>
<td><strong>DIE YOUR EYES.</strong>&lt;br&gt;Brenda &amp; The Tabulations, Camden 500 (Camden, NV)</td>
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<tr>
<td><strong>13</strong></td>
<td><strong>FEEL SO BAD.</strong>&lt;br&gt;Little Richard, Checker 1116 (Eddy, BM)</td>
</tr>
<tr>
<td><strong>14</strong></td>
<td><strong>I NEVER LOVED A MAN THE WAY I LOVE YOU.</strong>&lt;br&gt;Arthurty jones, Atlantic 2219 (Atlantic)</td>
</tr>
<tr>
<td><strong>15</strong></td>
<td><strong>KEEP A LIGHT IN THE WINDOW.</strong>&lt;br&gt;George Baker, Atlantic 2372 (Keeps, NV)</td>
</tr>
<tr>
<td><strong>16</strong></td>
<td><strong>RAISE YOUR HAND.</strong>&lt;br&gt;Jackie Evan, Stax 200 (Stax, NV)</td>
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<tr>
<td><strong>17</strong></td>
<td><strong>MY SPECIAL PRAYER.</strong>&lt;br&gt;Ben E. King, Stand 25279 (Cape An, BM)</td>
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<tr>
<td><strong>18</strong></td>
<td><strong>TELL IT LIKE IT IS.</strong>&lt;br&gt;James Brown, Pony 161 (Brown, BM)</td>
</tr>
<tr>
<td><strong>19</strong></td>
<td><strong>WITH THIS RING.</strong>&lt;br&gt;Flatters, Washoe 1923 (Washoe, BM)</td>
</tr>
<tr>
<td><strong>20</strong></td>
<td><strong>PICKER-UP BUTTERCUP.</strong>&lt;br&gt;P. D. &amp; the All Stars, Bell 200 (Bell, BM)</td>
</tr>
<tr>
<td><strong>21</strong></td>
<td><strong>EVERYBODY NEEDS SOMEBODY TO LOVE.</strong>&lt;br&gt;Willie P Terminator, Atlantic 238 (Atlantic)</td>
</tr>
<tr>
<td><strong>22</strong></td>
<td><strong>GIRLS ARE OUT TO GET YOU.</strong>&lt;br&gt;Lucy &amp; Derko, Black Top 50 (Black Top, BM)</td>
</tr>
<tr>
<td><strong>23</strong></td>
<td><strong>TRAMP.</strong>&lt;br&gt;Donnell Position, Kent 456 (Minton, BM)</td>
</tr>
<tr>
<td><strong>24</strong></td>
<td><strong>LOVE I SAW IN YOU WAS JUST A MIRAGE.</strong>&lt;br&gt;Shelley Raye &amp; the Intruders, Tamla 2414 (Tamla)</td>
</tr>
</tbody>
</table>

#### TOP SELLING R&B LPs

**Week 12**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Label, No. &amp; Pub.</th>
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</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><strong>SUPREME SING HOLLAND.</strong>&lt;br&gt;Doogie, Holland 855 (ML)</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td><strong>2 THE TEMPTATIONS GREATEST HITS.</strong>&lt;br&gt;Temptations, Motown 450 (Motown)</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td><strong>MERCY, MERCY, MERCY.</strong>&lt;br&gt;Country Girls, Atco 2579 (Atco)</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td><strong>GARTIN' ON.</strong>&lt;br&gt;Jr. Walker, Capitol 2659 (Capitol)</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>NANCY - NATURALLY.</strong>&lt;br&gt;Nancy Wilson, Capitol 2634 (Capitol)</td>
</tr>
<tr>
<td><strong>6</strong></td>
<td><strong>WHILE YOU CHEMISTRY.</strong>&lt;br&gt;Gladys Knight &amp; the Pips, Motown 454 (Motown)</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td><strong>WICKED PICKETT.</strong>&lt;br&gt;Wilson Pickett, Atlantic 8138 (ATL)</td>
</tr>
<tr>
<td><strong>8</strong></td>
<td><strong>LOU RAWLS SONGS!</strong>&lt;br&gt;Lou Rawls, Mercury 655 (Mercury)</td>
</tr>
<tr>
<td><strong>9</strong></td>
<td><strong>ANNA WE A GO DO.</strong>&lt;br&gt;Smokie Robinson &amp; the Miracles, Tamla 2718 (Tamla)</td>
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<tr>
<td><strong>10</strong></td>
<td><strong>SUPREME A GO DO.</strong>&lt;br&gt;Motown M-1469 (Motown)</td>
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<tr>
<td><strong>11</strong></td>
<td><strong>LOU RAWLS LIVE!</strong>&lt;br&gt;Lou Rawls, Capitol 2659 (Capitol)</td>
</tr>
<tr>
<td><strong>12</strong></td>
<td><strong>THE OIT S REDDING DICTIONARY OF SOUL.</strong>&lt;br&gt;Veit 415 (Veit)</td>
</tr>
<tr>
<td><strong>13</strong></td>
<td><strong>KEEP THE FAITH BABY.</strong>&lt;br&gt;Abraham Crum, Jubilee JEM 260 (Jubilee)</td>
</tr>
</tbody>
</table>

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CLASSICAL MUSIC
New Works Get Short Shifted in Play

By FRED KIRBY

NEW YORK—More contemporary classical music is currently being played in the United States, but the amount is only a small percentage of the material being written and performed. This month, Metropolitan Opera music director Rudolf Bing, co-founder of the New York Philharmonic, announced that for the first time in its history, the orchestra has commissioned a new work specifically for the composer. The piece is a Mozart concerto for violoncello and orchestra, composed by the 18-year-old American composer John Adams.

A new work by Samuel Barber, "Fireworks," was also performed this month by the New York Philharmonic. Barber had been working on the piece for several years, and it is his first major work for orchestra since 1960's "Adagio for Strings." The piece is a tribute to the memory of his father, who died in 1967.

Recording reviews

PIRouette Spins Back With 21 Items

NEW YORK—The low price Pirouette label is being reactivated by Everest Records with a 21-title release having an appeal for the connoisseur. Among the new releases is a performance by Berliner Solists of Johann Sebastian Bach's Brandenburg Concertos Nos. 1-6. The recording is made in stereo.

A major contribution is Francois Couperin's "Les Nations," a complete performance of the eight books of his organ works. The first book, which was recorded in 1967, is now available in a new edition.

The Stuttgart Virtuosi Trio has recorded Haydn's "D" major Trio in B-flat, Op. 20, No. 7, with its characteristic exuberance and virtuosity. The recording was made in London with the participation of conductor Charles Mackerras.

The Chicago Symphony Orchestra, under the direction of Daniel Barenboim, has recorded an album of Bartok's String Quartets Nos. 1-4. The recording, made in the Chicago Symphony Hall, has been praised for its clarity and precision.

The Boston Symphony Orchestra under the baton of Leonard Bernstein has recorded Mahler's Symphony No. 1, "Titan." The recording, made in Boston, is said to be one of the best of this work ever made.

The New York Philharmonic, under the direction of Leonard Bernstein, has recorded Prokofiev's "Classical Symphony." The recording, made in New York, is said to be one of the best of this work ever made.

CHICAGO OPERA SEASON 'OFF'

CHICAGO — The Chicago Lyric Opera last season canceled several planned performances because of a failure to reach a contract agreement. The union was represented by the Chicago Federation of Musicians, Local 10-289. According to Daggio, the union's main interest was the main issue dividing the negotiators for a new contract — the allocation of roles for the season. The negotiations were suspended on Sept. 29. Earlier, Daggio said that the union had reached an agreement that would have allowed the Chicago Lyric Opera to continue operating.

The union had won the right for a full-time role for Angel, who had an ad on the baritone role, as did Lind and Victor. Tucker had won the role for Angel.

Angel also snagged the other two stars of the evening, bass Donald Giaiotto, one of the company's most celebrated artists, and tenor Renato Carosone, who was a favorite of audiences.

MARCH 18, 1967, BILLBOARD
Krumlovsky's Crossroads LP

NEW YORK—Crossroads is adding an 18th century composer to the catalog this month. Jan Kroulik, an Austrian composer, is a favorite of the Czech Philharmonic. He wrote the concertos and symphonies of the 18th century. His concertos were written in an LP of 17th and 18th century divertimentos and partitas, which includes works by Stadlbauer, Quantz, Banoncourt, and Scheidt. His compositions are said to be of the same quality as those of the famous Kromlau and Brno State Philharmonic.

U.K. CBS Pacts BBC Symphony

LONDON—British CBS has contracted with the BBC Symphony Orchestra to record a series of modern works conducted by Pierre Boulez. The composers involved are Bartók, Stravinsky, and Schumann. Taking part in one of the BBC recordings will be the young pianist Mátyás Baróti, who is currently at London's New Zealand Hall. Recording schedules for the first two LPs will be announced on Friday (10), and will continue through the end of 1966.

Boulez will make his debut with the BBC Symphony Orchestra on his first British recording, conducted by Leonard Bernstein. The program features their two operas, "Les Miserables" and "Salome."

Caballé Support

continued from page 40

an artistic triumph. His strength, acting gives the audience the beginning. And, with one of the world's best singing artists, he gives an account of his career. But, for the record, his voice is one of the outstanding portrayals of this generation. Both McCracken's monologues were high points.

He has recorded for London.

Leonard Bernstein will conduct the New York Philharmonic in three performances of Mahler's "Sinfonia in Verdi's Oration" in January. The performers will be the Philadelphia Orchestra and the London Symphony Orchestra. The program will feature the New York Philharmonic String Quartet, conducted by Zolan Rosenthal. The New College Symphony will also perform on the program, conducted by Zolan Rosenthal. The program will also feature the New York Philharmonic String Quartet, conducted by Zolan Rosenthal.

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Great Movie Themes Make Great Ray Conniff Hits

In the best-seller tradition of "Somewhere My Love" from Doctor Zhivago, Ray Conniff's new single couples two great, chart-contending motion-picture themes—"The World Will Smile Again" from Night of the Generals and the title song from Eric Soya's Seventeen.

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RICHARD TUCKER-Cristo Aida, ML 6127

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New Album

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LOU COURTNEY

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shingaling

Lou Courtney

PERSECUTION SMITH...

Beth Swager, Cameo 465, ASCAP (Detail)

NOTHING TAKES THE PLACE OF YOU...

Toussaint McCall, Born 3 (So-Mo, BMI) (Baltimore)

HUG HUG HUG

Rockin' T & the M.G.'s, Soul 211 (East, BMI) (Memphis)

WHOLE WORLD IS A STAGE AND EVERYBODY IS PLAYING A PART...

Fantastic Four, Ee-To 312 (Myte, BMI) (Washington)

MARCH 18, 1967, BILLBOARD

(Continued on page 50)
Introducing DECCA DRUMS

The name's the same but this time it's Drums that bear the name Decca. After much planning and research, we are proud to present a complete 4 drum set including 14 Deluxe Accessories and a Snare Drum kit which includes 7 Deluxe Accessories available in the most desirable color combinations! Nothing else to buy.

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Hermon’s Promot, MGM E 4438 (M); SE 4438 (S)
(600-04438-3; 600-04439-1)

**NEW ACTION LP’s**
These new albums, not set on Billboard’s Top LP’s Chart, have demonstrated getting strong sales action by dealers in mass markets.

**SURREALISTIC PILLOW**
Jefferson Airplane, RCA Victor LPH 3746 (M); LSP 3746 (S) 775-02736-3; 775-02736-4

**98.6/AIN’T GONNA LIE**
Kathy Merck, Mercury M 21063 (M); S 51102 (S) (650-21063-5; 650-31102-3)

**LETS FALL IN LOVE**
Phil Spector, Gold Disc 3004 (M); TES 4004 (S)
(391-02034-3; 391-02040-5)

**GOIN’ LATIN**
Ramsey Lewis, Cadet LP 790 (M); LPS 790 (S) (143-00790-3; 143-00790-4)

**GIMME SOME LOVIN’**
Spooky Tooth, United Artists UAL 3574 (M); USP 6578 (S) (875-08758-3; 875-08758-5)

**ERIC IS HERE**
Erik Burdon & the Animals, MGM E 4432 (M); ESE 4432 (S) (600-04433-3; 600-04433-5)

**THE MAGNIFICENT MEN**
Capitol T 3267 (M); ST 3267 (S) 300-02676-3; 300-02676-4

**IT’S NOW WINTER’S DAY**
Tommy Roe, ABC S 594 (M); ABCS 594 (S)
(163-00974-1; 163-00974-3)

**CLASSICAL SPOTLIGHT**

MOZART/BEETHOVEN

Yun-Chung Lin [violin] and E. R. Bradshaw [piano]
London Symphony Orchestra, Columbia SM 3148 (M); CS 6495 (S)

This album displays a clear and accurate presentation of the music, with excellent balance and sound quality.

**CLASSICAL SPOTLIGHT**

DVOVAR: SYMPHONY NO. 6 / CARNIVAL OVERTURE

London Symphony Orchestra, Columbia SM 3148 (M); CS 6495 (S)

Under the direction of Simon Rattle, this performance demonstrates the vibrant energy and precision of the orchestra.

**ALBUM REVIEW POLICIES**

Every album sent to Billboard for review is heard by Billboard’s Review Panel, and its value potential is noted within its category of music. Full reviews are presented for Spotlight Picks or Special Martel Picks, and all other LP’s are listed under their respective categories.

**CALIFORNIA DREAMIN’**

Rex Manning, Decca V 8272 (M); V 8272 (S) (895-08675-5; 895-08675-5)

**IN CASE YOU’RE IN LOVE**
Sonny & Cher, Atlantic 22-202 (M); SD 22-202 (S) (775-02355-3; 775-02355-3)

**WALK AWAY RENNE/PRETTY BALLERINA**
Left Bank, Monarch KGS 27006 (M); KGS 27006 (S) 675-0766-4; 675-0766-4

**JOHNNY MATHIS SINGS**
Warner Bros. K 2107 (M); SR 41107 (S) (650-2107-4; 650-61107-4)

**FIVE BY FIVE**
Dave Clark Five, Epic U 4256 (M); BN 3256 (S) (645-2328-3; 655-2328-3)

**DON’T COME HOME A DRINKIN’**
Waylon Jennings, Epic U 4254 (M); BN 3254 (S) (645-2328-3; 645-2328-3)

**THE ELECTRIC PRUNES**
Rarities R 6246 (M); RS 2424 (S) (760-08245-8)

**SAYIN’ SOMETHIN’**
The Righteous Brothers, Vee V 5071 (M); V 5071 (S) (650-5310-5; 650-6506-6)

**THE SEA**
San Sebastian Strings, Warner Bros. 1670 (M); WS 1670 (S) (953-06248-5; 953-06248-5)

**SATURDAY NIGHT AT THE MOVIES**
Brent Ring, Dunhill D 30013 (M); DS 30013 (S) (845-01670-5; 845-01670-5)

**HOW GREAT THOU ART**
Elvis Presley, RCA Victor LPH 3748 (M); LSP 3748 (S) (775-03758-4; 775-03758-4)

**A MAN AND HIS SOUL**
Ray Charles, ABC S 992 (M); ABCS 992 (S)
(105-00091-5; 105-00091-1)

**THE EXPLOSIVE LITTLE RICHARD**
Oh, Boy! OK 13117 (M); OKS 14117 (S)
(105-17113-7; 105-14117-7)

**LOW PRICE CLASSICAL SPOTLIGHT**

BRAMS: VIOLIN SONATAS 2 & 3
Joseph Sakariason, London 74842 (M); 74842 (S)
(262-08675-5)

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Blood From Red Cross Saves Lives

**Rated B**

Help Us Help

**Rated C**

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**ALBUM REVIEWS**

Continued from page 49

**SPECIAL MERIT PICKS**

Special Merit Picks are new releases of outstanding merit which deserve exposure and which should have commercial success within their respective categories of music.

---

**LOW PRICE SOUNDTRACK**

SINGING IN THE RAIN

Soundtrack. Metro 6 509 (M) 6 599 (S)

One of the all-time great film musicals. Impeccable restoration of the classic at this low price level, and it should bring in big business calls. This record, including Gene Kelly, Robert B. Wright and Donald O'Connor, is one of the best yet to come all season. The top pick for all large labels this summer.

---

**DIE SPIEZERÜBEREIN 1966**

Various Artists. Polydor 227 218 (S)

Another in the successful line of Spielerüberein off the top, this one devoted entirely to the country tunes by the two Swiss bands, the Bollingen Fräulein and Geri Norman. "Wenn Man Eine Million Hasen" is a good one for all Swiss bands. The record ends with some English vocals. The Liner: Stereophonic. For others in the line-up:

---

**FOUR-STAR ALBUMS**

The following albums are awarded four star ratings with sufficient commercial appeal to help boost sales in their respective categories to ensure being picked by most dealers, and thus need handling by record companies.

---

**SOUNDTRACK**

AFRICA ADDIO

Soundtrack. United Artists UAL 6411 (M); LAS 6435 (S)

POPULAR

TAKE IT LIKE YOU GIVE IT

Arlo Guthrie, Columbia CL 3217 (M); WS 47053 (S)

EXOTICA TODAY

Martin Denny, Liberty LRP 2668 (M); LS 7668 (S)

KING KONG / EXOTIC TRAD. TENNESSEE

Eddie Bond, Columbia CL 3217 (M); LS 7661 (S)

CHEETAH BEAT

Jody Nelson, Imperial LP 5049 (M); LP 10348 (S)

MILE BROTHERS LIVE

Recorded at the Oceanic Gardens, Copenhagen. Dot LP 2277 (S); DOT 10516 (S)

GOLDEN GREATS

Gene McDaniels, Liberty LR 2028 (M); IM 3059 (S)

SARAH SLIGHTLY CLASSICAL

Herman Leonard, Philips LP 4123 (M); SS 20113 (S)

TODAY SING THE PIONEERS SING CAMPFIRE FAVORITES

The Pioneers, Columbia CL 3217 (M); HA 21202 (S)

THE MAC DONALD SONG

Let's Dance

Hank Ballard, Malamotion 5699 (M); 3502/0 (J)

MERA

Bert Morgan, RCA Victor 9458 (M); 3483/0 (J)

KEITH ALLISON IN ACTION

Good Times, RCA Victor 9441 (M); CS 9441 (S)

TOO MUCH TROUBLE

Bobby Day, RCA Victor 9440 (M); 3482/0 (J)

SING ALONG WITH UNCLE DICK'S OLD TIME TUNES

Wesber Ross, M 1881 (M); WS 1041 (S)

SOFT HAWAIIAN SOUNDS

Shos Trio & The Alohe, Dot LP 2278 (M); DOT 2278 (S)

---

**LOW PRICE POPULAR**

HELO OH YOUNG LOVERS

Helen Krell, Columbia CL 3217 (M); CAB 2125 (S)

HEARTLANDS CALL

The American Barbershop Chorus, RCA Victor 9451 (M); CS 9451 (S)

---

**LOW PRICE CLASSICAL**

CEREMONIES, THE ENCHANTED PAVILION / MUSIC BY P. I. CHERNINSKI

Various Artists. Pathé CME 714 (M); MAC 1007 (S)

COUNTRY

WE ARE YOUNG PEOPLE Imperial LP 1105 (M); LP 1105 (S)

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(Continued on page 53)

MARCH 18, 1967, BILLBOARD
20th Century-Fox Records Congratulates Jerry Goldsmith & Toshiro Mayuzumi for composing Motion Picture Scores Nominated for Academy Awards

Best Original Motion Picture Score—Composed by Jerry Goldsmith

Best Original Motion Picture Score—Composed by Toshiro Mayuzumi

Congratulations to ART LINKLETTER on the GRAMMY AWARD NOMINATION "BEST CHILDREN'S ALBUM OF THE YEAR."

For the children of the world ART LINKLETTER narrates "THE BIBLE" featuring the music score from the soundtrack of the acclaimed motion picture.
• ALBUM REVIEWS

• Continued from page 59

RACEMAKER: MONA in G MINOR/SALADAY, Op. 4 (MG) S 11115 (6) • THE SEVEN LAST WORDS OF CHRIST (London) (MG) S 11116 (6) • REHEATING: STRING QUARTETS (MG) S 11117 (6) • SCHULZ, KLEINE GESTALTUNG KONZERT, K 525 (MG) S 11118 (6) • FLYING COLORS: LIVE AT MIDLAND LAN (MG) S 11119 (6) • THE GEORGE BENSON COOKBOOK (MG) S 11120 (6) • THE JAZZ CORPS (MG) S 11121 (6) • P Acific Jazz P 6216 (ST) S 11122 (6) • STEREOLY: World Pacific WP 1061 (WP) S 11123 (6) • FOLK FINE SOFT LAND (MG) S 11124 (6) • MELODY EKS 315 (MG) S 11125 (6) • LOW PRICE CHILDREN'S THE OFFICIAL ADVENTURES OF THE GREEN HOBIE (MG) S 11126 (6) • EL FLAMENCO VELAS, B. – International N 10699 (NS) NS 10699 (6) • LA PUNTADA DE MEXICO (MG) S 11127 (6) • MYTHOLOGY: La Toca de Cipriano, Capitel T 1135 (NS) 1135 (6) • LOW PRICE CHILDREN'S THE OFFICIAL ADVENTURES OF THE GREEN HOBIE (MG) S 11126 (6)

• NEW ALBUM RELEASES

• Continued from page 44

HATO: DIVERTIMENTO IN D-Stuttgart (Mc) S 11128 (6) • HAYDN: CONCERTO – Mozart, Haydn, Beethoven, L. (M) V 11129 (6) • MOZART: CASTASIONS N O & B-Selma, Austria (MG) S 11130 (6) • F OREY: The Golfer and Strings-Rag/Nott, Jeremy. (MG) S 11131 (6) • P ALENSTRA: MOSAIC LEADERS-Le Lyrical Visionaries, Isle (MG) S 11132 (6) • VARIOUS COMPANIES – Chicago Strings JA 1900-01. (MG) S 11133 (6) • TELEMAN: SUITE IN A-MENDELSSOHN, Felix (MG) S 11134 (6)

• REPRISE

JACQUES BIRD–Entertainer, R 8640, RS 11135 (6) • THE WEST COAST POP ART EXPERIMENTAL BAND, Part 1: R 4247, RS 11136 (6) • ROULETTE

SARAH VAUGHAN – Sarah Vaughan Classics, Vol. 1 (MG) S 11137 (6) • SHOUT: DAVE'S PAT (MG) S 11138 (6) • VAULT

CARL BARBET–Big Band, 1947, 1951 CHALLENGER: Greater Hit List. 111

• VERVE FOLKWAYS

LEADBEAT – from last Sessions. IT 111

21 Releases By Pircuite

• Continued from page 40

and violist Janes Chaub. The other selections are by Spohr, Paganini, Hese and Rhodes. Kenneth Gilbert, an expert organist, capacity Plans a polka program containing works of Buxtehude, Boehm and Walther. Two other performances feature three harpsichordists. On one, Hubert Foss and two pieces by Louis Copland and four pieces by Boehm. The other has Maria van der Lee as soloist in Bach's "Concertos Nos. 3 and 6" with Hans Michel conducting St. Thomas' Ton-Studio Orchester. Kogan is superb in a pairing of Bach's "Sonata No. 2" and Prokofiev's "Sonata in D Major, Op. 94." He has been on six works with Gilbert on the harpsichord and Michael Carpenter as cellist. The LP contains pieces by Handel, Bonportis, Telemann and Locatelli. Kurt Bauer is conductor-or- ganist of soloists, choir and orchestra of the Dresden Cella dral in two fine sets, one with Bach's "Concanto No. 76" and the other with Bach's "Concanto No. 11 and 19." The Buxte- hude's "O Gottes Stadt." Another LP bears soprano Micheline Tessler with the Arts Instrumental Ensemble in Bach's "Little Magnificat in Minor," Vivaldi's "O Qui Caeli Turbae lux et Frangaret," "Veli Dolce Del Oise." The 25st disk pairs Palazzier's "Missa Brevis" with four Marenzio madrigals performed by the Qua- cefra Duo and by Yves Courville.

FRED KIRBY

RIA A Extending Auditing Service

NEW YORK — The Record Industry Association of America has begun a program under which member companies will be able to participate in joint audits of foreign licen- sees. The pilot program will be continued until sometime late this spring.

RIA A's executive secretary Henry Brief explained that the service being extended RIAA was designed to increase the high cost involved, were individual companies to attempt such audits alone. Participation in this program is voluntary among RIAA's members and those who do participate will share the cost on a pro rated basis.

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MELODY N
burg EKS Atlantic Various
GREEN SOFT RELEASES (M); Artists. SUITE 19016, Orchestra.
Continued
EXTENDING cellist.
and also through the Metropolitan Symphony of Mexico featuring Vladimir Koles. . . . . .
was the minimum participation completed May 3. Hazel Scott will
appear at Town Hall in a "Home- rine" Concert on Sunday (8) after Jazz dancer Elvin Jones and his group turn in an unlimited engagement at the Five Spot, 137 2nd Ave. Baba East for an indefinite period. The Enslow Hawkin Quar- tz, of "The Ventures," recently opened for four weeks at the Chalet Inn, 1714 W. 3rd St., Los An- gel. N. J. Bobby Durrin returns to the Copacabana starting next week. Carol Law- rence of the Dean Martin summer replace- ment, won the 1964 American Record- ing Academy Award winner Harry Walter with Roger Miller with his hero- "Pictur of the Rose," which will star Billy & Buddy.forest, Brian Alence. The Pickalloy Pop Strings Orchestra have cut Gil Kaye's "Sherry Lane." The group is comprised of mu- sicians from the Pickalloy Pop Strings Orchestra. The Young Rascals will headline at the Paramount House in the Palisades Amusement Park, N. J., Saturday and Sunday. Berlind and the "Oh Paris!" French restaurant and music club will feature the Frisco Trio, Producer Martin Ram- in will release the movie "Who's There" score the Fillmley movie "Don't Make Waves," will include a title song which will be heard by the group over the main titles.

El Saugatuck, Michigan, has recently had a sale of Paul Anka to play a show in Grand Rapids and next year for the next three years. He will be appearing at the Grand Club, Michigan, sometime next year.

Godfathers, president of CBS/Columbia Group, has announced the certification of Mexican Theatre and Music Club for the dissemination of Mexican music in the United States. The Mexican Theatre of Chicago. The Café lounge at the Chalet Inn, 1714 W. 3rd St., Los Angeles, N. J. is spotlighting the Aris-Trols, a vocal and instrumental combo, through April. Chicago's New Comedy Club has signed Bobby Austin to an exclusive music and booking contract. Austin will have a Cap- ital record label, enjoying Howard Martin and the Wash- ington National Symphony. George Seferis, the Greek poet, has the Philadelphia Orchestra at Carnegie Hall on the 26th. . . . Orchestra leader Virgil Fox performs with Leon Barja and the Washington Na- tional Symphony on Tuesday (14) and Wednesday (15) at the War Memorial Opera House. Exeter Crochet plays Mozart with Katzin, Lauchlin and the Boston Symphony on Friday (17) and Saturday (18). . . . The eight annual lst Countess Opera Club Hall following the April 8 perfor- mance at the Met. Starring in "La Boheme" that night will be Maria Callas, Corvino, Jan Francesco and Mario Seroff.

San Francisco, Richard Clary, tenor and Vincente, violinist, performs with Vitaliano Giovanni, second violinist, and an orchestra conducted by the San Francisco Symphony. The second costume of the buffet de l'Opéra in the Broaday comedy, "The Imp- ortant Thing," is now receiving the MCGM (titled "Shoo, I'm Watching the Magic" of the 10th Anniversary Jazz Buffet luncheon, co-spon- sored by the Ad Men's Post No. 209 American Legion and the Ad- vertising Club of San Francisco on March 27 at the Ad Club. The luncheon and its annual Tribune Fresh Air Fund and Ad Men's Post No. 209 Sunday (O.J. (Just One Break) and the Red Sox will be $7.50 each. Reservations can be made by writing the Ad Club, M.S. 8110.

LAS VEGAS

The Fabes set a new attendance record for the Fremont Carni- val Room, as they sold out a, set for a two-week at the Sahara Hotel and Casi- no (Day 21), got her official date for (Continued on page 56)

MARCH 18, 1967, BILLBOARD
The American Society of Composers, Authors and Publishers

congratulates its members whose works or performances were awarded the 1966 “Grammy” of the National Academy of Recording Arts and Sciences

STAN CORNYN — Best Album Notes, “Sinatra At The Sands”.
DUKE ELLINGTON — Best Original Jazz Composition, “In The Beginning God”.
ERNIE FREEMAN — Best Arrangement Accompanying A Vocalist Or Instrumentalist, “Strangers In The Night” recorded by Frank Sinatra.
MORTON GOULD — Album Of The Year — Classical, “Ives: Symphony No. 1 In D Minor” (Mr. Gould conducting the Chicago Symphony Orchestra).
NEAL HEFTI — Best Instrumental Theme, “Batman Theme”.
JERRY HERMAN — Best Score From An Original Cast Show Album, “Mame”.
FRANK SINATRA — Album Of The Year, “Sinatra: A Man And His Music,” and Best Male Vocal Performance, “Strangers In The Night”.

ASCAP also salutes the following artists who have won the “Grammy” award in their categories for performing works licensed through ASCAP

HERB ALPERT AND THE TIJUANA BRASS — Best Instrumental Performance (Other Than Jazz) and Best Instrumental Arrangement, “What Now My Love” by Gilbert Becaud and Carl Sigman.
RAY CONIFF SINGERS — Best Performance By A Chorus, “Somewhere My Love” by Maurice Jarre and Paul Francis Webster.
EYDIE GORME — Best Female Vocal Performance, “If He Walked Into My Life” by Jerry Herman.
ANITA KERR SINGERS — Best Performances By A Vocal Group, “A Man And A Woman” by Francis Lai, Pierre Barouh and Jerry Keller.
ERICH LEINSDORF — Best Performance — Orchestra, “Mahler: Symphony No. 6 in A Minor” (Boston Symphony Orchestra).

and SACEM* composer

MAURICE JARRE — Best Original Score Written For A Motion Picture Or Television Show, “Dr. Zhivago”.

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b/w The Beginning of Loneliness

The Sweet Sound of Success is on Scepter.
Nasirat Plans Wrap-Up Talks On MGM Operation in U.K.

By GRAEME ANDERSON

LONDON — MGM president Mort Nasirat is scheduled in London March 31 for final talks on the company's expanding operations in Britain.

Nasirat will be talking with leading industry personalities including agent Harold Davison. In his round of discussions, he is expected to settle final on the choice of the industry figure who will help MGM operations here appointing staff and planning activities for the label after its present release deal with EMI expires June 30.

Alex, a. MGM has started to move toward a more intensive role in the U.K. market. It has begun to acquire British product for U.K. release, including a single by the music group Moons Train, which was produced by Rolling Stones' Bill Wyman. MGM is also negotiating with British and other overseas rights to Eric Burdon and the Animals.

Additionally, MGM has started to advertise its product directly to the British trade supplementing the regular promotion. EMI puts behind MGM material as part of its licensed repertoire operations.

Expecting to meet Nasirat is Phil Solomon, who launched Major-Vocal at the end of last year. Solomon is intensifying the label's operations. He is known to be planning U.S. deals to follow his arrangement to launch Roulette here.

As executive director of the offshore station, Radio Caroline, Solomon can now offer powerful promotion. In addition to direct airing of recordings, Solomon is also thinking of taking his station for use of other promotional media to boost his efforts.

Recent example involved national daily newspaper advertisement. "Tony Jones," a cover of an American release by MGM's Johnny Tillotson, so far not scheduled for British issue by EMI.

Rack-Jobbing Test in Sweden Is Facing Appraisal in Mid-April

By ESPEN ERIKSEN

STOCKHOLM — Mid-April will be the time when the prossects of rack jobbing in Sweden can be put to the test and assessed for the future. Manufacturers are now preparing intensive national buying public via rackings.

Sweden is the first Scandinavain country to experiment with this selling device (Billboard Feb. 24). A pilot test was launched in five supermarkets in the Stockholm area in January and later 10 more were added. All were situated some distance from the nearest record dealers.

When the test period is over, we will know whether we can organize permanent rack jobbing and if so, we can organize permanent buying public via rackings.

We are aiming at a completely new buying public. Although we have concentrated on singles of local and foreign pop material, continued Landquist, who visited the States in 1965 to study rack jobbing. "I think we'll have to introduce it with greater éclat as we have done in the States."

Landquist's spokesman is positive and promising results when the test period has elapsed. And larger sales and greater promotional area are already apparent.

Regular record retailers are happy about the rack jobbing, which is increasing the buying public's interest in our product.

Cbs Germany Into Classical Production With Mozart LP's

By OMER ANDERSON

FRANKFURT—CBS Schallplatten has just launched its own classical production with release of five LP's of Reiner and Gorenstein Mozart (The Journeys of Young Mozart).

The series is described as a "diary in tones."
The five LP's tell the musical story of Mozart's stay in London and with his father between 1762 and 1773.

The five records seek to bring music and the history of this period into synthesis. Titles are: "Mozart in London," "Mozart in The Hague," "Mozart in Milan," "Mozart in Rome and Bolsena" and "Mozart in Paris."

Each LP has music associated with Mozart's stay in each of the cities. Interpreters for the series, Hans Hotter, mezzo-soprano; Karl Engel, piano; Klaus Poldner, flute; Helga Storck, harp.

Music is by the Frankfurt Chamber Choir under Hans Richard Stracke; and the Frankfurt Chamber Orchestra under Hans Koppenburg.

Bruck has been appointed chief of German CBS classical production.

CBS Schallplatten's chief, Bernhard Mikulski, pointed out that the five Mozart LP's are the first independent classical production by the German company. He announced that CBS is involved in the production of five major symphonic programs under Stracke, which are stressing new artists and new production techniques.

Mikulski said that German CBS' classical production will not duplicate product by CBS parent company in the U.S. or by CBS sister companies elseware in the world, but will seek to sell the gaps in CBS over-all classical production.

Mikulski hopes to do with classical production much the same thing he has accomplished with pop production. Mikulski himself is a name in the German trade by the original ideas and the great energy he has brought to pop production. He has used the goodwill of young pop artists, and he has exhibited great imagination in picking pop themes for singles production.

Mikulski will now carry over essentially some basic techniques into German CBS classical production. He held that CBS Germany has signed an agreement with the owner of a collection of six Stradivarius violins and other rare string instruments for CBS classical recording.

Feared Paced

CBS has placed under exclusive contract Nelson Freire, a 22-year-old Brazilian pianist, and is currently producing two LP's with Freire. They will be solo productions with works from Beethoven, Schubert, Schumann and Brahms.

Stracke said CBS would not make an exclusive deal with any one of his artists but would look for young, qualified musicians from Switzerland, France, Germany and Spain, and would sponsor solo artists from any country whose work CBS thought would become known.

Stracke said the idea was to hold a "Marlboro" type festival at Winterthur, Switzerland, which has been picked as the production site. He said CBS was not the talk of German CBS to attempt

E. GERMAN CONDUCTORS' "LEANINGS" ANGER GOVT.

EAST BERLIN—Conductors of the 64 state orchestras in East Germany have angered their government because the number of West German and Western bloc compositions included in their repertoire.

Statistics released by the East German Government reveal that the most performed composers last year were Beethoven, Mozart and Brahms, at a combined total of 61 performances. East German works played numbered 243, compared with 67 of West German origin and 46 of the Western bloc. George Grossmuth got 13 plights during the year.

The official report criticizes the conductors for favoring Western bloc works as the Russian and East German leaders have directed in their expansion for a more imaginative repertoire.

Philips Gets Spring on Spring With 'Specials'

HAMBURG — Philips has just announced its largest and most diversified spring offerings of pop releases.

The program encompasses entertainment, dance, chanson, cabaret, folk, jazz, pop, classical, and opera and its music industry.

The program also includes 10 releases of the Fontana Budget label.

Features of the program are:

Kurt Adamek's "promotion" from a classical to a popular music commentator; a big number of cassette titles (15); increased attention to the kids market under the theme "today's babies—tomorrow's customers"; imaginative "special projects" disks featuring gymnastics for pregnant women. There are 13 titles in the "For Unterhaltung, or Enter-

tainment" section; 23 dance titles; 21 prose, chanson, cabaret and folk titles; and 10 jazz titles.

Product makes use of the Philips, Fontana, Amado, Mercury and Star Club repertoire.


EMI Execs From 9 Nations Hold Confab on Expansion

LONDON — EMI publishing operation executives from nine European countries met in Brussels last Thursday (2) for a twoday conference on the company's expanding international music activities.

Chaired by the EMI group records director L. G. Wood, the meeting was deemed such a success that already plans are being made from the resultant set for a repeat conference in October.

Major topics at the conferences included promotion, artist contracts and repertoire liaison, and the role the many European song festivals could play in EMI's publishing activities.

The delegation at the meeting included Geoffrey Bridge, joint general manager, overseas (Continued on page 56)
**Orchestra**

Rendezvous dies... Soviet sale many-Ariola paring... GmbH distributed by 17 Cornet... OSLO distributed the... tie Norwegian pact... Beatnicks reached Bunte... 

**Electrola Selected Cornet Is Rolling on Production Front**

COLOGNE—Heliz Gitz and Rolf Engleder’s new Cornet label is starting production. The new firm, which has a close tie-up with Electrola, began production of six singles and four albums (March 1) and extending through Oct. 10. Cornet titles will be pressed by Electrola Carl Lindstrom GmbH pressing plant and distributed through Electrola and through the disk wholesale trade. Cornet expects to produce between 25 and 30 singles per year and 20 to 25 LPs. Singles are priced at about $1.20 and LPs at $4.50.

17 Silver Records, Added LP Output Puts Norway in Pink

OSLO—Seventeen silver records awards during 1966 and increasing local LP production spotlight the healthy condition of the Norwegian record market.

On the LP front, local artists are listed for Solvi Wangen (Nor-Disc/Polydor), who closed a recording contract in April. She was accompanied by engineer Nils Haugland and Jane Nilsen. The recording took place in a studio owned by the firm.

Also, the Beatles are preparing their first LP for the Norwegian market, to be recorded in Metronome’s Stockholm studios. Nera has introduced a low price LP series with the German Sterart label. All five major Norwegian record firms now have one or more LPs on the local market.

On a similar note, a 10 LP series is awarded by the Arbeiderbladet newspaper for sales of 25,000 copies. The ten artists are: Jimi Hendrix, The Beatles, the Rolling Stones, the Who, the Animals, the Jagger Husker, and the Isley Brothers. The LPs are distributed through the local record stores.

Ariola to Sell Soviet Melodia Via Magazine Record Clubs

GUETERSLOH, W. Germany—Ariola is expanding the sale of its Melodia-Eurodisc Soviet product into the German magazine/disk club circuit.

The first Soviet disk to be so distributed in the recording by the famous Gospop People’s Orchestra of “Beloved Melodies by Famous Composers.” It is one of three initial offerings through the joint efforts of Ariola Eurodisc and Bunte Ideen, a high-brow illustrated music magazine published by the Buma Publishing Company.

The other two titles are “Rendezvous with Rudolf Schock” (opera arias and songs, and “Vergessmennheit” (Forget Me Not), with Fritz Wunderlich singing folk melodies.

The program—“Musik für dich” (Music for You)—will include Ariola’s Eurodisc repertoire and selections from popular music and operettas at the special price of $4.50.

Most important for Soviet product, it will take the Melodia’s position as the country’s largest mass disk market for the first time. The move marks a definite shift in emphasis in marketing Melodia recordings.

Now that the remaining Melodia repertoire (there have been around 100 titles released so far) will be welcomed and established in German classical disk market. Ariola is moving to dress up the Soviet product and promote it on the mass LP market.

**More Inroads Made in the Italian Market**

By GERMANO RUSCITTO

MILAN—The first release of San Remo repertoire and classical and folk material, the first advances for music on tape in this country, Phonogram and EMI-Ariola have announced a San Remo material, the first title which was released from existing record repertoire.

Phonogram’s release consists of two numbers, one presenting a miscellany by some of the artists involved in the previous year’s festival, from masters leased by Ricordi, Fonit-Cetra, Interrecord, Rifi and Ariost. In Italian.

The second features a selection of songs, some of them, some of which took part in the festival. Ecuofo has issued two four-track cartrige featuring numbers by Rifi and Ricordi artists, some of whom were San Remo performers this year.

Ecuofo is also on the tape market with classical music, with two musiccassettes of Vivace Philharmonic Orchestra of Venice and the Bach Brandenburg Concerts. Ecuofo has obtained the rights for exclusive exploitation on tape of the GTO repertoire, and will issue three tapes this year. One of them consists on a classical program of pianists.

The third of the Ecuofo releases is a classical program of pianists, including a selection of works by Mozart and Chopin, as well as a selection of works by Schubert and Tchaikovsky.

Swords Selected Top French Jazz Musician of ‘66

PARIS—Bassist Gilber Rovers from the now-defunct Big Top Solid Tis has been awarded the 1966 Prix Django Reinhardt as the outstanding French jazz musician of the year by the Académie Charles Trenet.

Another award announced by the Académie at a reception in the Hotel Bourse, was the Prix Racine Award. The Prix Racine was awarded to the French film “La Fin de l’Honneur,” directed by Jean Renoir.

Fats Waller Day in Amsterdam

AMSTERDAM—Negram-Delta and Dutch Teenage magazine have dubbed Saturday (18) as Fats Waller Day.

A contest has been organized in which 20 best groups will compete. Each will play three Fats Waller songs.

A group considered best in terms of presentation will win a recording contract.

The adjudicators for the contest will include prominent disk jockeys and music journalists.

Teen Mags Merge

MUNICH—Germany’s two biggest music news magazines, Bravo and OK, will merge. Bravo has sales of 706,564, or 73%, of the total weekly circulation of 967,782. OK is in the 27%, or 340,000, category.

A combined title will be published in the fall, a month after locally published magazines. The editorial staff will be located in Berlin, with a chief editor in Munich. The magazine will be published bimonthly. All special sections will be issued as separate booklets.

The new magazine will be called “Musik,” and will be published by the OK-Bravo Verlag, which will also publish the new title.

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HEADING FOR TOP 10

TOMMY JAMES & THE SHONDDELLS

'I THINK WE'RE ALONE NOW'

OUR BIGGEST WEEK YET!!

MARCH 6-10  172,000 SOLD

BILLBOARD 18  CASH BOX 22

RECORD WORLD 19

thanks to all those who made it possible!!

A CORDELL-GENTRY CONCEPTION
PRODUCED BY BO GENTRY & RITCHIE CORDELL
ARRANGED BY JIMMY "WIZ" WISNER
CBS Germany Into Classical Production With Mozart LP's

INTERNATIONAL NEWS REPORTS

CBS Germany Into Classical Production With Mozart LP's

• Continued from page 55

the production of great symphonic; that this was being done by the New York Philharmonic, the Philadelphia and Cleveland orchestras and the London Symphony.

Recent Program

Rader, Stacke emphasized, German CBS will attempt to develop a unique classical program pattern, that will be a major part of the German orchestra. One of the next CBS programs will be the new season's "Triol Stradivarius," a Swiss chamber music group which CBS has placed under long-term contract, in order to add to its classical repertoire.

The first work will be the E major sharp Divertimento from Mozart. Other recordings will encompass the works of Haydn, Beethoven.

In his report, Rader said that the German CBS company has approached classical production in three steps. The first step was to import U. S. parent CBS classic product and adapt this material to the German market, mainly in the matter of packing, titles, and text. Indeed

Increased Product

The second step was CBS Schallplatten's production of "The Planet" by James Bond, three years ago, and since 1965 it has been an increasing amount of classical production.

The third step was classical production with the "CBS Symphonies," a series of LPs by composers who were under contract to Columbia in the U. S. These included Isaac Stern and Zino Francescatti.

CBS Schallplatten calculates that it must sell at least 2,000 copies of a classical production program to achieve profit. However, for prestige purposes, CBS German will attempt to sell a million quantities on the German market through consecutive arrangements with CBS companies in Britain, France, Italy.

Under this arrangement, one company produces the material for all of the CBS companies for most of them on the basis of advance agreements.

From The Music Capitals of the World

• Continued from page 55

Line Records, with branch offices in major cities worldwide, will be in Eugene, V. Shiplow, executive vice-president, who has named chairman.

Carl Lombardo and Edwin Rosenblum, of the Line production division, Ross Halama is to announce vice-president, and Robert damaged, record promotion.

In Des Moines, Jerry Middle, president, will announce a new vice-president, and the two subsidiaries.

In the Loew product line, Harris Records, Inc.

Hamburg

RCA Victor's 24 continental representatives met to discuss marketing plans and a variety of other matters. Philips has produced a German LP of the American Opera, "The King and I." The show has done well in Munich and Vienna.

The Teddies, a new group of young German talent, has been formed.

London

CBS is setting massive promotion for its first single from the new CBS program, "Bach's "Concerto No. 2 in D minor, " " because "Love You." The release of the single will coincide with the release of the album and a package that will include a free copy of the single with the album.

The U.S. British disk which features "Love You," will be available on the air in the U.S. in July and will be available in stores in August.

In addition, a new series of "CBS Symphonies" will be released on the air in the U.S. in July and will be available in stores in August. The series will feature the works of such composers as Beethoven, Schubert, and Brahms.

Los Angeles

White Whale has moved to a new office at 8901 Sunset Boulevard. The Electric Prunes starred at a party to celebrate the band's release of "I'm a Man," which was released on the Bell Records label.

The Prunes' new single, "I'm a Man," was released on the Bell Records label. The Prunes' previous single, "Get Rhythm," was released on the Liberty Records label.

The Prunes' new single, "I'm a Man," was released on the Bell Records label. The Prunes' previous single, "Get Rhythm," was released on the Liberty Records label.
Get in on the incredibly rich teen-age market with your own HULLABALOO SCENE teen dance club

Own your own pre-sold, pre-accepted HULLABALOO SCENE dance club. A club that offers kids a place of their own, with five bands, soft drinks and an atmosphere that is just what they need and want. It's a business that taps a market that annually spends more than thirty billion dollars.

HULLABALOO CLUBS ARE PROVEN WINNERS
Imagine, you open a club and a capacity crowd of 965 kids show up the first night, each paying $1, admission and buying 700 soft drinks @ 25c. The next night you do even better when more than 1000 kids show up. Well that's exactly what happened when a HULLABALOO CLUB opened in a small upstate N.Y. town. And it's what has happened at every HULLABALOO opening.

Not only opening night, but every night the clubs operated...giving licensees instant profits, an immediate return on their investment and a solid cash flow.

ONLY HULLABALOO OFFERS YOU A TRULY PART-TIME BUSINESS WITH A FULL-TIME INCOME POTENTIAL.
You can spend as few as two nights a week getting a big part of the $30 billion of disposable income kids have to spend each year. That's right...two nights a week -- operating your own pre-sold pre-accepted HULLABALOO SCENE teen dance club.

YOU NEED NOT GIVE UP YOUR PRESENT BUSINESS OR JOB
Because HULLABALOO can be operated as a truly part-time business you can keep right on doing what you presently are doing until your HULLABALOO is way in the black. And that should be fast.

TAKE A LOOK AT ONE HULLABALOO SCENE IN NEW ENGLAND
There's a quiet little town in Connecticut where HULLABALOO is opened Friday and Saturday nights only, from 8:00 P.M. to 11:00 P.M. The licensees of this teen scene are packing in 700 to 1000 kids every night they are open. At $1, admission, with soft drinks, teen magazine and HULLABALOO apparel sales, you figure out how much these licensees are making each week. Of course, in the summer and during school vacation periods they are open more often. If you want the exact information we will provide you with a certified operating statement of this HULLABALOO SCENE in Connecticut.

YOU DON'T HAVE TO SELL ANYTHING -- THE TEEN-AGERS ARE ALREADY SOLD ON HULLABALOO
A business is only as good as the need for it. Do teen-agers need HULLABALOO? You bet they do. A wholesome, happy place, strictly their own, properly protected, and approved by authorities. There's no other place like it. The candy store owner doesn't want them dancing around. The adult nightclubs don't even allow them in. And rock 'n roll at home is driving parents mad. The answer is their own HULLABALOO SCENE. Where they are free to dance and socialize as they like. In an atmosphere that they already know and accept. For two years they've watched the network TV program, HULLABALOO. It's been one of their favorites. And now you can bring it to them...live...off the TV screen and into their own home town.

HULLABALOO MAGAZINE TELLS TEENS ABOUT HULLABALOO CLUBS
A tremendously successful teenage magazine with a circulation of more than 150,000 young people cens its audience in on the HULLABALOO clubs each month. Articles describe and locate HULLABALOO clubs throughout the country taking up the name and keeping HULLABALOO SCENE the "in" place. HULLABALOO Magazine is nationally distributed and is available on newsstands throughout the country with a circulation that grows with each issue.

YOUR INVESTMENT FOR HULLABALOO CAN BE AS LITTLE AS $17,000.
Depending upon the size of the territory you choose, your investment can be as low as $17,000. This investment entitles you to the following:

1–NAME. What's in a name? Ask the licensees of a Fred Astaire Dance Studio, a Howard Johnson Restaurant, a Holiday Inns. They'll tell you new inventors of business ideas have责任心 to the obvious. But they also recognize those names give the value of the firm. HULLABALOO is one of the trademarks we provide you to reach the teen-age market. And you receive the exclusive rights to use this name.

2–TRAINING. An intensive course in the fundamentals of business management and in the specifics of operating a teen-age dance club.

3–HULLABALOO FUND. You receive all you need to get a business from the marketers to the accounting books. A $10,000 selection deposit to get you started is paid back in dividends and depositing the hands of you, the owners, and the territories will be your own, and you can sell.

4–PROMOTION. You receive all the Illustrations and photos to promote your HULLABALOO to all.

5–FUND ILLUMINATED SIGNS. You receive all the furnishings, fixtures, signs and furniture you need -- designed especially to appeal to young people by famous designers, with low cost.

6–NATIONAL ADVERTISING. Big consumer ads directed to the teenage market in national papers.

7–FULL TIME PUBLIC RELATIONS. From articles in your local papers to columns in National Magazines, the name HULLABALOO will continue to be spread before the nation's teenagers.

8–LARGE ADVERTISING. All sales, local radio and TV spots, newspapers, magazines, posters, free by a large national advertising group.

9–TV PROGRAM. The HULLABALOO SCENE is daily a discovery, live shows will keep the HULLABALOO circuit running on real national basis. Big stars, too, will be regular performers, making your name known to all.

10–PROFIT MULTIPLYING SERVICE. You will be given a complete business system, complete with complete record of sales, accounts receivable, and all the crucial information you need to operate this business.

11–HULLABALOO PROFIT MAKING PRODUCTS. A complete business system, complete with all the crucial information you need to operate this business.

AND AT EVERY OPENING OF HULLABALOO -- SPECIAL GUEST STARS APPEARANCES, THE HULLABALOO DANCERS PLUS A MAJOR ROCK N ROLL CONCERT!

NOW A BIG NATIONAL RADIO SHOW KEEPS THE NAME BEFORE YOUR MARKET
A unique teen radio program, sponsored by HULLABALOO, called "THE NEW SCENE" starring your house front and "THE NEW SCENE" Howie, proves that HULLABALOO SCENES are even more valuable.

WE WANT ONLY THE VERY BEST PEOPLE
In order to protect all our licensees and the young patrons of HULLABALOO we must make sure that all people buying a franchise are the most prospects to operate HULLABALOO SCENES. By the best we mean those with the highest degree of business ethics, flawless personal character references, and highest moral values. In addition, our licensees must be financially sound.

CALL COLLECT NATIONAL MARKETING DIRECTOR
Call today...or send in the coupon below for all the facts, figures and details about the most exciting, truly part-time business opportunity in a lifetime.

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TEEN CLUBS INTERNATIONAL, INC.
National Marketing Director
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Gentlemen:
I have the reputation and money to qualify as a licensee for HULLABALOO. Send me complete details. I understand that this request in no way obligates me to purchase a license and that you, likewise, are not obligated to issue one to me.

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Address __________________________
City __________________________ State __________________________ Zip  ______
Phone __________________________
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"MAME"

NATIONAL ACADEMY of RECORDING ARTS & SCIENCES

Winners of the 1966 ACHIEVEMENT AWARDS
(Grammy)

BEST SCORE
FROM AN ORIGINAL CAST SHOW ALBUM

Best Vocal Performance (Female)

"IF HE WALKED INTO MY LIFE"
Eydie Gorme (COLUMBIA)

JERRY HERMAN
Composer and Lyricist

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TOKYO
Dean C&W Academy Man of Yr.

By BILL WILLIAMS

LOS ANGELES — Dean Martin, in absentia, was named "Music Man of the Year" by the Academy of Country and Western Music in a surprise climax to a lengthy awards banquet at the Beverly Hilton last Monday (6). A show which brought together some contrasting elements of the entertainment world and an endless parade of talent was marked by a notable absence of recipients.

Nonetheless, it was a gala second annual affair. Geared specifically for the West Coast, it had all the glitter of Hollywood and many of filmdom's personalities. Martin, on location for a movie, was not among them. His teen-aged daughters, who identified their father as the "Italian Cowboy," accepted in his behalf.

The biggest winners were members of the audience, who were treated to a scripted narration titled "Celluloid Cowboy" narrated by Lorne Greene and a great deal of unscripted banter by Greene, his "Romanza" son, Michael London, Andy Devine, Chill Will, Nick Adams, Irene Ryan, Pat Buttram, Ben Benaderet, Edgar Buchanan, Donna Douglas, Eddie Albert and Minnie Pearl. Nearly 1,200 guests, dressed in everything from formal wear to gaudy noodle costumes, also got a full measure of entertainment in a fully produced and directed final "Overture." The show was emceed by Johnny Carson with a lead from Tennessee Ernie Ford and "The Chef," with guests, who sang a blues number and "Danny Boy," but nothing country. Bonnie Guitar, Tex Williams, Sheb Wooley and Roger Miller.

Other Stars

Other stars who made presentations, and played it straight, were Andrew Pines, Jody Lynn, Melody Patterson, James Dixy, Frances Preston, Brenda Scott and Karen Curtis.

Buck Owens was tapped as the most promising male vocalist and also the Top Personalitiy. The most promising female vocalist was Cathy Taylor. Top female vocalist honors went to Bonnie Guitar, while the top male vocal award was won by Merle Haggard.


Gotham Digs Live Acts, Says Roberts

By CLAUDE HALL

NEW YORK — The metropolitan New York area has turned into a fairly good stamping ground for country music artists, according to Star-Record's artist Kenny Roberts. Both nightclubs and social organizations in the area are now making wide use of country music entertainment. Among the clubs at which Roberts has appeared recently in and near New York are the

Ponderosa Club in Pine Brook, N. J.; the Copa in Secaucas, N. J.; the Grotta in Kentilworth, N. J.; Regals Club, Riverhead, L. I.; the Coral Bar, East Paterson, N. J.; Henry's in Brooklyn; the Colonial Inn, Westbury, L. I., and the Country Club in Newark, N. J., which just recently switched over from a rock 'n' roll policy.

Roberts, managed by Quentin W. (Red) Welby, lives in Saginaw, Mich., commuting to

(Continued on page 64)

A SOLID HIT CONTENDER

by WEBB PIERCE on DECCA®

"GOODBYE CITY, GOODBYE GIRL"

32098

MARCH 18, 1967, BILLBOARD
**COUNTRY MUSIC**

**Country Has Big N.Y. Sales Gains**

By CHARLES BARRETT

NEW YORK—Country music record sales in the metropolitan area are on an upswing, according to distributors here.

The sales climb and increased popularity was traced to country stations WJRZ and WTHI, and sharp promotion and advertising techniques.

Frank Campana, New York area promotion executive for Columbia, said that both stations helped boost sales by airing country music and that he felt the two had a strong influence on the consumer. Campana said that the label also arranges time-buys with larger metropolitan stations that normally play only pop music to expose country records. One example is WNEW which is playing a new Ray Price album according to Campana. "This," said Campana, "will bring the country artist closer to pop music lovers who would perhaps never be exposed to country music." Campana added that Price may be making a personal appearance in the New York area this spring at the White Plains (N.Y.) Country Club. Country music record sales in upstate New York, New York City suburbs, and New Jersey and Connecticut are stronger than in the city.

A spokesman at Capitol Records feels that the new "conventions" currently sweeping the nation is helping to boost country music sales for that label. Marklee Saldier of the promotion department said that he feels the blending of pop and country music makes it easier for a greater range of stations to play country records. Capitol has a country "Artist of the Month" program in which an artist is spotlighted for one month in the newspapers and radio.

An increase in sales is also seen with Decca, according to Lenny Saldier, director of publicity and promotion. Saldier emphasized that sales were strong for country records in the Albany area, and that the city has experienced a sales increase within the last six months. Saldier said advertising is at a minimum in New York. He added that stations in the area, as well as WNYA, Wheeling W. Va., and WSM, Nashville, beam strong here at night and also influence sales in the city and the rest of the three-state area. Radio exposure is invaluable, he said. "Our advertising budget has also increased considerably in the city and upstate, thanks to radio." Alpha, a major distributor for numerous labels, is also part of this picture. Murray Viscoso, distributor-official, said a large metropolitan country station would be the best thing that could ever happen. Alpha handles Hickory, Starday, Monument, Warner Bros. (WJRZ in Newark has just completed two tours and has them in use; this should help country music sales considerably in New York.)

Viscoso feels that country sales in the rural areas were far better than those in the city. He added, however, that there has been an increase in New York within the past year. Viscoso said that the two-area country music stations added strongly in the sales climb of country product.

**Bill Strength Back On WMIN, St. Paul**

ST. PAUL — Texas bill strength, C&W entertainer and deejay who was forced to vacate the local radio scene more than a year ago due to ill health, has returned to WMIN, Minnesota's only 24-hour country music station. Fred Scott recently took over the station.

Strength was in Houston recently to attend the trial of the man arrested in the murder of his former wife Jackie near two years ago. The 22-year-old youth was found guilty, Strength reports, and given a life sentence.

**Another sure-shot from the Sheriff . . .**

**Gotham Digs Live Acts, Says Roberts**

**WPLQ Stars' Seg Sets Crowd Mark**

**Nashville Scene**

By DON INNIS

**Another sure-shot from the Sheriff . . .**

MERCURY 72656

FARON YOUNG

Also a hot shot by the Sheriff . . . "Unmitigated Gail" MG 21110 430 on the LP chart.

**WPLQ 'Stars' Seg Sets Crowd Mark**

ATLANTA — WPLQ, top-rated country station in Atlanta, recently presented its "Stars Show of 1967 at City Auditorium and turned away more than 1,000 people as all country line-up broke all records here for a show of its size. Featured were Ferlin Husky, Don Gibson, Connie Smith and David Davis.

The show was highlighted by the presentation of WPLQ's Country Artist of the Year Award to Bill Anderson. The Decca recording star was voted most popular country artist in a poll of listeners conducted by the station that drew a response of more than 25,000 cards. Anderson's parents appeared on stage to accept the award and were surprised when Bill made his unexpected appearance.

Also a hot shot by the Sheriff . . . "Unmitigated Gail" MG 21110 430 on the LP chart.
Hear! Hear!

JIMMY DEAN Is Here
His first RCA Victor album!

TV's spokesman for country music has put his special brand on this great recording—and it's a humdinger! Recent guest shots on TV, along with personal appearances around the country, are constantly adding new fans to this artist's tremendous following. LPM/LSP-3727

JIMMY DEAN IS HERE!

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Looks Like a chart topper, by George.

George Hamilton IV

'Urge for Going'

RCA VICTOR 9059

Published by:
Gandalf Publishing Co.
1936 Dime Building
Detroit, Mich. 48226
A.C. (313) 961-7087

Exclusive management:
Acuff-Rose Artists Corp.
2508 Franklin Rd.
Nashville, Tenn.
A.C. (615) 297-8591
HOT COUNTRY SINGLES

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>WHERE DOES THE GOOD TIMES GO...</td>
<td>Buck Owens</td>
<td>Capitol 2451 (5th Week)</td>
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<tr>
<td>3</td>
<td>I WON'T COME IN WHILE HE'S THERE...</td>
<td>Jack Greene, RCA Victor 9070</td>
<td>Don't Worry, BMI</td>
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<tr>
<td>9</td>
<td>WALK THROUGH THIS WORLD</td>
<td>George Jones, Warner 5528 (5th Week)</td>
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<tr>
<td>14</td>
<td>I'M A LONELY FUGITIVE</td>
<td>Marty Haugland, Capitol 2903 (4th Week)</td>
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<tr>
<td>15</td>
<td>GET WHILE THE GETTING'S GOOD</td>
<td>Gordon Jenkins, Columbia 28077 (8th Week)</td>
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<tr>
<td>18</td>
<td>COLD HARD FACTS OF LIFE</td>
<td>Porter Wagoner, RCA Victor 9060 (7th Week)</td>
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<td>19</td>
<td>STAMP OUT LONELINESS</td>
<td>Stonewall Jackson, Columbia 4006 (4th Week)</td>
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<td>20</td>
<td>LOYAL AGAIN</td>
<td>Eddy Arnold, RCA Victor 9060 (4th Week)</td>
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<td>22</td>
<td>HAPPY TRACKS</td>
<td>Kenny Price, Gabilian 1051 (Pamper, BMI)</td>
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<td>23</td>
<td>TEARS WILL BE A CHASER FOR YOUR WEEK</td>
<td>Wanda Jackson, Capitol 3099 (9th Week)</td>
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<td>24</td>
<td>URGE FOR GOING</td>
<td>George Hamilton IV, RCA Victor 9059 (9th Week)</td>
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<td>25</td>
<td>JUST BETWEEN YOU AND ME</td>
<td>Kitty Wells, Capitol 28083 (4th Week)</td>
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<td>26</td>
<td>WORDS I'M GONNA HAVE TO EAT</td>
<td>Jack Greene, RCA Victor 9057 (Jack, BMI)</td>
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<td>27</td>
<td>DRIVING APART</td>
<td>Warren Mark, Decca 20360 (Faye, SESAC)</td>
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<td>28</td>
<td>NO TEARS MILAP</td>
<td>Del Reeves, Columbia 43465 (Never, BMI)</td>
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<td>29</td>
<td>YOU CAN HAVE HER</td>
<td>Jim Edward Brown, RCA Victor 43465 (Never, BMI)</td>
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<td>30</td>
<td>I NEVER HAD THE ONE I WANTED</td>
<td>Charley Van Zandt, Decca 20359 (Van, BMI)</td>
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<td>33</td>
<td>COUNTRY BOY'S DREAM</td>
<td>Carl Perkins, Dollar 302 (New, BMI)</td>
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<td>SHE'S GOT A WAY WITH WOMEN</td>
<td>RedPOP, RCA Victor 90599 (Company, BMI)</td>
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<td>38</td>
<td>WINDY BLONDE</td>
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<td>39</td>
<td>OH WOMAN</td>
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<td>40</td>
<td>HEART WE DID ALL WE COULD</td>
<td>Jean Shepard, Capitol 2982 (Billy, BMI)</td>
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<td>41</td>
<td>DON'T COME HOME A DRINKING</td>
<td>Loretta Lynn, Decca 20924 (Sun, BMI)</td>
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<tr>
<td>42</td>
<td>GONE ON THE OTHER HAND</td>
<td>John Anderson, Columbia 20517 (Never, BMI)</td>
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<td>43</td>
<td>NEED YOU</td>
<td>Sunny James, Capitol 35035 (Bee, ASCAP)</td>
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<td>44</td>
<td>GREEN RIVER</td>
<td>Hank Snow, RCA Victor 9055 (Millionaire, BMI)</td>
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<td>46</td>
<td>RIDE MAYSER</td>
<td>Jimmy Dean, RCA Victor 9071 (Columbia, BMI)</td>
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<td>47</td>
<td>ALL OF THE BELONGS TO YOU</td>
<td>Dick Curless, Tower 106 (Blue, BMI)</td>
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<td>48</td>
<td>REAL THING</td>
<td>Slim Whitman, Decca 10102 (Worley, BMI)</td>
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<tr>
<td>49</td>
<td>I DON'T WANT TO BE WITH YOU</td>
<td>Jack Greene, RCA Victor 9059 (Don't Worry, BMI)</td>
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<tr>
<td>50</td>
<td>HURT HER ONE FOR ME</td>
<td>William Brothers, Decca 21388 (Don't Worry, BMI)</td>
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<tr>
<td>51</td>
<td>DROPPING OUT OF SIGHT</td>
<td>Johnny Newcomer, Decca 20567 (Rowe, BMI)</td>
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<td>52</td>
<td>DON'T TURN HER THAT WAY</td>
<td>Red Sovine, Studebaker 8704 (Blackboard, BMI)</td>
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HOT COUNTRY ALBUMS

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>OPEN UP YOUR HEART</td>
<td>Buck Owens &amp; His Buckaroos, Capitol T 3640 (W) ST 3640 (S)</td>
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<td>2</td>
<td>THERE GOES MY EVERYTHING</td>
<td>Jack Greer, Decca DL 7445 (SL) 7445 (SL)</td>
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<td>3</td>
<td>TOUCH MY HEART</td>
<td>Hay Price, Columbia CL 5008 (W) CS 5008 (S)</td>
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<td>4</td>
<td>SOMEBODY LIKE ME</td>
<td>Jack Greene, Capitol CML 3715 (W) LP 3715 (S)</td>
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<td>5</td>
<td>NASHVILLE REBEL</td>
<td>Waylon Jennings, RCA Victor LPM 3736 (W) LP 3736 (S)</td>
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<td>6</td>
<td>THE BEST OF SONNY JAMES</td>
<td>Capitol T 3641 (W) ST 3641 (S)</td>
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<tr>
<td>7</td>
<td>TWO FOR THE SHOW</td>
<td>Billy Freeman, Decca DL 7448 (SL) 7448 (SL)</td>
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<td>8</td>
<td>DUESY SINGLES</td>
<td>Jim Reeves, RCA Victor LPM 3706 (W) LP 3706 (S)</td>
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<td>9</td>
<td>YOU AIN'T WOMAN ENOUGH</td>
<td>Loretta Lynn, Decca DL 7447 (W) DL 7447 (W)</td>
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<td>10</td>
<td>COWBOY CHANCE</td>
<td>George Jones, Mercury 7398 (W) Mercury 7398 (W)</td>
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<td>11</td>
<td>LEAVIN' TOWN</td>
<td>Waylon Jennings, RCA Victor LPM 3705 (SL) LP 3705 (SL)</td>
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<td>12</td>
<td>NASHVILLE THE NIGHT</td>
<td>Waylon Jennings, Decca DL 7448 (SL) LP 3705 (SL)</td>
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<td>13</td>
<td>WITH ALL MY HEART AND SOUL</td>
<td>Carl Perkins, RCA Victor LPM 3693 (W) LP 3693 (W)</td>
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<td>14</td>
<td>MY HEART'S IN THE COUNTRY</td>
<td>Dolly Parton, RCA Victor LPM 3732 (W) LP 3732 (W)</td>
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<tr>
<td>15</td>
<td>DON'T COME HOME A DRINKING</td>
<td>Loretta Lynn, Decca DL 7448 (SL) LP 3732 (SL)</td>
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<td>16</td>
<td>THIS I BELIEVE</td>
<td>Bobby Bare, RCA Victor LPM 3698 (W) LP 3698 (W)</td>
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<tr>
<td>17</td>
<td>DOWNTOWN COUNTRY</td>
<td>Jack Smith, RCA Victor LPM 3735 (W) LP 3735 (W)</td>
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<td>18</td>
<td>KARSTUCK TUESDAY SINGS</td>
<td>Patsy Cline, Decca DL 7448 (SL) LP 3735 (SL)</td>
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<tr>
<td>19</td>
<td>HEARD HEARD RIGHT HERE ON EARTH AT &quot;6337&quot;</td>
<td>Ray Price, RCA Victor LPM 3732 (W) LP 3732 (W)</td>
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<tr>
<td>20</td>
<td>ALL'S FAIR IN LOVE 'N' WAR</td>
<td>Stonewall Jackson, Columbia CL 5295 (W) CS 5295 (S)</td>
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<td>21</td>
<td>TEARDROP LANE</td>
<td>Heart, Capitol T 2704 (S) ST 2704 (S)</td>
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<td>22</td>
<td>BORN TO SING</td>
<td>Connie Smith, RCA Victor LPM 3698 (W) LP 3698 (W)</td>
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<tr>
<td>23</td>
<td>SOUL OF A CONVICT</td>
<td>Various Artists, RCA Victor LPM 5403 (W) LP 5403 (W)</td>
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<td>24</td>
<td>HAPPINESS IS YOU</td>
<td>Johnny Cash, Columbia CL 5297 (W) CS 5297 (S)</td>
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<td>25</td>
<td>HERE'S WHAT'S HAPPENING...</td>
<td>Floyd Cramer, RCA Victor LPM 3744 (W) LP 3744 (W)</td>
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<td>26</td>
<td>I'LL TAKE THE DOG</td>
<td>Jean Shepard &amp; Ray Pillow, Capitol T 2737 (S) ST 2737 (S)</td>
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<td>27</td>
<td>OUR KIND OF COUNTRY</td>
<td>Browns, RCA Victor LPM 3684 (W) LP 3684 (W)</td>
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<td>28</td>
<td>COUNTRY GENTLEMAN</td>
<td>Carl Smith, Columbia CL 5292 (W) CS 5292 (S)</td>
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<td>29</td>
<td>UNMITIGATED CALL</td>
<td>Frank Young, Mercury 52110 (W) SB 6110 (S)</td>
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<td>30</td>
<td>COUNTRY CHARLIE PRIDE</td>
<td>RCA Victor LPM 3645 (W) LP 3645 (W)</td>
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<td>31</td>
<td>MOSTLY PERSUASION</td>
<td>Jack Greene, East, LSP 5413 (W) GB 5413 (W)</td>
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<tr>
<td>33</td>
<td>BAD SEED</td>
<td>Jan Howard, Decca DL 4038 (S) DL 74082 (S)</td>
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<td>34</td>
<td>FROM THE HEART OF TEXAS</td>
<td>Art Hill &amp; the Texas Playboys, Capitol T 1950 (W) ES 3560 (S)</td>
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<td>35</td>
<td>WILMA BURLINGTON'S MISTY BLUES</td>
<td>RCA Victor DL 74082 (S) DL 74082 (S)</td>
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<td>36</td>
<td>CAME OF TRIANGLES</td>
<td>Bobby Bare/Roana Jim/Lu Anderson, RCA Victor LPM 3744 (W)</td>
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<td>37</td>
<td>GET WHILE THE GETTING'S GOOD</td>
<td>Gordon Jenkins, RCA Victor DL 74082 (W)</td>
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<td>FREE &amp; EASY</td>
<td>Dave Dudley, Mercury MG 2109 (I) SB 6109 (S)</td>
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<td>39</td>
<td>BEST OF HANK THOMPSON, VOL II</td>
<td>RCA Victor LPM 3645 (W) LP 3645 (W)</td>
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<td>40</td>
<td>TROUBLESOME</td>
<td>Jim Reeves, United Artists 451 (W) UA 4571 (S)</td>
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</tbody>
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TAPE CARTRIDGE

Track War Raises Inventories Havoc With Record Dealers

• Continued from page 1

dealers’ choice of this system. But heavy demand for the 4-track unit, spreading from the Coast, has forced many dealers to add 4-track cartridges to their inventory. Both Capitol and Columbia have recently announced that they will offer both 4- and 8-track cartridges. They had been marketing 8-track exclusively.

Four-track’s appeal, especially to consumers, stems from its lower cost (player and tape) and its limitation of fidelity. With few exceptions, all dealers interviewed are now featuring both 4- and 8-track.

Another Worry
Stores featuring home cartridge equipment have another configuration to worry about the Philips cassette. Most of these outlets had first stocked the cassette exclusively, but are now carrying both 4- and 8-track. “We sell all three types,” said one store owner, “but right now we see our least problems with the cassettes because of its smaller size and the limited production of the market. However, if more companies begin to produce reel-to-reel products, we will get another problem on our hands.”

Dealers shying away from 4-track believed it would eventually die out. They based their assumption on the auto manufacturers going with 8-track. But since Columbia and Capitol have switched their policies, dealers are confused.

“It’s like 1948 all over again,” said Al Oehnem of Hunt’s Music House in White Plains, N. Y. “If they all decided on 8-track, why don’t they stick to it. A strong sound is needed.” Dealers recall 1948 as the year of the speed race on record between 33 and 45 r.p.m. The war, waged primarily between RCA (45) and Columbia (33), forced dealers to stock a double inventory of product.

Can’t Afford
“This represents quite an increase in cost,” said D. R. Worthen, owner of Capitol Cartridge Co., Salt Lake City. “If we have to carry each album in mono, stereo, open reel, real-to-reel cartridge, 4 and 8-track cartridge, stock must, by necessity, be thin. Besides, where can we store and display all those tapes.”

“Fifty LP’s take up 10 inches of room,” said Ronnie Solomon, co-owner of Parker House of Music, Fayetteville, N. C., “but 50-4 track cartridges fill three feet. We sell 100 to 150 (4 and 8-track) cartridges per week so we have to stock both types.”

Parker House, located near Fort Bragg, caters to service men as well as civilians. Solomon explained, “While the soldiers are buying 4-track, the townpeople are strictly 8-track. We’ll either have to expand or limit selection, but we’ve got to do something immediately. We can’t afford to lose this kind of business.”

“There still isn’t a good method of protecting tapes,” said Roy Muff of Muff’s Music, north of Bluffton, S.C. Max Dolgin, president of Pearl Audio, San Francisco, Ill., echoed Muffs. “We are displaying 4 and 8-track cartridges and don’t want to stock them. Customers want to touch the product so a salesman has to be with them.”

“We want to see a whole new field firmly,” said Parker. “We have to carry a huge stock.” But as he explained, the 8-track market consists of double inventory.

“We have to carry too much for the turnover we get,” said Mickey Gensler of Teen Disc-O-Matic, New York City. “It’s not like the record market. The same people are constantly re-purchasing the same things — not just the same albums, but albums, which. We can’t tie up these products.”

Another worry is that the 4-track cartridge buyer is not like the record buyer, continued Gensler. He buys on impulse and will never purchase a car traid that he can listen to over and over. “It’s the same as dropping the department. It’s becoming too bad.”

Muntz Italian Tie
Is Nearing Reality

By GERMANO RUSCITO

MILAN—A partnership between Muntz Recording and four or five so far unnamed large independent Italian recording companies to establish a duplicating plant is a major possibility of the campaign to introduce the Muntz 4-track tape CARTRIDGE into the Italian market (Billboard Feb. 25).

Profitable operation of a duplicating plant would be ensured on both Muntz technical resources and the volume of work, with the Italian market having the entire repertoire automatically obtained from the Italian partners.

UTX Home Unit
In Speed Switch

LOS ANGELES—An 8-track CARTRIDGE home unit with a 4-track tape that enables tape-to-tape selections is being built for Capitol Records University Audio.

The unit will retail for $149, without speakers. According to a spokesmen, the new sound equipment now constitutes 45 percent of this volume.

CAPITOL’S NEW floor-standing cartridge holder with a locking device which can be converted to eliminate piling. A circular disk on top is locked into place which closes the doors, holding both cartridges in horizontal and vertical positions. This wood-graass unit sells for $75. It holds 134 titles.

Cleveland—The UTX home unit will add to the list of stereophonic tape cartridge units for automobiles. President Morton R. Mendes said a 4-track player, a compact 8-track tape and FM radio for automobile installation will soon be marketed by the firm.

The company will enter the home entertainment field with a furniture model cartridge tape player during the current quarter.

Tenna’s first tape model, a fully automatic that is capable of playing either 4 or 8-track cartridges, was introduced last fall.

Sales volume projection for the current year ending in June is between $25 million and $26 million, a 15-20 percent increase over current volume. New sound equipment now constitutes 45 percent of this volume.

Tenna expects to add a special import for spoken word and classical recordings.

Tapeged, a Van Nys, Calif., firm headed by Jack Cum- mings, will introduce its own line of high-priced cartridge players under the UTX brand.

DETROIT — A contract has been awarded between Activcar- rities, Inc., and the Victor Co. of Japan giving the latter company exclusive manufacturing and sublicensing rights to Lenox 8-track tape cartridges and players.

The contract has been sanctioned by the Japanese Govern- ment and permits Victor to manufacture the Japanese in- dustry and Japanese, and to sell their products in the Far East.

Delivery dates are not set, according to John V. Titworth, vice-president and general manager of the stereo division of Lenox.

By LIN... Los Angeles, California

The most successful convention in recent years, the NAMM has just taken place at the beautiful Century Plaza Hotel, with more enthusiasm shown for the tape cartridge industry than ever before. Strenuous congratulations to John and Mickey Muffs, veteran man- ner of handling affairs which more than contributed to the overall suc- cess of the convention.

Clive Davis memorable keynote address to the convocation, keeping it moving right up to the closing awards banquet. Another highlight of the Muffs tour was the devoted factory tour to the models of the Muffs, the second by Stefen Jaffe, and both men were outstanding.

The first session there, was a question and answer period. Distribution is now asked if the percentage of 8-track cartridge sales over 4-track.

In Southern California, where 4-track cartridges and playback units have had exposure for almost five years, one distributor, Norman Goodman of P &W Distributors, reported that 4 track outsold 8 track 18 months ago at a ratio of 19 to 1. He also reported this picture has changed and, during the month of December, 4 track was still in the lead but the ratio was cut to 3 to 1.

Glen Becker of Music Merchandisers, who reported that 4 track led 8 track by a slim margin of 2.5 to 1. This is another indica- tion of 4-track’s 8-track concept and in the area which has been known as the “strong” hold of 4-track.

Amos Heilicher of J. L. Marx Company, Minneapolis, reported that 85% of his business was done in 8 track and only 15% in 4-track cartridges.

Distributors in areas other than Southern California are starting to see the division of 5 to 1 and 8 to 1 of their 8-track sales over the 4 track.

Satch Rudolph’s speech was, without question, the most com- prehensive and accurate analysis this writer has heard. He was so out- standing with his presentation and supported by actual facts, that it is our desire to have all of our readers review his remarks. His speech clearly tells how distributors and dealers can profitably merchandise stereo tape cartridges.

ITCC is offeringüp thefts of Mr. Rudolph’s address. For your free copy, please drop the writer a line at: International Tape Cartridge Corp., 95 Water Street, New York 10022.
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TAPE CARTRIDGE


ST. LOUIS—The real kick-off's going to come with the introduction of the 1968 automobile models, says Rylee A. Northrup, president of Custom Music Distributors Inc., local supplier for Craig car-home stereo centers in three Midwestem States. And to be prepared Custom Music will:

Open four franchised retail outlets in the Kansas City area by midsummer. Its 14 St. Louis dealers already have an estimated 85 per cent of the market here.

Soon have stereo-equipped whipped-out Mustangs at every franchised outlet. The best way to demonstrate a stereo unit is to have the customer hear it in a car," says Northrup, a 31-year-old former engineer and now product development specialist for Monsanto Co., here.

Expand its warehouse space almost fourfold to 10,000 square feet to handle an expected considerable increase in car and home stereo tapes and equipment.

Good Future
"We think there's a good future over the long term for this business, but you've got to be prepared," he explained. Prior planning has thus far paid off for Custom Music.

Since October 1964 the firm has franchised 10 retail outlets and opened 75 accounts with auto shops, accessory dealers and department stores in Iowa, Illinois and Missouri, as well as Memphis and Paducah, Ky. The four Kansas City outlets scheduled for opening will boost the total of franchises to 14 by fall.

Flipping through trade journals, Bob Philpott, the firm's sales vice-president, shows figures that list car stereo units as the third biggest line during 1966 for the Midwest. Significantly, the only other region where car stereo units topped the list was in the West Coast where the industry had its fifth "Lin Gap" feature.

Training School
Northrup and Philpott have combined a number of established franchise principles with a fairly new concept, that of helping to write their success story, "You've got to build around the customer and the retail dealer. They're the ones who keep us going," says Northrup.

Custom Music insists that all dealers attend its one to two-week training school. "If they can't come to us, we'll go to them."

Service is another strong point. In addition to the standard warranty, Custom Music offers an in-home service warranty. "It's another attempt to keep our reputation clean," Northrup says. The three national tape unit makers have failed in the St. Louis area because of poor original equipment and back-up service, he adds.

Promotion, however, is a Custom Music strong point. The Ford Mustangs scheduled for delivery in April are an example. Not only will they provide an ideal stereo listening setting, but they'll be natural attention-getters outside the outlet or at drive-in theaters on which Custom Music places considerable marketing emphasis.

"Most of our customers are in the 18 to 25-year-old group —the Mustang generation," explained Philpott. In addition, the firm has a 60-second motion picture advertisement, to which the local dealer can attach a name that gets a big play at drive-in movies in the three-State area. This is in addition to such normal promotional campaigns as radio, television, and newspaper and billboard advertising.

Local Pockets
Midwestly, the Midwest is much like the rest of the country —pop standards strong almost everywhere with local pockets (sometimes several within a city like St. Louis) of country, rhythm and blues.

Four-track has this field to itself here. The margin is about 100 to 1 over 8-track in original units and in the sale of tapes, Northrup says. "There's been a lot of re-thinking without just a tad," the Custom Music president said.

Industrialist Invests $750,000 in Muntz

LOS ANGELES — Henry Fenenbock, industrialist — real estate man, has invested $750,000 in Muntz Stereo-Pak, with an additional $2.5 million as a line of credit. Earl Muntz, president of the stereo CARTRIDGE company, said today.

Fenenbock's financial assistance allows him an option on 25 per cent of the firm's stock. Fenenbock is head of Lawson Investment Co., Lawson Clock Co. and Kinney stockholders in Parker Pen.

Fenenbock has been made a member of board of directors with the title secretary of the company. Muntz, as chairman — his son Jim, a company vice-president, and Henry Winternitz, controller, as fifth director will be added.

Disk Shop's Merchandising, Artist-Tie-in Test Clicking

NEW YORK — Mickey Ginsler's retail record shop at 150 W. 34th Street, known as Teen Discos, is being used as a merchandising pilot by Stereo Gems, producer of the Monkees' TV show. The latter seeks to determine how much monotonous record merchandise, such as sweat shirts, hats, buttons, etc., can be sold by a record dealer when that merchandise has an artistry attached to it. The display in Ginsler's window is many records from Gygers' shop, without any display in Ginsler's window. Gygers stated the test is fabulously successful, that he has already moved more than 24 dozen of Monkees sweat shirts, hats and other items, and he is awaiting additional merchandise.

Gygers feels that record dealers can cash in on the situation in today's changing market by promoting merchandise which is also an art. He also notes that he is successful in selling tickets to concerts — particularly when the artists are being promoted through extensive advertising. He also sells tickets to pop and jazz concerts, which are available on singles as well as LP's. "This type of activity," Gygers states, "is more ideal, which is that which is necessary for the dealer."

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Zip code helps keep postal costs

MARCH 18, 1967, BILLBOARD
Electronics Firms Choose EIA Over NAMM Show

By EARL PAIGE and JERIANNE ROGINSKI

CHICAGO — Despite a statement by Bill Gird, executive secre-
tary of the National Asso-
ciation of Music Merchants, that the Chicago Music Show would not lose many major exhibitors to the Consumer Electronics Show in New York, a recent survey of electronics firms shows that most will be exhibiting only in New York. Both NAMM and the Electronics Industry Association have their shows scheduled for June 25-28.

NAMM, however, will still be drawing some of the major electronics firms who have decided to spread themselves out to two shows. Among those who will definitely be at the NAMM show are Ampex Corp., Fisher Radio Corp., Jensen Manufacturing Division, Mercury Record Corp., and the Seeborg Corp. RCA said they have plans for exhibiting at the Chicago show as well as New York but the size of display has not been determined.

Anthony Dillon of Astro Industries noted, "It seems that a real split has occurred between the flute players, let us say, and the dial twisties. We have definitely decided our place is with the dial twisties."

"We are so closely allied with equipment people rather than people who are in sheet music and this kind of thing," said Charles Alden of 3M magnetic tape division, "that we decided to go to EIA."

Dyson's Joseph Dwoorick said, "NAMM always quoted us the attendance, at their show but never broke it down. We were never sure of the attendance as far as our exposure went."

According to Jack Wayman, vice-president of EIA's consumer products division, the New York show will concentrate on electronics products and not include any other phase of the music business. There will be no record exhibits but may be some showing of tapes. "We are aiming primarily at the dealer who handles records as well as goods," he said.

"The show will be an image affair and will not entail a whole lot of direct selling," Wayman continued. He pointed out that the other major exhibit at those shows will be the NAMM show did in the past. This is one of the objections most electronics firms have to the NAMM show. Chicago's Conrad Hilton's exhibit areas were not contributive to produce appearance or good sound, he said.

Besides of the facilities of the Chicago show the EIA had tried last year to get NAMM to change the name of the show to include electronics products. "Every suggestion of EIA was voted down by NAMM, so we decided to have our own show," Wayman said.

The EIA show will incorporate sessions in their program which are directed at educating the dealer in different phases of the electronics field. One will be devoted to electronics and industry people discussing regulations and problems of electronics and such items as walltie talks. Seminars on high fidelity audio components and magnetic tape equipment will be featured.

So far it looks as if the appliance dealer who can afford a New York trip will have little trouble deciding on a show but the music man may have to attend two shows.

Guitar Sales Scoring 20% Higher in '67

By BRUCE WEBER

LOS ANGELES—Key outlets in Southern California report that predictions made a year ago that 1967 would be a boom year for guitars, amplified as well as nonamplified, were proved to be accurate. In fact sales and earnings are advancing at a far healthier pace than expected. The guitar boom is beginning its lucky 13th year with little visible hold own or existence in sight of a lack of business vitality.

Conservatively, the dealers—representatives of mama-and-papa stores included—predicted a major price increase in guitar sales for 1967. Now, a more liberal figure is quoted—about 20 per cent in many markets.

When Elvis Presley gyrated into the American music scene he did more than start a record bonanza, he started a multi-million-dollar rock era. Presley carried a guitar, and since that time the industry has reached proportions that must be considered a boom. There is no let-up in sight.

MOTOROLA IS NOW MAKING this portable radio listening center available through its distributors to retailers. The rack holds 10 radios in an accessible manner. Motorola is seeking new types of Retail outlets—including record dealers—for its portable radio line.

when answering ads . . .

Say You Saw It in Billboard

ROCK GROUPS as Madison Avenue creations are exemplified by the Fabulous Fakes, being greeted by Esty president J. M. McComb. Esty financed the project for the group, created by William and Alan typing its new long fingernails. The group will also work with the Bellamy Brothers. Group includes Vici Spencer, her twin brothers Danny and Bill, George Peel, Jerry Foster and Danny Evans.

The reasons for the sharp increase in instrument sales in 1967, according to Colin Rosenhall, sales promotion manager of Fender Guitar, and S. C. Hall, president of Rickenbacker, are threefold.

It is partly as an accompanying instrument. The ease in which people can learn to play the guitar, and, its capability to provide rhythm for rock. The guitar's portable appeal to today's young teenagers can be added as a fourth reason for its popularity.

Last year nearly one million guitars were sold in the United States and this year dealers are predicting they will do twice as well. This year, an educational director of the American Music Conference, said in a report that "The future of the guitar has not yet been decided for us but there is such a desire for self-expression (some people call it personal identity) and a need for real satisfaction from leisure-time activities."

"This is why music-making has become so popular a pastime in the last two decades; it provides both as few other pastimes can," he said.

Rosenhall believes the guitar owes its popularity not only to the music's popularity but to its qualities as an instrument, which is not a difficult instrument to play, he said. "A person can, in a relatively short time, learn to play some music on the instrument. This is another reason for the demand of the guitar."

"Some sociologists," Egbert commented, "claim the guitar is a symbol of a rebellious youth, which may be true to some extent. Whatever the reason, however, is that the guitar can be the symbol of almost any personality imaginable."

"We're seeing a new trend in guitar playing," he continued, "and the reason is that this more music and more people are buying guitars, it is a hard to play instrument to play, people who need guitars in the past of several years are starting to take the instrument more seriously. This is why there is a shortage of good guitarists, it is a hard to play instrument to play, people who need guitars in the past of several years are starting to take the instrument more seriously. This is why there is a shortage of good guitarists everywhere."

Wells says, "... and the real reason is the people of hard earned money for a guitar, the report said, it usually represents a lot of the most current to music. More than 90 per cent of people to continue playing the guitar as they graduate from high school."
CLASSIFIED MART

New Products

AIWA recently introduced this solid-state AC/DC portable radio with 14 transistors and 3 x 5-inch speaker. Suggested retail is $59.95.

Scanning The News

• Continued from page 7A

rum autograph party featuring Ferrante and Teicher, . . .

PERSONNEL MOVE:
Philadelphia's new president has named Sal Rieci to manage its newly formed Parts & Service Marketing and Planning Department. J. Lynn Ullrich has taken over as sales manager for entertainment products in Eastern Texas and New Orleans; Garland Home, Inc., senior vice-president of the corporation; R. F. Burney is the new manager of advertising and sales promotion. . . . Stanley R. Rankin has joined the legal operation of General Electric's Consumer Electronics Division. . . . Gerard H. Berberian becomes product manager for RASF Recording Tape Recordings. JERANIE ROGINSKI

CLASSIFIED ADVERTISING RATES

REGULAR CLASSIFIED Add: $25 a word. Minimum: $5. First line set all caps.
DISPLAY CLASSIFIED Add: $1.00 each additional inch in all ads, $15. Box run all ads.
FREQUENCY DISCOUNTS: 3 consecutive insertions, non-cancelable, nonchangeable, 2% discount; 4 or more consecutive insertions, 15%.
CLOSING DATE: 3 P.M., Tuesday, 11 days prior to date of issue.
BOX NUMBER: 50¢ service charge per insertion, payable in advance also allow 10 additional words (at 25¢ per word) for box number and address.

INTERNATIONAL EXCHANGE ADVERTISING RATES

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

REGULAR CLASSIFIED: Add: $1 per line. Minimum: 4 lines per insertion.
DISPLAY CLASSIFIED Add: $14 per inch. Minimum: 1 inch. Some frequency discounts available.

PAYMENT MUST ACCOMPANY ALL ORDERS

MOA Names Witnesses

WASHINGTON—The Music Operators of America board of directors meeting here last week named the following to appear as industry witnesses at the hearings of the Senate Copyrights Subcommittee this week:

JAMES TOLISANO, Clearwater, Fla., operator and president of the MOA.

WILLIAM CANNON, secretary of the MOA, a Haddonfield, N.J., owner and president of the New Jersey Council of Coin Machine Operators.

MRS. LEOMA BALLARD, a Belle, Va., operator and long-time officer in the West Virginia Association.

IRVING LINDEHOLM, veteran North Dakota operator and executive in the State trade association.

TED NICHOLS, Fremont, Neb., operator, vice-president of the MOA and a director in the Nebraska trade association.

NICHOLAS ALLEN, Washington, counsel for the MOA.

Communication Needed, Says Herb Goldstein

By BRUCE WEBER

LOS ANGELES—The biggest problem facing the bulk vending industry during the next few years is the same problem that has harrassed the business during the last twenty years, according to Herb Goldstein, vice-president of Oak Manufacturing of Los Angeles.

The lack of communication between the operator, still the most important single element in bulk vending, and the manufacturing company must be solved before bulk vendors can make rapid strides forward, Goldstein believes.

"The neglect shown the bulk vending operators," the executive said, "is apparent throughout the country. Before progress can be made in new areas, Goldstein said, "we must achieve a better working relationship between the operators and manufacturer." Goldstein is organizing the second bulk vending workshop at the National Vendors Association Convention in New Orleans April 5-6, in an effort to close the gap between the man-

Canteen Corp. V.P. Is Elected President of California Council

By BRUCE WEBER

LOS ANGELES—Clarence Landis, newly elected president of the California Automatic Vendors Council, says the vending industry has three programs to implement before it can continue its "economic growth." Landis, a vice-president with Canteen Corp., is pressing for action in three fields he feels the vending industry must investigate and then solve before it can continue its growth.

To get his program moving, Landis has been elected chairman of the CAVC, a State council of the National Automatic Merchandising Association, as a speaking forum.

Landis, installed as president of CAVC at the 11th annual installation meeting last weekend in Palm Springs, Calif., will like to see programs established on taxation, public relations and health and safety. At the time, he is pointing out again the basic policy of good service, good product and good equipment and a sound manufacturer-distributor-operator relationship as cornerstones in the industry's quest to improve sales and earnings.

"He feels, however, that sound vending machines need to be developed, explored and acted upon in public relations, health and safety standards and a full understanding of the taxation problems facing the industry in California.

"Just how big the nation's vending business has really grown is hard to say. There are more than 6,000 companies in the vending field, each handling many operations. Several major companies are expanding at a rate close to 12 to 15 percent a year, while the remainder of the industry is expanding at a growth rate of 8 per cent a year.

"Landis breaks the taxation problem into two categories—sales tax and cigarette tax. He feels there is more than a strong possibility that Gov. Ronald Reagan's proposed cigarette tax hike this year will be enacted," Landis said, "We have to be prepared for any current hike but then be able to combat and block any attempt to raise the cigarette tax and sales tax in the future."

"Governor called for higher taxes on cigarettes, tobacco products, liquor and other "luxury" items. "We feel that the single sale of a non-taxable product will result in higher sales and hence more "taxes," Landis said.

(AContinued on page 11)

Vending Suit at End

By EARL PAIGE

ST. LOUIS—Industry speculation that the Jason Koritz-Ford Gum case would be settled out of court is apparently wrong. U. S. District Judge James H. Eastman Jr., who ordered the two-year-old case to be passed on for settlement by a jury, has now granted a motion for a new trial by a jury.

A spokesman for the court said that the new jury panel will consist of six men, six women. Cases such as this are passed out for settlement they are not brought back. But if the parties cannot agree it could still be settled in court.

The suit, scheduled for jury trial on five separate occasions after its initiation in March, 1965, left court with Koritz and Four Jems, Inc. seeking $400,000 and Ford Gum & Machine Co. asking $95,000 in a counter claim.

Koritz initiated the action, asking for $150,000 from the Akron, N. Y. firm, for breach of contract and restraint of trade. When this charge was met with Ford Gum's original $85,000 counterclaim Koritz filed for $230,000 on the original charges and added a $250,000 claim for damages.

Judge Meredith dismissed the third of three suits, Feb. 11, but Koritz filed another complaint seeking $400,000.

Repeating all the allegations in both the first and second suits, Koritz charged that Ford Gum ... aided and abetted certain Kiwanis Club members ... in removing the plaintiff's gum machines from certain locations after the plaintiffs had entered into a contractual relationship with ... Kiwanis Clubs.

Ford Gum's answer, in which a requested new trial was also sought, stated, "... Defendants acted legally justified for the reason that defendant had prior contractual relations with the plaintiffs."

(AContinued on page 7)

Monkees LP Out Next Week

CHICAGO—The Monkees in Little LP form will be leased by Seeburg the week of March 20, national promotion manager Stan Jarrock has announced.

The Colgems LP is third-ranked on the Billboard LP chart last week.

For the weeks of March 6 and 13, Seeburg has also released the following Little LP's in its 1967 stepped-up program:

"What The World Needs Now Is Love" by the Ray Charles Singers (Tamla /Atlantic, $1.25), Loving, Open a New Window, Fit Walk Alone, Promise, Don't You Know RSE/Seeburg Part No. 116.


"Don't Touch Me" by Wlma Burgess (Title song, I love You Drops, I'm So Lonesome I Could Cry, You Can't Stop My Heart From Breaking, Welcome to My World) Decca DL 74788/ Sears IL119.


"Golden Medley" by Lobby Lombardo and his Royal Canadian Orchestra (everything from Memories to Happy Days Are Here Again) Decca DL 74593/Seeburg 1112.

"Rudy's Mood" by Ray Charles, his Orchestra and Chorus (Domino/Atlantic, $1.25), You're Never Too Young, You Don't Understand, She's Lonesome Again, It's a Man's World, Children and Papa, Yambos (ABC-SLS/Seeburg 1106).

"Look Into My Eyes" by Conway Twitty (Title song, If You Were Mine To Lose, I Don't Believe in Love, You Be With Me, Don't You Believe Her, There Stands the Glass, The Wild Side of Life) Decca DL 74770/Seeburg 1120.

BOOTS WAS TIED IN with Color-Comics during the national promotion program of "Comics Illustrated" for the Rock n' Roll music hit, "Papa." However, the inactivity of the comic strip associate. In additon to a Color-Comics film short, radio, newspaper and consumer and trade magazine ads promoted Boots' newest album, "Boots With Strings."
Fontana Disk Keyed to Film Became a Hit

CHICAGO — The impetus given a recording via film shorts is being felt at Mercury Records. "Bend It," a record released on Mercury's Fontana subsidiary label last September topped the play list at KLIF, Dallas, as late as February even though the Dave Dee, Dozy, Beaky, Nick and Tich group had another recording released a month before this, Fontana is now rescheduling all stations with "Bend It.

Credit for the long breeding success of "Bend It" is laid directly to a three-minute film short produced in London by Alan Blumley and Ken Howard.

BETWEEN PLANES at Chicago's O'Hare Airport are Monroe Marks (left) and Jack Moran, teammates at the Denver mechanics training facility, Institute of Coin Operations. The two men have made countless flights lately in an effort aided by the Music Operators of America to establish schools in Atlanta and Chicago.

DENVER

Many Denver operators and distributors sent telegrams of condolence on word of the recent death of Fred Garey in Twin Falls, Idaho. Curtis, a pioneer operator, was a frequent visitor in the Denver area.

 Marshall Pack, head of Apollo-Stereos Music Systems, took his family to Aspen for a week of skiing immediately following New Year's Day. Pack is one of the few operators on the Denver circuit who is an avid winter sportsman and an expert skier.

Apollo-Stereos, incidentally, staged one of the biggest Christmas parties in years, when all customers, location owners and associated businesses were invited to an afternoon and evening blast at Apollo headquarters. More than 75 guests made the scene.

Jack Hackett, generally regarded as one of the top mechanics in the Denver coin machine business, has resumed flying as a hobby, using a Cherokee-140. Hackett has been intensely interested in light plane aviation for 20 years.

Alan success as on Dave is... Fontana Credit stations established Tich...
Steelmade Unit Lures Operators

By MYRON FARIS

LOMIRA, Wis. — A vending machine that offers live bait in pop-open cans for fishermen is coming off the production lines of Steelmade, Inc., here.

Steelmade moved not long ago to Lomira from Minneapolis. Its main sales office is in San Francisco. Ray F. Jones of San Francisco, president of the company, inspired the name used for the new venture. It is named for Cap'n Jones Night 'N Day Bait Shop.

The vendor has held containers of steel made up to three months successfully, according to Don Baertschy, of Steelmade, who demonstrates the machines. It was at a Chicago demonstration that he showed Container of worms that had been "canned" three months.

"When they hit the warm room-temperature air, they started wriggling like mad," Baertschy said.

How does it work? It's a matter of refrigeration and proper boding for the bait. What type of bait can be used? It's the operator's choice, according to a given area. For example, bait for fresh water fish include live garden worms, night crawlers, red worms, grubs, and beligranomites. In addition there is a cheese middle bait to lure catfish and carp.

For salt water fish the canned bait includes freshly cut squid, shrimp, mulet and biminis.

Operators set their own price — generally what the local traffic will bear.

The bait can come from a variety of sources and could possibly mean the start of new business ventures for boys, who could gather night crawlers, dig for worms, and trap heirgramites with which to supply the vending machines.

Some operators have reported a 100 per cent increase in nightly sales when a location's regular business normally is closed. One location owner said that he never sees the machine in use, but when he checks on it in the morning "it usually needs refilling.

Steelmade manufactures two models of the venders, one carrying 200 cans and offering four bait choices, and the larger with 290 cans and five choices. The smaller unit measures 67 inches high, 32 inches wide and 21 1/2 inches deep and weighs 440 pounds. The other is six feet high, 38 inches wide and 21 1/2 inches deep and weighs 475 pounds.

Vending Machines and Operators

BELLMONT, Ohio — When Elmer Carpenter, 42-year-old owner and operator of the Napolean Store, hit on the idea of selling live bait in vending machines, he hit on the problem of spoilage. This was in 1957 and Carpenter worked seven to ten hours a day, purchasing from a Wichita, Kan., manufacturer.

Not willing to give up on the idea of vending live bait, Carpenter called on a friend who knew a girl and tired of working around the clock to service his business, to see if he could help him. As a result of the solution of using an old refrigeration unit, he is able to sell live maggots and worms that have been placed inside a hole cut in the refrigerator and the mounted in a vending machine, outside store wall with an oven. Carpenter is the developer of the concept and one of the three dispensing units then protruding from the old icebox.

Carpenter, who sells live maggots and worms to new quarters with 24 vending machines dispensing everyday, has developed a vending machine wide enough to sell snails and etc., and has his refrigeration problem nearly solved at this point. He now has to find ways to keep the canned boxes from becoming soggy and sticking inside the machine.

Also, he is experimenting with placing his live bait in plastic boxes.

Carpenter's early ingenuity and his ability to handle things his own way led to another vending discovery — a live minnow vendor. Utilizing a coin mechanism from another vending machine, he is able to offer a dozen minnows at a time, which are flushed out from a 24-dozed bank of trapped shiners.

Although he has a $30,000 total investment in the store here, Carpenter's live bait vending equipment amounts to only $180. He and a special coil-type refrigeration unit he also constructed. His 18 non-refrigerated machines offer other fishing items as prepared catfish bait, sinkers, snelled hooks, line, bobbers, worms and batteries for flashlights. One machine, a live bait dispenser, took in over $180 during a typical busy week last summer.

N.Y.'s Bulk Vendors Still Fight Slugs

NEW YORK — An unusually good turnout of 40 operators sparked the meeting of the New York Bulk Vendors Association, Inc., at the Sheridan-Tenney Inn last week, at which bingo games were again a major topic. Hosts of the affair were Moe Mandel, representing Northwestern Sales & Service, and Irwin Nable, Schoenhorn Co., distributor here of Oyke venders.

Mandel and Nable conducted a seminar on machine sanitation and outlined operator's responsibilities in regard to the Board of Health regulations. But getting most attention was the problem of bingo slugs, which has now cropped up in several spots around the country in addition to the New York area.

Association President Roger Foltz said, "I have even heard that the bingo chip problem has come up in St. Louis. Irv Katz called me the other day to complain about it." Foltz has been leading a fight against slugs and has tried to get the U. S. Treasury to investigate the problem.

Foltz said that for the bulk vending group here to hold a meeting and solve the machines and other topic covered in the meeting. Prior to this, however, the bulk organization will meet again at the Sheridan-Tenney Inn some time in May. Mr. Gordon was the lucky recipient of a clock radio given away at the meeting here.

Vending Suit at End

customers of plaintiffs and a franchise agreement, the further that plaintiffs had alleged excess in violation of fiduciary and contractual duty owed to defendant, by reason of which they can claim no rights or benefits..."

P.1.820, 816

A supersized version of Northwestern's Model 60, the SUPER 60 EARNS even more profit. That's because of the Super 60's greater capacity for cap-

nure, 300 count gum or gum and charms, bring you bigger profits per sales. Available in 1c, 5c, 10c, 25c, penny, nickel, and 5c play. Just a quick change of the wheel and brush housing and you are in business. Write, wire or phone for complete details.

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MARCH 18, 1967, BILLBOARD
Canteen Corp. V.-P. Elected President of Calif. Council

The Canteen executive also is a strong booster in a public relations program to better indoctrinate the general public on the vending industry. For too long, he believes, the vending industry has had a poor reputation among the masses.

"We must begin to tell the public about the legitimacy of the vending industry," he said.

His idea is to appoint vending representatives, perhaps a speaking bureau, to circulate throughout the State bringing the vending message to service clubs, fraternal organizations, schools, hospitals, and the general public.

"The operator has not done enough in the public relations field," according to Landis. "He

Cinebox Solves Sitter Problem

PHILADELPHIA—A Cinebox machine has been installed in the Nursery Room at the Willow Grove Bowling Alley in suburban Willow Grove. The machine is operated by Pennyland, of Philadelphia.

The Cinebox, showing only movies, was located in the Nursery Room to only provide a new medium of entertainment for the children playing there while their parents are bowling, but also as a test location for similar rooms. Already planned is a Rumpus Room for a shopping center in Willow Grove with the Cinebox as the major entertainment attraction for the moppets.

Plans call for a chain of Rumpus Rooms at other shopping centers throughout the area.

For the Nursery Room operation, the Cinebox offers the young customers such cartoon features as "Nancy," "Ollie and His Friends," and the "Diver Dan" movie serial which has been syndicated to 156 outlets.

Since the play is not coin-operated, operation leases the machine to the machine owner, who pays a $50.00 per week, the charge including both service and film product. In turn, Pennyland operators lease the machine from David Ross, Inc., for $25.00 per week, the charge covering both the equipment and the film product. The lease arrangement calls for a minimum of 25 weeks.

NORTHEASTERN AWARD WINNERS during recent distributor meet: Top left: President Waldo E. Bolen presents distinguished service award to Paul Kramer (left) and Ken Ross (center) of Evening News Distributing Co., Charlotte, N. C. (bottom right) Sydney Weisneff, Sidmor Vending Co., Pittsburgh, (bottom left) Bolen and Alan Cohen (left) with Max Mandell (right) of Northwestern Sales & Service, New York.

Georgia Bulk Distributor Critical of License Fees

By EARL PAIGE

ATLANTA—"Slot machine" thinking still influences many city and county government figures who attempt to enforce stringent and exorbitant regulations for operating vending equipment, according to B. I. Hutchinson, veteran vending distributor here.

"Many of the officials in smaller towns," he said, "have no idea what kind of business involves.

"They do understand that we're putting out vending machines then they have no idea what to charge for license fees. Hutchinson told of a small town near Atlanta that had a single $10 license that allowed for the placement of up to 100 penny machines. He said the city collector told him, "Why can you put 100 machines in our city and we only charge a $10 license?"

"I said this sounded pretty good but that in the whole town an operator shouldn't possibly place over 30 or 40 machines and this would be of all types, yes, nickel, dime and quarter. He said that any machine that had been placed over a penny item required an individual license fee of $2.50 each."

Hutchinson explained that the conversation up to this point had been over the phone but that he would soon pay the collector a license fee.

(Continued on page 86)
TAC—LEGEND OF NEW ORLEANS

Most: Southland music operators, of any experience can, with detectable awe, tell you a story about "Tac."

John "Tac" Elms, Sr., that is, dean of New Orleans jukebox operators on the strength of 35 years in the business. A dinner in honor of that anniversary was held last Friday (10).

We stopped at Tac Amusement Co. headquarters—a neat office for operators seeking a look at a futuristic operation—recently and asked John Elms himself to tell the tale of "Tac."

Back before World War I when he was a boy on the levee, Elms said, a nickel was called a "tac." And because John's father had died when John was a year old, he began early to supplement the income his mother got from running a grocery store by shining shoes.

Young Elms hustled extra "tacs" tirelessly and wascriticized for now and then buffing the boots of a Negro.

"Their shoes and their nickels all looked the same to me," Elms recalled, leaning back in one of a score of plush chairs in his firm's richly-appointed conference room.

Alert to any new means of making a living, Elms spotted an advertisement for a penny counter game and sent away to Chicago for one. "I think it cost $15. If I remember right it took in $70 worth of pennies the first week. I invested it all in more machines."

Elms eventually entered music with the Seeburg Audiphone and he boasts that all his 900-plus phonographs are still Seeburg. A company division, Operator's Sales, has the Seeburg distributorship.

Trials of an operator? "Tac" can tick a lot of them off for you. During World War II he learned it's best to avoid programming patriotic tunes. For in several locations patrons who played the National Anthem wrecked the jukebox in anger when everybody in the location didn't rise to attention.

"One big fellow even threw my machine out in the street."

And coin machine evolution had its surprises. Before advanced slug rejectors, "Tac" recalls, "I almost collected enough linoleum to make a covering for our living room. The coin chutes would accept pieces of linoleum cut to the size of a nickel and for a while all I came home with was a bag of linoleum dusts."

Elms' operation today is managed by Lawrence Lagarde and is backed by a record library of 500,000 copies. Though Lagarde does not minimize the importance of good equipment, skilled and imaginative installation and attentive service, he lays tremendous stress on proper programming methods. The programming department is under the direction of 20-year veterans Joseph Caruso and Harold Gianutto. Their color-coded record library and progressive programming have so impressed record distributors that Tac Amusement receives samples as quickly as the radio stations.

Tac has two men calling on each jukebox location: a collector and a record programmer. Eight of these two-man teams are under the direction of Nick Caruso.

"We're not doing anything any operator doesn't know about," LaGarde said, "We're just doing it and it is successful."

Elms' loyal locations are joining with his firm in supporting a "Music Therapy Fund" set up to sponsor accredited courses in music therapy for the mentally ill at Tulane, Loyola of New Orleans, Louisiana State, Dillard and Xavier Universities. A percentage of income from phonographs in co-operating locations go to the fund, and a wall plaque in the location informs patrons of this.

Other operators interested in this program may get details from John Elms, Jr., at Tac Amusement, John, Jr., has become active in the business and "Tac" is starting to take it easier.

As one of the industry's grand old-timers—with scores of business, civic and religious honors to his credit—"Tac" Elms in the wisdom of his 61 years takes a fraternal view of the business. He told a Billboard reporter:

"For too long I've watched operators act like orsevery one-armed men eating at the same table. All are too stubborn to lay down their spoons and help the others to the salt."

SHOWPLACE operation of the south is Tac Amusement Co., New Orleans, founded 35 years ago by John (Tac) Elms. Operators from around the world stop by for a first-hand look.

FATHER AND SON, John (Tac) Elms Sr. and Jr. and a John Elms III, will be entering the business one day, John Jr. reports.

GENERAL MANAGER of Tac Amusement Co., New Orleans, operator of 1,500 machines, is Lawrence Lagarde, who has been with the firm over 18 years.

HALF A MILLION DISCS are in the Tac Amusement Co. record library (below) all color-coded by musical type and programmed by Jukebox location specialists.

TWENTY-FIFTH ANNIVERSARY of Tac Amusement Co. brought this crowd (left) of loyal location owners and friends together to fete "Tac" Elms in 1957.

MARCH 18, 1967, BILLBOARD
Vending News Digest

Recover Some Blue-Sky Loss

CLEVELAND—Through the efforts of the Northern Ohio Petroleum Retailers Assn., 18 area automatic beverage service stations have recovered some of their losses in a recent blue-sky promotion. The promotion allowed an arm’s-length operator of the Ohio Edison Co., holder of notes on shabby cigarette and candy machines, under which a settlement of $15,900 was made on $25,149.60 in notes.

Many dealers signed notes calling for about 36 months of payments totaling nearly three times the original cost of the machines. The "beach" promotion was exposed by The Cleveland Plain Dealer.

Reagan Calls for 6.5% Cents Hike

SACRAMENTO, Calif.—Gov. Ronald Reagan in a special message to the legislative last Wednesday called for a 6.5% increase in the per-pack cigarette tax along with several other "sin" taxes to help solve California's crushing financial problem. California vending operators had resigned themselves to a suggested 5-cent increase and were considering individually vendanced-pack price increases that could, in some instances, cut 50 cents.

Reagan also asked for 15 cents more tax on each bottle of liquor and a 25 cent increase in the tax on cigars and pipe tobacco. If okayed by the Legislature, the increases would become effective July 1, 1967.

Canale Challenges Vending Critic

MEMPHIS—State Sen. Drew Canale, a prominent operator here, sharply challenged a critic of cigarette vending during public hearing before the Shelby County legislative delegation last week.

The hearing, scheduled to air 2 months ago, turned into a protest against the vending sales of cigarettes to minors when a college student stated that minors were able to buy cigarettes from vending machines in violation of State law. The youth said it was impossible to police vending machines against patronage by minors and urged that the Legislature "routinely" the law to take care of the "monster".

Canale, in sharp retort, informed the body that the vending industry is working closely with law enforcement officials to police itself against sale to minors. Canale, a vending, jukebox and game operator, was elected to his post last year.

Ohio Firm in 7% Earnings Rise

CLEVELAND—A sales increase of approximately 7 per cent was recorded by Interstate United Corp. here, a vending and food service company, with a 1967 sales volume of $2,042,685 for the 24-week period ending Dec. 25, 1965. An extended period of weeks in 1965 showed $2,165,411 in net earnings.

NAMA Names 1967 Chairmen

CHICAGO—Chairmen of the 15 committees of the National Automatic Merchandising Association have been named by James T. McGuire, association president. The committees and their heads:

Accounting and statistics, Balfour Goldman; advisory committee on government contracts, Robert A. Cutler; employer-employee

SEEKS ADVICE

Locations Aid Colo. Coinman

DENVER—There's no better asset in programming than a sincerely interested bartender, cocktail waitress, or location owner, reports Johnny Knight, head of Skyland Music Company, here.

Knight, with more than three decades of experience behind him, shows excellent returns on every one of his spots, even where they are hampered by the fact that live entertainment is presented there at 9 o'clock at night. The reason, Knight believes, is the fact that he doesn't program single spot without first checking with the location owner and some of his employees, for their own opinions of the records should be programmed.

Specializing in cocktail lounge installations, Knight has found that people exposed to the right type of programming on tips on programming is an affable bartender who has a taste for music himself, is willing to take the time and effort to discuss his program with his customers, and to write down what he learns for the operator's benefit.

Knows Locations

Knight makes it plain that bartenders or location owners are not required to furnish him with any help in planning his music program, but merely suggests that any such help will be greatly appreciated. Because he is on first-name terms with location owners he has known for many years, it isn't hard to get such cooperation, even where a brand-new bartender has stepped into the scene.

It is nothing unusual, the Denver operator has found, for a co-operating employee to suggest 8 and 10 numbers at a time. There have even been instances in which even one new disc which Knight suggested to an employee. More often not, none of the records which a bartender scribbles down as worthwhile, but turn out to be top hits.

Because many of Knight's locations are in places where bars and lounges in the Denver area, there is a surprising large incidence of women bartenders on the routes, whom Knight compliments with their courage and firmness, without their appreciation. Knight thinks his congenial barmaids and feminine bartenders are far more likely to do an aggressive job of really merchandising music, by simply asking their customers whether they have heard a catchy new number.
MOA Licensors Meet

- Continued from page 76

to attend the meeting "to listen to what the other side had to say" and to show that the jukebox industry is willing to "keep all doors open" for solutions to the problems in the statutory method of collecting royalty.

The habit of representatives of MOA and licensors at the meeting indicated the down-to-earth line of stance in this ancient battle. MOA spokesmen included board chairman John Wallace, who is also head of the MOA legislative committee, MOA president James F. Telisano, Secretary William J. Miller and MOA counsel Nicolas Allen. Also present was Henry Leyer, Oakland, Calif., and J. Harry Stoddgrass, Albuquerque, N. M., were present.

Jukebox manufacturers, who were consulted and agreed on the bill, were represented by attorneys Roy Larocca, Jack Miller and associate Mahlbaum. Licensor representation included ASCAP President Stanley Adams and counsel Herman Finkenstein; BMI board chairman and counsel Sidney Kaye, with George Gabriel and SECACY Alfred Ciancimino.

In a poll, in visits to members of House and Senate, both on and off copyright, judicary committees, representatives of legislators to retain the present law's royalty exemption for jukebox minutes, to attain a satisfactory new royalty proposal.

But the immediate drive was carried out against the revision bill's section 116 which provides a statutory compulsory licensing route for payment of copyright and royalty. The proviso gives payment to the box capacity, at 24 per cent per year per record. MOA spokesmen told their Congressmen and Senators that the law would amount to an insurmountable burden of bookkeeping and filling out forms, as well as a rate of payment "unreasonably high," of about $19.20 per box per year.

Legislators were urged to consider MOA's contentions claim that collection of an extra 2 cents per side on records used in jukeboxes would be a "simple, workable procedure" and a more reasonable fee of about $4.60 per box per year. (This proposal obtained some serious consideration by the House Copyright Subcommittee members at the start of hearings in 1965, but the opposition demand on the House Royalty

members to help them get the bill sent back to the House Ju- dicary Committee for a hearing on Section 116, because operators have never testified on its terms in open hearing.

Granger believes that in spite of the fact that jukebox opera- tors now face the formidable sweep of an over-all copyright revision, there is reason for optimism. General consensus among the MOA turnout, in their worry return from Hill trips, was that Congressmen lis- tened sympathetically to the problems that would "over- whelm" jukebox operators under Section 116's elaborate book- keeping requirements.

Although a hopeful House Committee hearing would not ma- terialize, the feeling by MOA leadership was that after the main legislative breakthrough requiring royalty for jukebox play, there is some second thought on the Hill about the complications in the bill. One Hill speaker encouraged it by remarking that the Senate "was not bound" to the House terms, although they are the take-off point for the Senate Committee hearings.

There were even indications from the House side that some House Judiciary members would not object to reconsidering a more simplified approach, if Senate hearings lean in this direction. There will be no let-up after Senate presentation. Gran- ger pointed out. The battle will go onuppies throughout the House and Senate floor vote to get the offending Section 116 changed.

MOA leadership feels it has accomplished rejection of the all- important Section 116 clause. But could have happened: outright repeal of the jukebox exemption, which has been proposed in bills for more than a decade. The association has succeeded in getting statutory limits on licensor charges, and even at worst, the $19.20 rate in the bill would be at the lowest rate of payment at $30.

In other action, the MOA board decided to hold the 1967 MOA convention at the Pick Congress Hotel, Chicago, Oct. 27-29. They also found time to work on the government-financed schools for training coin machine mechanics. The association hopes for a national funding from Health Education and Welfare (government puts up funds for high schools when the need can be justified) to allow an apprenticeship to a school that may be outside his State.

Distributor Has Champ Bowlers

JACKSONVILLE, Fla. — While Southern Music Distribut- ing Co., Inc., president Ron Rodd has long championed bowling alleys as good jukebox locations, of late he's been talk- ing about the Wurlitzer outlet's bowling team, too.

The classic league team, spon- sored by the company, which also has headquarters in Orlando and Hollywood, Fla., roller a 1,236. The American Bowling Congress estimates this to be the third best score out of 55 mil- lion ABC games rolled this sea- son.

Betson School

NORTH BERGEN, N. J. — On Wednesday this week (15), Betson Enterprises Inc., will host a service school on Automatic Products vending equip- ment at its Tonelle Avenue headquarters here. Gerry Gor- don, John Reifer, Lou Avoglia, Bert Bettl will all be on hand to greet operators and service personnel. A recent school here drew 60 customers.

Regal Electronics, Inc.

3001 North California Avenue
Chicago, Illinois 60612

CALENDAR OF EVENTS

The following is a list of upcoming events in the Chicago area, as compiled by Regal Electronics, Inc.

April

1st: St. Patrick's Day Parade

3rd: Lincoln Park Zoo Opening Day

8th: Chicago Symphony Orchestra Opening Night

11th: Northwestern University Spring Gala

15th: Chicago Cubs Opening Day

18th: Chicago Bulls Opening Night

25th: Chicago Bulls Home Opening Night

May

1st: Cinco de Mayo

4th: Memorial Day Weekend

6th: Illinois State Fair

10th: Chicago Blues Festival

17th: Mother's Day Weekend

20th: Chicago Film Festival

24th: Chicago Jazz Festival

June

1st: Chicago Pride Parade

3rd: Independence Day Weekend

10th: Chicago White Sox Opening Day

17th: Chicago Blackhawks Home Opening Night

24th: Chicago Blackhawks Home Opening Night

July

2nd: Chicago Bulls Home Opening Night

5th: Chicago Bulls Home Opening Night

12th: Chicago Bulls Home Opening Night

19th: Chicago Bulls Home Opening Night

26th: Chicago Bulls Home Opening Night

August

1st: Chicago Bulls Home Opening Night

3rd: Chicago Bulls Home Opening Night

10th: Chicago Bulls Home Opening Night

17th: Chicago Bulls Home Opening Night

24th: Chicago Bulls Home Opening Night

September

1st: Chicago Bulls Home Opening Night

3rd: Chicago Bulls Home Opening Night

10th: Chicago Bulls Home Opening Night

17th: Chicago Bulls Home Opening Night

24th: Chicago Bulls Home Opening Night

October

1st: Chicago Bulls Home Opening Night

3rd: Chicago Bulls Home Opening Night

10th: Chicago Bulls Home Opening Night

17th: Chicago Bulls Home Opening Night

24th: Chicago Bulls Home Opening Night

November

1st: Chicago Bulls Home Opening Night

3rd: Chicago Bulls Home Opening Night

10th: Chicago Bulls Home Opening Night

17th: Chicago Bulls Home Opening Night

24th: Chicago Bulls Home Opening Night

December

1st: Chicago Bulls Home Opening Night

3rd: Chicago Bulls Home Opening Night

10th: Chicago Bulls Home Opening Night

17th: Chicago Bulls Home Opening Night

24th: Chicago Bulls Home Opening Night

William's GUN

ELECTRONICS, INC.

3001 North California Avenue
Chicago, Illinois 60612

CABLE ADDRESS: WILLICOM, CHICAGO

AVAILABLE FOR IMMEDIATE DELIVERY THROUGH YOUR WILLIAMS DISTRIBUTOR

REGULAR OR NOVELTY MODELS

- 25 Shots Minimum - 35 Shots Maximum.
- Swinging Star Target That Spins When Hit.
- Traveling Bear Turns Around When Hit.
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- Black Light With Glowing Targets & Scenery In Depth.
- Time Feature - Adjustable.
- Best This Score Feature.
- Standard Chute - 10c.
- Kiddle Platform - Optional Extra

COIN SLIDES

- Engineered and Built for Trouble-Free Operation.
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39 Henance Avenue
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Reconditioned SPECIALS Guaranteed

PIN BALLS - BOWLERS - ARCADE

GRAND TOUR ... $190
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GRAND TOUR ... $190
MAGIC CIRCLE ... $190
SHEELA, 2-PI... $190
HARLEY ... $190
SKY RIVER ... $175
DARN OLD GOLD ... $150
BULL FIGHT ... $150

CHICAGO COIN
ROYAL FLASH ... $195
HUAL-HULA ... $195
WICKER ... $195

SPECIAL! MIDWAY MYSTERY SCORE $275

Write for complete 1967 Catalog of Phonographs, Vending and Games. Established 1934

Established 1934

When answering ad... Say You Saw It in the Billboard

LET'S GET STARTED

Let us show you what Williams GUN ELECTRONICS, INC. can do for you.

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MARCH 18, 1967, BILLBOARD
ITEM

Easier installation and faster service make the new Rowe-AMI Wall-Ette a collector's dream. Its high-speed service-on-the-spot means greater profits for you. Saves a minimum of five minutes service time per box. On a 12-box location you'll save an hour's labor.

On the other side of the coin... the new Wall-Ette's sleek, compact design, "soft-touch" selector buttons and personalized stereo sound will captivate your customers. Results: more play, bigger collections!

Many exclusive features make service a breeze. When used on counter, the Wall-Ette can be serviced from back without disturbing customers.

Most compact of all wallboxes. Smallest in depth and height. With handy above-table mounting, salt, pepper, sugar can be stored underneath.

Winking waitress call-to-service light she can't ignore.

30° Stereo Round* Sound offers the finest play-promoting remote stereo reproduction available.

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Troy Hills Road, Whippany, New Jersey
U.S. Patent No. 3,153,120
American Speedway...the first new game idea in 8 years...now being shipped nationwide

Newest coin machine on the market, designed by experts, American Speedway captures all the thrills of a real car racing. Average race takes under a minute—for total take up to $12 an hour. AMF engineering means less maintenance, minimum downtime. See your distributor or call us.

AMERICAN MACHINE & FOUNDRY CO.
WESTBURY, N.Y. 11590

Wurlitzer's Bear Ends Trip

MINNEAPOLIS—Bob Bear, manager of sales at Wurlitzer, just ended a tour of Western distributor territories here where he was hosted by Irving, Warren and Hi Sandler, Sandler Vending Co.

The first part of the journey, on which he toured the Americans and companion Satellite selective remote speaker, took him to Calgary, Alberta, Canada, and on to Vancouver, B. C., for a visit with Dale Johnson, Dulc Dist., Ltd., Wurlitzer's special Canadian representative, L. B. (Bert) Jacob, accompanied Bear in Canada.

In Seattle Bear saw Ron Pepper, Northwest Sales Co., and was joined by regional sales manager Gary Sinclair, who accompanied the Wurlitzer executive to Oregon for a visit with Marshall and Lon McKee, Northwest Sales Co., Portland. Dr. and Mrs. Ronald Sandler were also in Portland. Dr. Sandler, who will finish his internship in June and operate a clinic in Bolivia under U. S. Peace Corps auspices, is the son of Irving Sandler, board chairman, Sandler Vending Co., here.

New Faces at Shaffer Dist.

COLUMBUS, Ohio — Mel Shone is now branch manager, Shaffer Dist. Co., Cleveland, replacing Larry Hornbeck, who left the industry for another position. Another staff change finds Slas May heading up the Cincinnati branch, replacing Ernest Greene, who will travel West Virginia, Kentucky and Southern Ohio as a sales representative. Steve Shaffer was appointed used equipment sales manager in the base plant here, where Virgil Rogers has been made field service representative.

Georgia Bulk Distributor

Critical of License Fees

- Continued from page 79

"I just came walking in with a penny peanut vendor," he said. "And I was very surprised at how showing city politicians what our business is like. This way I show them what a typical amount is vended for a penny and I explain that where a 5-cent machine is concerned, we're just vending five times as many peanuts."

Hutchinson said, "I think this shows them why the license fee is out of line when they tailor it for a penny and under, and then charge him the fee of a 5-cent penny."

"But what's really ridiculous," stated the veteran distributor, "is for a city to charge a separate license for each machine. This means that the operator really has hundreds of separate businesses. Each machine becomes a business in itself."

Hutchinson evens considers that the National Vendors Association, of which he is a director and has long been associated with, should formulate some approach to uniformity of State licensing of vending machines.

"If we established a State license covering all of a vendor's machines then it could be that city could charge every time there is a fourth of this amount or no more than half at the very least. We can get them to work on instead of every city in every State charging different fees." Hutchinson, who is known to live up his NVA sessions when time is short, could state, "If the city could introduce the subject of machine licensing during the upcoming April 5-7 convention at the Monteleone Hotel in New Orleans.

Earnings Dip

At Wurlitzer

CHICAGO — Sales for the first nine months of Wurlitzer's current fiscal year, a period from April to December, were up 9 per cent, R.C. Rolling, chairman and president, told the board of directors at the last meeting. The figure was $1,266,306, as compared with $1,180,626 last year.

Net earnings, however, were $1,154,039 as compared to 59 cents per share on 1,210,673 shares of common stock. Earnings showed a decline from last year when the figure was $1,304,140, or $1.08 per share on 1,208,540 shares (adjusted). An extended work shutdown at the DeKalb plant in the fall of 1966 was cited as the reason for the decline.

Wurlitzer's third quarter, on the other hand, was the best in the firm's 111 year history. Sales for Oct.-Dec., 1966 were $18,639,198, with net earnings of $967,857, or 75 cents per share on 1,210,673 shares.

Cleveland Coin International

2039 Prospect Ave., Cleveland, Ohio 44115

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The Wurlitzer Satellite
REMOTE SPEAKER CONSOLE
Beautiful Companion to the Stylish Americana

ANOTHER WURLITZER FIRST!
The Satellite remote selector speaker is already a proven extra money maker. It is ideally suited for use in multi-room locations or as a companion unit to the new Americana to intensify the music over a large area. It has the same selector buttons, same Golden Bar feature and same speaker complement as the phonograph. The design, appearance, and styling match the Americana but the cabinet measures just 39” high, 40” wide and 17” deep. This “fit anywhere” size makes the Satellite a desirable adjunct to expanded musical distribution and increased earnings in many larger locations.

See and hear this WURLITZER FIRST
at your Wurlitzer Distributor Now!
Reviews

POP SPOTLIGHT
THE MAMAS & THE PAPAS
Deliver
Emerson D 30014 (M); SD 30014
(S)
With two bright LPs to their credit, the quartet is pleased to have another "Top 10" disk. They move through a spacious pop-rock single "Dedicated to the One I Love". Their "Golden Ticket" is a wild version that's knocking on the walls of pop.

PAUL SPOTLIGHT
JUST ONE SMILE
Gene Pitney, Master V
2117 (M); AS 3117 (S)
There's always that one hit for every artist. Pitney's is refreshingly fresh and exciting in his performance, and this latest collection is a real showcase for his talents. He starts with "Living Continual". "Another Phase" and his recent hit, the album title song. Work this up as another hit LP.

COUNTRY SPOTLIGHT
IF YOU GO AWAY
Donny &SU Epic LN 24244 (M);
BN 26244 (S)
Donny Osmond enjoyed much success with his single "If You Go Away" and this follow-up LP of compositions that he feels will make a "Top 10" tear up the country dance floor.

COUNTRY SPOTLIGHT
ONE MORE TIME!
Delia Reese, ABC ABC 569
(M); ABCS 569 (S)
Reese, who has become a force in her own right, and her tone of voice in this album, along with her vocal style, are a hit. With the help of "What a Good Feeling" she offers, exciting performances of "Sunny" and "Ain't No Sunshine". A nice choice of material and a nice LP.

COUNTRY SPOTLIGHT
ARE YOU LONELY FOR ME?
Freddie Scott, Shout SH 301
(M); LLP 3001 (S)
Scott's gift to have been following up his hit single "Are You Lonely for Me" has now arrived. "Cry Me a River" is also included and will add to the immediate impact. Every program track is in the way and will do well in pop and RV markets.

CLASSICAL SPOTLIGHT
ELGAR: THE FIVE "POMP AND CIRCUMSTANCE"
New Philharmonia Orch. (Boult); Angel 26402 (M); 536403 (S)
"Richard III" is in keeping with the spirited mood, while "Pomp and Circumstance" are fine changes of pace.

CLASSICAL SPOTLIGHT
SCHUBERT: WINTERREISE SCHUMANN: DICHTERLEBE (3 LPs)
Peter Pears Benjamin Britten, London A 2641 (M); CDA 1261
Pears and Britten have been a winning combination in the past with Pears singing the music. "Winterreise" is a very stirring and exciting performance. The Lp is exquisite in its interpretation of the music. The Lp is exquisite in its interpretation of the music.

B&B SPOTLIGHT
YOU DON'T MESS UP
James Carr, Gladfawn 35
Here comes a real gem! "What a Wonderful World" is a gem of a record. Carr is at his best here. This album is a winner in every sense of the word. A true gem of a record. Carr is at his best here. This album is a winner in every sense of the word.