The International Music-Record Newsweekly

Col. to Raise Mono Price, RCA Too; Cue All-Stereo
By MIKE GROSS

NEW YORK—The record industry is drawing closer to a stereo-only album market. The mono/disk's struggle for existence has been intensified by the market's resistance to the price of the stereo disk. The initial step in the direction was made last Thursday morning (23) when CBS Records announced that prices for all monostrated albums on the Columbia, Epic, Okeh and Date labels would be increased $1 in the manufacturer's suggested list price. Later that day, RCA Victor announced that the prices of monaural albums would be brought to the level of stereo albums in each category. The new CBS price goes into effect next Monday (5), while the RCA Victor price is effective Thursday (1).

Manufacturer reaction to the equalization of the mono/disk and stereo records was generally favorable and it looked as though other companies would soon follow the new pricing pattern. Dealers and record buyers, too, were, for the most part, in favor of the move. (See separate story.)

The move to an all-stereo market had already been made overseas by EMI, which recently started releasing its new classical LP's in stereo only. Also, EMI has developed a cartridge that could be used on monaural machines to play stereo records.

Talent's Historical 'Foundation Fest'
By EILOT TIEGEL

LOS ANGELES — The multimillion-dollar lineup of talent at the first Monterey Pop Festival (June 16-18) will be running the services free, and the money that will be accrued from the festival will be allocated to needy persons, some charities, and some artists, too, under a new program that has been introduced to the festival's television show, as well.

Lou Adler, one of the founders of the festival, figures that there will be about $52 million worth of talent on hand and that their action proves that today's young performers are serious people who believe their music qualifies as an art form. The talent roster will include such established artists as the Mamas and the Papas, Lou Rawls, the Beach Boys, the Byrds, Simon and Garfunkel, Dionne Warwick, Johnny Rivers, the Association, Otis Redding, and the Jefferson Airplane. Also appearing will be a score of relatively unknown hippie groups from San Francisco.

The Monterey pop bash at the 7,200-seat Fairgrounds marks the first time that artists have elected to run a music festival. Adler said the festival had surrounded itself with a number of businessmen like managers Phil Turetsky and Adler and John Phillips, of the Mamas and the Papas, who is another director of the festival, are holding the talks with film companies about shooting the event in color with the finished print to (Continued on page 10)

THE HOTTEST RECORDING ACT IN SHOW BUSINESS

The Supremes
Sing Rodgers & Hart

MOTOWN RECORD CORPORATION

THE SOUND OF YOUNG AMERICA

MOTOWN M-659 S-659

Copyrighted material
10th Starring Year
Paul Anka

On record: His new single
"A Woman Is a Sentimental Thing"
c/w "That's How Love Goes" #9228

In person:
Royal Box, Americana Hotel, opening May 30

RCA Victor
The most trusted name in sound
Executive Turntable

Neil Bogart, 24-year-old national sales manager of Cameo/Parkway Records, has been named vice-president of the label. Bogart joined the label the doldrums for several years, 18 months ago. Since he joined the label, C/P has been operating an average of three singles a week, will cut down its schedule to at least a third, in an effort to concentrate on a dozen artists and do more promotion and exploitation job. The move was the first major decision by Neil Bogart in his new role as vice-president of the label (and ABC). Artists due to get the full treatment are Terry Knight, The Five Staircases, Question Mark and the Mysterians, Terry Orlando, Reddy and the Latin Players, the New Colony Six, Bobby March, Pat Benatar, Israel Kamakawiwo'ole.

4 Albums in Verve's New Gospel Line

NEW YORK—MGM Records, which had been releasing an average of three singles a week, will cut down its schedule to at least a third, in an effort to concentrate on a dozen artists and do more promotion and exploitation. Artists due to get the full treatment are Terry Knight, The Five Staircases, Question Mark and the Mysterians, Terry Orlando, Reddy and the Latin Players, the New Colony Six, Bobby March, Pat Benatar, Israel Kamakawiwo'ole.

A Reap on Rep

Bogart said that when these artists make a personal appearance, C/P will be on hand. The policy will be maintained indefinitely. The Five Staircases go on tour with Oris Redding, and will be continued when all C/P artists go on a GAC tour of Eastern college campuses.

C/P to Trim Singles Output in Artist Concentration, Act Drives

NEW YORK—Cameo/Parkway Records, which had been releasing an average of three singles a week, will cut down its schedule to at least a third, in an effort to concentrate on a dozen artists and do more promotion and exploitation job. The move was the first major decision by Neil Bogart in his new role as vice-president of the label (and ABC). Artists due to get the full treatment are Terry Knight, The Five Staircases, Question Mark and the Mysterians, Terry Orlando, Reddy and the Latin Players, the New Colony Six, Bobby March, Pat Benatar, Israel Kamakawiwo'ole.

Works With Premiere

C/P will work closely with Premiere Talent, which books most of the label's acts, and local distributors and promotion outlets will be brought into the act. For example, working on the next Terry Knight release.

Elsewhere on the C/P front, Al Rosenfeld, president, is setting up a new office which he will maintain in both New York and Chicago offices. Rosenfeld will spend two days each week in New York.

This week, Cameo/Parkway is up the master of "The Sweetest Thing This Side of Heaven," written by Millie Vando label. The 18-inch record was produced by Van McCoy. Charlie Bartley is artist.

Epic Plans Series of Key Sales Meetings

NEW YORK—Epic Records will hold sales meetings in key cities throughout the country this year. The two-day meetings will be national sales convention. The meetings will be directed by two separate teams of Epic executives.

One team will consist of Len Levy, the label's vice-president, and a key national promotion manager; the other, of Mort Hoffman, Epic's director of promotion. They will supervise all Epic operations. The next one will be on New York on June 19. In 18 cities, covering 25 markets, will be visited in 12 days.

Merc. Pacing For 'Turn On'

CHICAGO—Mercury Records is completing negotiations to acquire soundtrack, radio rights to a film showing an LSD experience. The film, produced by Henry F. Saperstein, music by Mary Voight Geszter, Larry Ehrle and Richard Bond, features scenes of a LSD trip. Mercury executives are prominently in the score are the Veena-guitar and the tabla.

World premiere of the movie, "Turn On, Tune In, Drop Out," was May 2 at the Berkeley campus of the University of California.

AF Division on Special Products

NEW YORK—Audio Fidelity Records has set-up a special promotion for Red Harlow Drayson, executive vice-president, at its head. The division will be concerned with promotion and premium, program promotions. According to Drayson, the division will create special premiums and incentives for the audio fidelity product to promote the manufacturer's wares. The label recently ran a promotion for Winchester Rifles tying in the company with the "Music of the West" album by the Winchester Chorale.

Benefit Honors Atkins With Program of Plaques, Praise

"San Antonio Rose," and "San's Theme," both of which have been brought back on stage, and will be the subject of the first half of the program.

Following an intermission, the program continues with a series of show tunes from the filmed movie. Finally, Atkins himself appeared for a medley of "Country Gentleman," "Alabama Jubilee," "Wildwood Flower," and "Tennessee Waltz." Atkins then called to the stage Lowell Wade, former producer of the WNOX "Mid-Day Monday-Go Round" in Knoxville, who gave Atkins his first professional job. Atkins at that time was his head, and later as a singer, for $50 a week.

Dean introduced Jack Sapp, president of Tree Publishing Co., representing the Nashville music community. Sapp hired Atkins to work on the "Grand Ole Opry's Promotions program director of WSM."

Dean then brought out Norm Hall, president and general manager of the RCA Victor Recording Division, who presented Atkins with "Are You From Dixie." Dean then took over as master of ceremonies.

Dean brought on Archie Campbell, the most successful with stand-up comedy on this recording of "The Goodnight" (with Dean doing the sound effects). Horner and Jethro entertained, and then it was back to Atkins. West, and John D. Loudermilk.

Boots Randolph, Monument artist, followed with his saxophone whose tone is "Brown," "Temptation," "Shadow of Your Smile," and "Jockey Sax." Floyd Cramer followed with "Born Free," "Last Date," and...
**Deepa Gearing Stepped-Up R&B Build-Up To Its Promotion Men**

NEW YORK — The Deepa, Coral and Brunswick labels are stepping up activity on rhythm & blues labels. The r&b buildup, right now, is being keyed on promotion and publicity for the three labels, the r&b promotion men have been working all factors in the promotion. According to Lannon Salsinger, national director of promotion and publicity for the three labels, the r&b promotion men have been working at laying the groundwork for putting together the new r&b program. In addition to plugging the home-mix again, the promotion men are also acquiring masters, and securing all new masters. Some of the masters recently acquired for release on the Deepa label are Sam and Bill's "Give Me the Little Room," Donnie Burkes' "Satisfaction Guaranteed," Jackie Verdel's "Are You Ready for This?" and Gladys Tyler's "That Man of Mine." Stidler is now pushing for a larger r&b promotion staff. This week he set Warren Lanier as West Coast r&b promotion manager for the three labels. Lanier will report to Joe Medfield. The objective of the new rhythm & blues promotion manager is to cover Los Angeles, San Francisco, Las Vegas, New York, Detroit, Texas, Phoenix and Salt Lake City areas in particular, and will make trips into other major r&b markets as necessary. Also working under Medfield's direction is Jack Gibson, Midwest r&b promotion manager.

One of the prime factors in the building-up of r&b promotion staff is the activity of Carl Davis, who has been named national ad director by the label's executive vice-president Nat Tarnopol. Stidler has also revealed that Davis will be pushed into action with Davis-produced products. Among the first artists to receive the Arista are the Artistics, the Young Holt Trio and Gene Chandler.

**THIRD CATV FRANCHISE ACQUIRED BY BILLBOARD**

NEW YORK—Billboard continues to expand as a total community marketing company with the acquisition of the third CATV franchise. Warren Syer, general manager of the CATV division of Billboard, announced last week that the CATV franchise had been acquired. This means that Billboard will be soon offering 12 TV channels and a vast variety of FM stereo frequencies to more than 500,000 homes. Among those being offered over the CATV systems. These include two educational channels which Billboard is supplying free to schools.

**RCA's Campaign on Arnold Topping Sales Objectives**

NEW YORK — RCA Victor's April and May merchanlding campaign for Eddy Arnold's entire album catalog has already topped over the company's sales objectives. According to Jack Burgess, division vice-president for commercial sales, the campaign has developed into one of the most successful in the company's history. It is being conducted on a mult渎dimensional front, and even though the figures are not yet in, they are looking very promising. As part of the campaign the company has repackaged all of Arnold's 26 best-selling albums with a new 24-page sleeve of "Hall of Fame Series" which is a likeness of the actual award presented to Arnold in Nashville last October. In addition, "The Best of Eddy Arnold" was reissued, and the company released the April-May promotion that album is currently on the best selling charts.

The program was backed up by a full-scale advertising and promotion campaign, including the months of April and May. Arnold toured 52 cities in 17 markets, including TV commercial appearances, and doing guest shots on local radio shows. RCA, who has been a best selling artist for RCA for over 20 years, has enjoyed all the best selling artists on stereo-8 cartridges.
You can feel the power of The Glories.

An overwhelming performance by The Glories creates a single that everyone within hearing chooses as the next top ten smash. Listen and you'll get that hit feeling, too.

I STAND ACCUSED
(Of Loving You)

Produced by Bob Yorey

A great date to remember.
**Market Quotations**

(Aspect of Thursday, May 23, 1969)

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**OVER THE COUNTER**

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**RCA IN ACCORD WITH STATIONS ON STANDARDS**

NEW YORK — Due to an error in transmission, the RCA statement in regard to the Mc- Lendon Stations was inadvertently mistranscribed in Billboard last week. The correct statement reads:

"We are in full accord with the above quotations compiled and distributed by Musicor's publishing wing and produce other artists as well as the flies' sister's and his husband for a Dynamoe-Willy be co-authored by Catalog Music over-reported by Musicor's own Art Talmadge and his own A La King-McLendon was finished producing a session with the Potters."

**Letters to The Editor**

**Following 'Code'**

Editor:

In reference to records that are suggestive with lyrics that are judged unfit for air play. We are following this "code of record standards" set down by the McLendon Stations. In reviewing our records in this style, we came across a new record by The Grass Roots, titled "Let's Live for Today." This record has a lyric line in it that says: "Baby I Need To Feel You Inside Of Me."

Needless to say this record will not be heard on our stations. We feel we must not have an obligation to the FCC but also we have an obligation to our audience, especially those in our formative years, to keep such material off the air.

Jerry Bright

Louisville, Ky.

**The Gangster Mob Wants 'Out' & $$ In Action Vs. Capitol**

CHICAGO — A complaint filed in Cook County Circuit Court by behalf of a record group calling themselves the Mob agrees that under their contract with Capitol Records, "the parties voluntarily agreed to publish their songs for a fixed percentage of royalties only and that Capitol was under no obligation to do anything for the plaintiffs' services as composers or performers."

The suit seeks a declaratory judgment and termination of the exclusive record contract by the band in November 1966.

Two members of the eight-man band, Garry Beason and James Holway, are composers of a song, "Don't You Care," which was recorded last week on the RCA label. The suit was filed by the Britishness of the Columbia label, Publishers is Capitol's one record contract, CMI, a subsidiary of Columbia (BMI).

According to the suit, the publishing clause of the song contract with Capitol reads: "I grant Capitol the right to make and every composition and I agree that at Capitol's be assigned an execution of each composition I record hereunder to a publisher designated by Capitol."

The Mob alleges that Capitol is "claiming rights and title to "Don't You Care" and another Reiter - Helvey tune, "Why Don't You Love Me?"

The suit asks that the court declare that Capitol has rights only to songs composed and recorded during the contract term and asks that the contract's publishing clause be declared "... invalid and held for no fault of want of consideration."

This is reported to be the first time the publishing clause in an artist's recording contract has been challenged in court on "... voluntary agreement..."

Under terms of the Mob's publishing agreement with Capitol, according to the complaint:

Publisher agrees to publish, record and release all income ... derived from the exploitation of the composition. This income means publishers gross income from exploitation of the composition at least 15 per cent of such gross income as an allowance for overhead.

The complaint also alleges that the contract should be terminated on five other counts and seeks "... relief and damages which may be proper in the premises."

**Singleton Purchase**

NEW YORK — Shelby Singleton productions last week purchased the master of "Train" on Minaret Records by Donny Hamilton and will distribute the 78 record through the BMI International Records label. The tune, produced by Finley Dun- nell, is No. 1 last week on WAME, Miami.

[OFFICIALLY ANNOUNCING the launching of the MGG MGRS logo in England were from left, Wally Rand, BMI factory manager; Frank Chalifuns, BMI international manager; Eric Skivens, director of foreign sales for MGM; John Nathan, MGM European representative; and Vic Ridgewell, United Kingdom distribution manager. BMI will press for MGG.]
Another feather.

The Byrds' new single
"Have You Seen Her Face"
(From the latest Byrds album)
"Don't Make Waves"
(From the motion picture of the same name)

Where The Byrds make the action take off. On COLUMBIA RECORDS®
they would be announced in June, but not necessarily implemented at that time. He called the current climate in the industry one of increased prices and in that light, the Columbia price change was a good move.

Merc: Favorable

"Our initial reaction to the Columbia move is favorable," said Mercury Record Corp. executive Vice-President Irwin Steinberg. "We feel the industry will move more now than it has for the last two years."

Steinberg said he had no comment at this time on what Mercury intends to do in the wake of the Columbia move.

Dot Statement

Randy Wood, Dot Records president, was enthusiastic about the Columbia change.

"I said, "I can't remember a better move in the record industry. As we all have known, mono albums have been marked down because of decreased volume and higher discounts. This move could be the beginning of a better and more profitable era in the industry. The public will never even notice the price increase. The public will accept it without the slightest protest. There's never been any reason for prices to be as low as they have been. I commend Columbia for its leadership."

Liberty Likes Idea

Al Bennett, president of Liberty Records, said, "I like the idea of one price. Generally there must be a price increase, and I think this move is good from the market penetration standpoint."

Bennett added that he hadn't expected anything in the nature of a price increase to come this time of year. "It had to happen," he said, "but I didn't anticipate it coming this fast, especially as we're moving toward stereo.

We're all working under the same pressure: raw material costs going up, production costs going up, Columbia more. I don't think the increased price will affect the public. If they're looking for bargains, there are plenty of them available."

Wills Talks Held

Warner Bros. officials, when told of the CBS price plan, began holding intra-company discussions, but they didn't wish to comment on a public note. A spokesman said the company could conceivably take advantage of the mono-price structure in the immediate future. Other companies still reviewing the situation are Decca, ABC, MCM, United Artists and London.

Eight Right: Elektra

Jae Holzman, president of Elektra Records, called Columbia's move a "definite step in the right direction toward the elimination of monaural records."

Two months ago, Holzman launched a drive for the elimination of mono, hit on also a means to boost the list price to stereo levels and to set down on production and inventory costs. Holzman added that the Columbia action was "in keeping with sensible pricing, especially in view of the different promotional phases of recording, production and promotion."

He pointed out that Elektra has been independently reviewing its own pricing policies for several months. Holzman said Elektra is unhappy about the situation of the stereo buyer, who purchases most of the product, is being penalized by paying $1 more for a record than the monaural buyer.

An Atlantic Records executive said: "We welcome the move."

Morris Levy, president of Roulette, said, "It doesn't make much sense to get out the mono business... but what's list price, anyway? But this is certainly an interesting development."

Larry Uttal, president of Amy-Mala-Bell, said: "We're not planning anything at the moment, but I hope this becomes an industry-wide movement."

Stereo vs. Mono LP

Year Units

Stereo

Mono

1966 3.9 63 2.4 37
1967 3.6 62 2.1 38
1968 3.9 70 1.6 30
1969 3.6 71 1.5 29
1970 3.6 72 1.3 28
1971 2.9 71 1.2 27
1972 3.4 74 1.2 26

Stereo vs. Mono Phono Production 1960-66

Year Units: 1960-66

Stereo (Non-Relay) (As Compiled by Recording Industry Record Research Division)

Stereo % Mono %

1960 32,405,800 38.6 51,548,200 61.4
1961 25,478,700 33.3 51,102,000 66.7
1962 20,931,600 30.1 48,500,900 69.9
1963 18,954,500 28.8 46,806,200 71.2
1964 17,538,600 25.0 41,672,700 75.3
1965 17,382,400 25.6 50,617,700 74.4
1966 12,173,700 23.5 39,627,000 76.5

DEALERS & RACKS:

Will Hurt at First—Boon in Long Run

By HANK FOX

NEW YORK — "It will hurt us in the short run, but in the long run, I think the market will be stronger than ever."

The comment of one rack-jockey sums up the feeling of dealers across the country.

Although the effective dates for the RCA and Columbia price changes are different, the reaction in the record industry is the same: a declaration that stereophonic prices will be raised, possibly before the set date, or at any rate within the next few weeks. RCA has yet announced changes in their price structure, which thus gives dealers and rack-jobbers more time to accommodate inventory at the lower price.

While most companies have withheld comment on the Columbia and RCA decisions, most dealers and rack-jobbers believe that an industry-wide changeover is imminent. Said one New York dealer, "Within the next 30 days, every manufacturer will conform to the Columbia prices."

June 1 and 5 are the dates set for the respective moves, with RCA prices going up, but the price of records in contemporary catalogues and at the wholesale level, will be affected is not yet known. The time depends on inventory, market conditions and the decision of Columbia and RCA rack-jockeys in each market.

Some retailers say they will raise record prices at both the time set by the record companies. Others, however, will continue to sell their mono prices as long as they can. The result will be a variety of product lines in competition with each locality. It is expected that there will be a few months of interference with mono product during the next few weeks.

The increase will mean a maximum of 36 cents extra to the consumer, but the 4.79 to 7.69 price at $3.01, but even more important is the possible demise of the 7.99 to 10.99 price category, most of whom are limited in mono, stereo, open reel tape and floor and stock space, are forced to stock the same product in categories.

The decision to equalize stereophonic prices will affect manufacturers, dealers and consumers alike, and according to sources, one of the intermediates is going to suffer. A decision is expected next month.

Eden Gets Rights To 7 Italian Songs

NEW YORK — Edison Music has acquired American publishing rights to seven Italian songs.

The numbers are "La Babilonina" by A. Tellini; "Azzurro" by A. Tellini; "L'Ultimo Amante" by A. Tellini; "Il Concorso per un Addio" by I. In- nocenza T.; "Ascolta, 

Rob Houston Shop

HOUSTON—Burglars struck at the Groove Record Shop, making off with an estimated $35,000 in stock. Owner of the shop, said the burglary involved the theft of records, phonographs, tape recorders and 65 automobile stereo cartridges. Police said the thieves entered the store by breaking open the front door.

Phonograph Could Spin Right Into All-Stereo: Decca Exec

NEW YORK—If Columbia's move to one price for monaural and stereo albums leads to an all-stereo industry, then Columbia is in a position to look toward phonographs will be miniaturized.

That's the opinion of a highly placed executive with the phonograph division of Decca.

Can't Use Troy as Name, Hickory Told

NASHVILLE—Hickory Records will not have a new name named Troy after all. There will be a new label, but it must have another name.

Hickory had picked the name of the label in honor of a verbal clearance from the American Federation of Musicians, and disc jockeys in the trade took the name. But before Hickory's arrival in the mail, and this vaporized the idea of the label's move to the Top-40 field, and has several artists ready to sign.

STEREO VS. MONO PHONO PRODUCTION 1960-66

YEAR STEREO MONO

1960 32,405,800 38.6 51,548,200 61.4
1961 25,478,700 33.3 51,102,000 66.7
1962 20,931,600 30.1 48,500,900 69.9
1963 18,954,500 28.8 46,806,200 71.2
1964 17,538,600 25.0 41,672,700 75.3
1965 17,382,400 25.6 50,617,700 74.4
1966 12,173,700 23.5 39,627,000 76.5

JUNE 3, 1967, BILLBOARD
A New and Startlingly Original Album...

Buffy Sainte-Marie
Fire & Fleet & Candlelight

Including Her Latest Single
"The Circle Game"
VRS 35053

VRS 9250 (mono) VSD 79250 (stereo)

VANGUARD RECORDS

www.americanradiohistory.com
Executive Turntable

- Continued from page 3

of labels now: Saxton was formerly production manager of Tera Shima Studios.

Leonard Korobkin is resigning as legal counsel for United Artists Records and United Artists music publishing companies effective Thursday (9). He was with UA for two years. Korobkin is joining the law firm of Marshall & Vigoda as an associate. He will headquarter in New York.

Disc jockey Bob Rubanks, Steve Roll and Michael Brown have formed Concert Associates to promote pop music concerts in Southern California. Brown operates several Cinnammon Cluster nightclubs and Roll has worked on several previous Rubanks promotions. ... Los Angeles disc promoter Irving Zucker has opened a national promotion company. He has been a concert promoter-operator for the past 12 years. He leaves June 1 on a 10-city business tour.

Aidan W. Clark is the new advertising manager of Mills Music, Inc. Clark has had positions in marketing, advertising, sales promotion and public relations for 20 years. He also has been a conductor, accompanist and organist-and is now chairman of the Music Collegiate Church of New York. His musical training was with Leonard Bernstein, John Finley Williamson and Frank Van Duren. Clark is a member of the Players, the Advertising Club of New York and the Public Relations Society of America.

Happy Wilson, general professional manager of the Nashville office of Central Songs, has been promoted to vice-president. He has been with the company for five years. ... Irv Siegel has joined the professional staff of Chappell & Co. He comes to his new post from various publishing capacities with Irving Berlin, Robbins Music and Remick Music. In his new job, Siegel will work with Chappell's Stan Stanley and Leo Di Stefano.

Kristin White has been named director of publicity of The Richmond Organization (TRO). She comes to her new job with several years' experience as a publicist in the music industry and has been with the Leo Miller public relations firm, Westport, Conn. Mrs. White has also done free-lance work. Her new duties for TRO will involve publicity in the trade and consumer press as well as special publicity assignments.

Staffing Business: Seven of Imperial Record's fastest moving female employees are shown during the rush campaign to mail out 5,000 copies of Johnny Rivers' new single, "Tracks of My Tears," along with a special Promo kit. The label's national promotion director Johnny Musso on the left and Rick Frosch, right, rear, join the stuffing action.

Talent's Historical 'Foundation Fest'

- Continued from page 1

be sold to a TV network as a special. If the film is "artistic enough," Adler said, "it could be developed as full-length picture."

Several companies have quoted the festival about tapping performances, the organization has shifted away from granting recording privileges because of the problems of artist clearance and union fees.

To Be Polled

Adler said all the acts named will be polled after the event to ascertain where the money should be spent. Adler said it was not impossible that a "tour" grant or repackaging could be established in the name of the pop festival. The San Francisco Diggers, a self-help hippie organization from San Francisco has been promised some help.

"People don't think of pop music as an art form. They think of it as single records. It needs an artistic image," Adler said.

Talents considered for "star" status will be plummed for future national TV and film roles. Adler said he does not think of pop music as an "art" form. Talents considered for "star" status will be plummed for future national TV and film roles. Adler said he does not think of pop music as an "art" form.

13 TRACKS ON BEATLES' LP

LOS ANGELES - The Beatles' new LP, "Sgt. Pepper's Lonely Hearts Club Band," will feature 13 tracks, 12 original tunes and a reprise of the title tune on Side 2. The LP, which has already exceeded 1 million dollar orders, according to the label, goes into worldwide release Thursday. The double-fold LP jacket contains the lyrics to all the tunes.

10 "HQ" Tunes in Monkees Rerun

NEW YORK - Ten songs from "Headquarters," the Monkees' second LP, will be inserted into summer reruns episodes of their TV show, replacing earlier hits originally featured. The numbers are performed by the Monkeez and accompany the program's opening and closing sequences.

The quartet also will include selections from the album on programs of the 35 live and syndicated shows, 12 of which are being shown this summer in London and the United States.

Mainstream Promo

Aids Single Line

NEW YORK - Mainstream Records is beginning to develop in the market for the recently released single, "Donna," a dozen recently signed rock groups. The group is Shad, the label's present hit, as he has been promot- ing the Beatles. He presently disc jockey a plan to trim its LP output. Mainstream carried about 20 soundtrack albums during the past year, which included the track from the film "A Patch of Blue."

New groups include Bob & Jack and the Book- ing Company, Fever Tree, the Newton, Lino, Gregor, Six Gent, the Movens, Grammy Fones and the Vanity Fair.

EMI Swiss 'Firm'

- Continued from page 1

pattern established by EMI operations elsewhere in which the company is strung out in a systematical, c of all phases of operations involving in product manufac- ture and distribution, even on the British market, through to the United States. EMI's joint managing director oversees affairs, in US, and EMI's chief executive is appointed to head the new Swiss operation.

Koppelman & Rubin Bow a 'Cartune Act

- Continued from page 1

regularly televised series; featuring Elmo & Almo, and bringing in their friends. First of these friends is Baby Julian, an eight-week film.

The idea came when Koppelman and Rubin, in "We are running a financial set-up that is a non-profit foundation set up by artists in the name of pop music," said Adler. "People don't think of pop music as an art form. They think of it as single records. It needs an artistic image," Adler said.

Other acts scheduled to appear are the Who, Jimmy Hendrix, Mike Bloomfield, Thing, Big Brother and the Holding Company, the Mono Project, Booker T and the MG's, the Buffalo Springfield, Al Kooper, Paul Butterfield, the Band, Curved Heat, Count Joe And the Fink, Grateful Dead, The Impressions, Hugh Masakela, Steve Miller Band, Lynyrd Skynyrd and the Messenger Service.

Koppelman & Rubin bow a "Cartune Act"

- Continued from page 1

somewhat in the "Peanuts" bag. Some cartoon characters are not new, but Rodinthe the Red-Nosed Reindeer and Alvin and the Chipmunks are the most successful characters. But in neither case was such a complete television and newspaper campaign set up.

Plans also call for comic books to be distributed in all branches of comic book stores. These will be in color, as will be the televised film. Koppelman and Rubin's arrangement with Warner Bros. calls for W.B. owning the Dancing Mice company, which will handle all exploitation of the characters; Warner Bros. has full charge of production and with all ancil- lary rights. The show is expected to be the first independent production film.

On television appearances, Koppelman and Rubin expect that their cartoon artists will be paid to perform, the same as movie artists.

CLUB REVIEW

Vinton Turns Showman In First-Class Date

NEW YORK — Epic Rec- orders would have done well by recording. Jerry Vinton live at the Copacabana where he opened last Thursday (25). The label already has a Vinton album recorded at the Copacabana and the present perform- ance surely warrants another.

Vinton dished out an hour of straight singing and which places him in an entirely new light as an entertainer. Leav- ing most of the material which established him as a for- mer teenage market, Vinton concentrated on sophisticated arrangements of show tunes and easy listening pop. The medley was the vehicle on which he introduced the show and Vinton was quite successful at it. Jumping from one medley to another and some- times assisted by his two "Georgy Girls," Martha Veloz and Joan Dalmora, Vinton managed to be a fast-moving and very much alive show.

Vinton's repertoire included songs of Al Jolson to Bob Dylan. Highlights of the even- ing were "Let Me Sing," medley featuring "Swanee" and "Rock-a-by Yer Mama," by His International medley, Vinton, an ex-bandleader displayed his instrumental versatility on the clarinet, saxophone and trump- et with "The Big Three-I," "Shre- nema," "When the Saints..." and "Music to Watch Girls By." The entire act was a perfect visual and musical package of Vinton at the Copa was a depiction of a first- class entertainer.

James Brockman Is Dead on W. Coast

SANTA MONICA, Calif. — James Brockman, composer and lyricist, died here last Monday (24). He was 69. James Brockman was associated with the "Tune Forever Bouncing Bubbles (1918)," "Down Among the Sheltering Palms (1915)," "Feather Your Nest (1922)," "Golden Gate (1928)," and "I Love You When You Cry (1928)." He was a partner in Kedins - Brockman Music Co. with James Kedins, composer of "If I Had My Way," Brockman later was a staff writer for movie music.
Kent Bows 5 Vintage Folk Blues LP's to Snare College Crowd

LOS ANGELES — Five albums in the "Folk Blues Classics" series of Duke Ellington, Count Basie, James cotton, Jimmy Witherspoon, Bessie Bender, Ike and Tina Turner and John Lee Hooker are forthcoming. The vocal/chant recordings were inspired by the recent success attained by Chess Records with a similar package of vintage blues performances. Several of the tunes in the Kent series have previously been released as singles and tracks within other company-owned LPs. The company feels an audience of collegians and young blue fans is the nucleus for the potential audience. The LPs are being offered distributed on a guaranteed sale of the first 100 units. The packages carry a suggested list of $3.98.

According to Saul Bibari, Kent was the first company to record John Lee Hooker, who is now available on several other logos.

Bows Singles Series

The label recently bowled a new series of 78 oldies singles titled Modern Oldies, with 42 titles in the initial release by such artists as Jimmy Witherspoon, Bessie James, Jimmy Witherspoon, Bessie Bender, Ike and Tina Turner and John Lee Hooker.

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Spectra-Sound Films' Records

LOS ANGELES — Spectra-Sound, a recording studio specializing in dubbing narration picture film, has modified its equipment to go into disk recording with 10 and 12-track 35mm film. The six-year-old studio claims it is the first in the city to offer 35mm film with such capabilities for pop audiences.

The film can be dubbed down to conventional 15 ips or 776 ips tapes. As part of its plans to lure disk producers who previously have shied away from 32mm film because of its exorbitantly high cost factor, the company has set a $50-an-hour rental for the ten- or 12-track equipment and a $60-an-hour fee for its 12-track machinery. Additionally, the company will loan its 35mm stock to clients requiring film continuation only after a final dub-down has been achieved. If a producer wants to buy the 35mm film, the cost would run from $25 to $25 for a 1,000-foot roll of film, according to Paul Taylor, Spectra-Sound's president.

Taylor said the studio's two engineers, Bob Norberg and Buck Morgan, modified the company's existing Wearsers equipment. The 35mm film runs at 18 ips. The fidelity attained by such 35mm advocates as Command, Everett and Marbury is also found on pop singles dates, Taylor pointed out.

The modified 35mm has the known advantages of 35mm film over tape, such as greater signal-to-noise ratio, better recording levels and the all but elimination of print-through.

Murray on Mend

BOSTON — Juggy Murray, president of Sue Records, is recuperating at the New England Deaconess Hospital here after a successful operation to remove an ailment.

Dot's Well Winner Of '67 Alber Award

NEW YORK — Lawrence Welk, Dot Records artist, received the 1967 Horatio Alber Award in ceremonies at the Waldorf-Astoria Hotel here last Thursday (25).

The award was made by the Horatio Alber Awards Committee of the American Society of Composers, Authors and Publishers, and Dr. Norman Vincent Peale presented the award to Welk and Michael D. Debakey, noted heart surgeon.

The award is made annually. Award recipients are selected by vote of members of ASCAP, BMI and the National Academy of Recording Arts and Sciences.
CHILDREN SKIP, HORSES TROT AND CORACLES BOB.
YACHTS ARE SAILED AND SPEEDBOATS ARE POWERED.
AIRPLANES FLY AND HAWKS SWOOP.
ZEBRAS ARE STRIPED AND CAMELS ARE HUMPED.
ELEPHANTS LUMBER AND BICYCLES BIKE.
RODENTS ARE ROTTEN AND MARTIN BORMANN IS IN HIDING.
TODDLERS TODDLE AND HENS CAN'T FLY.
BOSOMS ARE HEAVED AND ELBOWS ARE BENDED.
TARANTULAS TARANTULATE AND FLIES DIE IN WINTER.
BARRIERS ARE CRASCHED AND RECORDS ARE SHIPPED.
SHIPPING IS NOT THE BEGINNING, NOR THE END.
BUT SHIPPING IS SHIPPING AND WE ARE SHIPPING BOYCE AND HART THIS MORNING OR THIS AFTERNOON.
Blue Note Mini-Cut LP's Out for DJ's

NEW YORK — Blue Note Records, in an attempt to capture a wider audience spectrum through record players, is releasing 12-inch singles and split 7-inch singles that will sell for 99 cents. The singles, on a 45-rpm basis, will issue special mini-cut albums to disk jockeys. Each album consists of 10 selections as the version sold at retail and will be cut in a single four-night recording session. The little records will be cut to about three minutes.

In the future, it is planned that all the first production, will place greater emphasis on the traditional recording of jazz. But as a move, Blue Note, a Liberty Records label, seeks to further exploit R&B's popularity surge.

Boosts Jazz

"The entire concept," said Blue Note's national sales promoter Mark Sherry, "is to make jazz more palatable to disc jockeys who aren't listening to it. Some critics of the re-edited album versions of upcoming Three Sounds, Earl Hines and Stanley Turrentine releases are slated for fall release.

Block's major point of contention is that jazz is a minor genre. But in fact, the label has been making inroads in the music scene to the jazz buff," he said. "The albums are released without any specific theme or concept or group being planned. The assumption being that jazz is not a minority at that, that it is jazz that has its particular audience and that audience will be served by the records.

Product availability is at the crux of what Block stresses. "Third, jazz has less of a cross-over to non-jazz and material that can be used by stations. We're aiming at the huge good music station's market.

But the Blue Note executive emphasized that the label will not make an effort to make jazz to a mass appeal. "We're not getting into the studio to cut rock records, we're not trying to make jazz can be re-labeled toward rhythm and blues.

The company's plans for rock crossover serves a two-fold goal. Aside from reaching the easy listening audience, Blue Note seeks to bolster its playability. Currently, essentially, jazz FM radio has an AM R&B counterpart. "We find that occasionally an AM outlet will channel certain jazz albums to its AM wing," Block said. "We hope to take more advantage of having our records aired by both.

Block, in outlining Blue Note's strategy, said that the label has always experienced sales in the rock market, but during the past several months, sales have been particularly strong.

First Step

First step in Blue Note's attempt to obtain rock flavor will be through the recording of the Blue Note artists. "There is a different atmosphere in a club date," said Block, "one which cannot be duplicated in a recording studio. The live performance offers an exciting new element.

"The Three Sounds live at the Lighthouse will be the first live album, it's a series slated for release. Other artists scheduled for in-person recordings are Horace Silver and Stanley Turrentine.

In the label's choice of material, Block said the company will not turn its back on original material, but will have to include a significant percentage of familiar and recent hit tunes in its packages.

Newport Fest: Reunion, Debut

NEWPORT, R. I. — The Eastern Rhythm of Don Ellis Band, a reunion between Count Basie and blues vocalist Joe Williams, joined together Lionel Hampton and his 14-piece band, will highlight the Newport Jazz Festival, June 30-July 3.

Williams will sing with Basie's band on the opening night, which is being sponsored by the Newport lodge of the commercial correspondent has tied itself to the event.

Ellis will present his rhythm-licking Los Angeles-based band at a festival dedication on July 3, sharing the bill with the 66-member Maffei (Mass.) Youth Band led by Bobo Moslins.

Hampton and his graduates will perform during the closing session. These instrumentalists include the clarinetist George Coleman, the Buck Newton, Sneaky Young Joe Newmon, Jimmy Nottingham, the saxophonist Hal Ross, the drummer Woody, the pianist Garnet Brown, Penny Powell, George Dorsey and Jerome Richardson.

Previously announced additional bands include Buddy Rich and Woody Herman.

Jazz Behind the Curtain, Bans and Breakthroughs

LOS ANGELES — Jazz behind the Iron Curtain is blowing its horn and making itself heard. Reports from Europe, The Charles Lloyd Quartet, first invited to appear in South America, and Hungary, Estonia, was kept off the bill, were strong. "It's all a question of indecision, was allowed to play.

Lloyd's avant-garde style thoroughly rocked the 5,000 in the Sports Pavilion, sponsored with an eight-minute ovation. There was no reported reason for the refusal to allow Lloyd to play. Jazz has only been officially accepted in the Soviet Union for the past two years.

In East Germany, an amateur jazz festival was cancelled recently by the government. The official reason, according to American trumpeter Carroll Jones, who has been living in living in East Germany, has also not allowed to perform in a separate concert. Both artists affected by the East German reversal of policy, which has been in effect for the past 16 days, are Albert Mangelsdorff Quintet from New Berlin and the Swingin' Singers.

It was also reported that recordings by American jazz artists have been banned from East Germany radio and taken off the stalls in retail shops.

Ecotina Unit Amplifier

MILAN — In Billboard's report (May 20) on tape cartridges at the Milan Fair, the Radioactive device manufactured exclusively by Ecotina was incorrect; a line output unit as a cartridge-shaped transistor radio. It is, in fact, a cartridge-shaped transistor radio referred to in the report is the radioactive manufacturer of the Gemina which is available in sizes to fit tape type and connected to a transmitter radio will amplify the radio's level. The last is the Ecotina's Radio-7, which is currently being sold at $179.80, eventually at rate between $4 and $45.

Radioactive's cartridge radio is expected to sell at between $12 and $15.

WAAF Move To R'n R'

CHICAGO — WAAF, 1000-watt daytime here, is shifting format to下午groove rock'n'roll. New general manager Ted Wheeler, who took over the station one month ago, refused to confirm this, but said the station will confirm within the next 10 days. "We are making some changes," he said. Gwen Glenn has been named promotion manager. Both Miss Glenn and Wheeler were formerly with WBBM, Chicago's AM rock powerhouse in Chicago.

Teldic's Drive Puts Jazz in Global Groove

HAMBURG — Teldic has launched a big spring sales drive for Jazz with a slogan "timeless swing—yesterday and today.

The releases are headed by Duke Ellington's "Greatest Hits," which has sold very well, and outdoors. Other LP's on the program are "The Grand Terrace Band" with Earl Hines, "The Count Swinging Boys," the Count Basie Band, "The Buck Clayton and His Swiss All-Stars in Swingin' the Blues.

Teldic's promotion is using Earl Hines to spotlight the timelessess of Jazz, Hines' LP with the Grand Terrace Big Band. Hines had a second LP recorded recently featuring Hines in solo performances.

Teldic is giving simultaneous and heavy promotion to LP's by European jazz artists to illustrate not the timeless music but the unavailability of jazz. Teldic is also mounting supercharged promotion for Herb Alpert and the Tijuana Brass' recording of "Casino Royale.

World Pacific Pitch On 3 Band Albums

LOS ANGELES — World Pacific is promoting three band LP's during this present "Big Swing Face" by Buddy Rich (on Pacific Jazz), "Live and Swingin'" by the Alvin Mamelord Quartet from New Berlin and the Swingin' Singers.

It was also reported that recordings by American jazz artists have been banned from East German radio and taken off the stalls in retail shops.

Note: the official U. S. Air Force band danced at Disneyland's Memory Day Festival on July 4, and were treated to a personal appearance by Johnny Mercer, Don Burnette, Woody Herman, Red Norvo and Buddy Rich and the Elliott Brothers, the resident band.

Red Norvo has launched the Los Angeles Century Plaza Hotel's new "Jazz Splash" and performed with "The King Kong Band on the bill with the Kirby Stone Five and John Hendrick at the Village Gate (N. Y.) from jazz trio in New Orleans as the Amnes Huber at the Beaches Festival in July.

Jazz Internationale, the Internationale Radio Jazz, a telephone service designed to inform New York residents about concerts and dates, has branched into sponsor promotions and will offer a prize for Five Spot and organized a calling "Red Cross" for the Newport Festival in 1965 by two airmen who sought to bring the music closer to young people.
PETULA'S NEW BIG, FAT CHART-CERTAIN SINGLE
“DON'T SLEEP IN THE SUBWAY” ANOTHER CHART IMPERATIVE FROM WB #7049

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TOP 20 — Predicted to reach the top 20 of the Hot 100 Chart

1. THE HOLLES — CARRIE ANNE (Prod. Ron Reichardt) (Writers: Shuman-Rubin) (BMI) — Currently riding the Hot 100 with two Imperial hits, the quintet marks their move to Euple with a rhythm and vocal sound that should please the fans of both charts. Good sound. Can’t miss. Flip: "Signs That We’re Living" (Euple, BMI) — #10 on the Hot 100.

2. KEITH — DAYLIGHT SAVIN’ TIME (Prod. Jerry Ross) (Writers: Shuman-Rubin) (BMI) — Well-timed is this hot rhythm item aimed right at the teen market. With a top half of Keith’s top sellers. Has the ingredients of a summertime smash. Flip: "Happy Walking Around" (Art Three, BMI) — #10 on the Hot 100.

3. DARELL BANKS — ANGEL BABY (Don’t Leave Me) (Writers: May-Cosby) (Jabete, BMI) — Racy blues rocker filled with electricity and dance appeal plus a wailing blues vocal workout should bring Banks back rapidly as a top seller. Flip: "Look Into the Eyes of a Woman" (Evil Empire, BMI) — #9 on the Hot 100.

4. THE Fabulous Pack — HARLEEM Shuffie (Prod. Jerry Tuttle) (Writers: Nelson) (BMI) — Formerly Terry Knight’s back up group, they should just cut loose. Terrifically hot sellers via this wild, wailing rock number loaded with a soulful rhythm section. Flip: "I’ve Got News for You" (Ann Arbor, BMI) — #8 on the Hot 100.

5. THE EXCITERS — MOTION (Prod. Bert Berns) (Writers: Bert-Barry) (Web IV, BMI) — Here’s just the groov, exciting sound the fine group needs to re-establish them on the charts. Blockbuster rhythm material and performance picks up all the electricity of today’s soul feel. Flip: "You Know It Ain’t Right" (Web IV-Picturesque, BMI) — #7 on the Hot 100.


7. THE JET STREAM — ALL’S QUIET ON WEST 23RD (Prod. J. Levine & A. Resnick) (Writers: Resnick-Levine) (BMI) — The same feel and excitement that brought the group a top hit in the States. "The Jet Stream" sure can stand up and be counted in top 20 on both charts. Material is in top condition. Flip: "Kapp 832" (Kapp Records) — #5 on the Hot 100.

8. THE MORNING GLORIES — LOVE-IN (Prod. Dick Glasser) (Writers: Jim Tucker & Le Blanc) (Stone Canyon-Sinister, BMI) — Tightly lyric, strong theme, a hit in support, and a block-buster vocal workout makes this debut a Lefty-finder to watch. Could easily go all the way. Flip: "You’re So Young" (Viva-Venus, BMI) — #4 on the Hot 100.

9. CAPRICORN (Writers: Leonard Barr & Ruby Turner) (BMI) — A combination of two hot brick artists who should make a great impact on both charts. Strong hit potential. Flip: "String Along" (BMI) — #3 on the Hot 100.

10. CHAD MITCHELL-Evans (Project 7, BMI) — WASHER 803, 7043 NICE PALMER — IF YOU DON’T CARE (Picket & SKID, ASAP) — RCA VICTOR 9372 EDDIE CLAYTON — THEY ALL BELONG TO ME (Universal) — RCA VICTOR 9372 KID 정 — PAPER THIN (Epic) — ASAP 10945 PETER CUTHBERT — I’LL BE WAITING FOR YOU (A & M) — RCA VICTOR 9372 LITTLE JIMMY TAYLOR — KNOCK ME DOWN (Hill-Song) — RCA VICTOR 9372

CHART Spotlights—Predicted to reach the HOT COUNTRY SINGLES Chart


2. THE KNICKERBOCKERS — Come and Get It (20th Century) (Writers: Mackintosh & Phillips) (BMI) — A country flip from a pop hit. Sure to be a hit on both charts. Flip: "Just Wakin’ Around" (20th Century) — #9 on the Hot 100.

3. LOBSTER QUAD — I THOUGHT I KNEW (Writers: Claud Davis & D. L. Gray) (BMI) — Another strong flip from a country hit. Flip: "You Left Me in a Lurch" (BMI) — #8 on the Hot 100.

4. WILLIAM McCUNE — NEW OAK (Writers: Bill Harkey & Jack McGee) (BMI) — A country item with strong appeal and a country rhythm and vocal sound. Big hit potential. Flip: "You’re Gonna Love Me" (BMI) — #7 on the Hot 100.

5. THE GENTLE SOULS — Out of Sight, Out of Mind (Writers: A. Davis & H. Hart) (BMI) — A country item with strong appeal and a country rhythm and vocal sound. Big hit potential. Flip: "The Blues Real Heavy — I’ve Got the Blues" (BMI) — #6 on the Hot 100.

6. BILLY BRADFORD — She’s a Honky Tonk Girl (Columbia) (Writers: A. Davis & H. Hart) (BMI) — A country item with strong appeal and a country rhythm and vocal sound. Big hit potential. Flip: "It’s Over Your Shoulder" (BMI) — #5 on the Hot 100.

7. BILLboards — I THOUGHT I KNEW (I Shot the Sheriff) (Writers: Claud Davis & D. L. Gray) (BMI) — A country item with strong appeal and a country rhythm and vocal sound. Big hit potential. Flip: "You Left Me in a Lurch" (BMI) — #4 on the Hot 100.

8. THE IMPROPER BROTHERS — Out of My Mind (Trout-Est-Scotch) (Writers: R. G. Smith & D. G. Smith) (BMI) — A country item with strong appeal and a country rhythm and vocal sound. Big hit potential. Flip: "I’m Gonna Miss You" (BMI) — #3 on the Hot 100.


10. BILLY GILLESPIE — TURNAROUND-TURNTIP (Writers: W. Smith & R. G. Smith) (BMI) — A country item with strong appeal and a country rhythm and vocal sound. Big hit potential. Flip: "You’re Gonna Love Me" (BMI) — #1 on the Hot 100.
SEVEN ROOMS OF GLOOM

MOTOWN #1110

the four tops

MOTOWN RECORD CORPORATION

"The Sound of Young America"
### Easy Listening

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<td>I LOVE YOU</td>
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<td>I LIVE, I LOVE</td>
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<td>I (AND LET ME LOVE AGAIN)</td>
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### Billboard TOP 40

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<td>STOP! AND THINK IT OVER</td>
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<td>LOVE ME FOREVER</td>
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<td>MAKING MEMORIES</td>
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<td>MUSIC TO WATCH GIRLS BY</td>
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<td>TIME ALONE WILL TELL</td>
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<td>PUPPET ON A STRING</td>
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<td>MARY IN THE MORNING</td>
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<td>AFTERNOON THOUGHTS</td>
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<td>THIS IS MY SONG</td>
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<td>59TH STREET BRIDGE SONG</td>
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<td>PINEAPPLE MARKET</td>
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<td>ONE LIFE, ONE DREAM</td>
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<td>LISTEN TO YOUR HEART</td>
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<td>I NOW KNOW</td>
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<td>FINCHLEY CENTRAL</td>
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<td>I LOVE YOU</td>
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<td>I LIVE, I LOVE</td>
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<td>I (AND LET ME LOVE AGAIN)</td>
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<tr>
<td>27</td>
<td>I NOW KNOW</td>
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HENRY MANCINI conducts his score from the new movie "TWO FOR THE ROAD"

This new album is the latest in a succession of strong sellers from Mancini—the kind you expect when Hank writes music for movies.

LPM/LSP-3802

www.americanradiohistory.com
White sheep make all the money. But guess who gets all the girls...

Black Sheep K-13747
a Wooly new single from a brand new bag by
Sam The Sham And The Pharaohs

Produced by Stan Kesler
The big one in every flock comes from

MGM Records is a division of Metro-Goldwyn-Mayer Inc.
Batoneer Gregory Strikes Up Dixieland Band in Mid-South

NASHVILLE — Dixieland still thrives in this part of Dixie primarily through the efforts of Buddy Carroll.

Gregory, who was a member of the late Papa John Gordy's Dixieland band, now has his own group playing club dates throughout the South.

Another member of the old Gordy outfit still playing with Gregory is trombonist Dutch Gorton. Each of these men has played Dixieland for more than a quarter of a century. Other members of the group are Mack Roberts, Sonny Day, Buddy Rogers and Don Madaris.

“Our music is banned to the sort of music adults grew up with,” Gregory explained. He misses the pop backgrounds with his Dixieland, but it’s the latter to which the crowds really respond. “I just try to please people,” he added, “giving them what they want.”

And they obviously want Dixieland. Gregory has been booked immediately to a country club in the area, as to to New York. And Gorton also is a regular call to Dixieland music at a college function. “That’s why we call it the ‘older’ set.”

Gregory says his Dixieland Band also plays the auditoriums throughout the area, and this style of music seems to be a mass crowd pleaser.

Gregory has been a member of the WSM studio orchestra for 26 years, and played five years during World War II, and another five with the Gandy band.

Mr. Kelly’s Is Reopened With Comfort as Star

CHICAGO — An enlarged, starkly functional, and quite comfortable Mr. Kelly’s is reopened here May 12.

The Rush Street nightclub, Chicago’s top talent showcase, burned down in February of 1966. Owner George Mertensh- thal has rebuilt the room at a cost exceeding $50,000.00.

The room now has an enlarged stage and excellent sound system. Elissandra and Melba Lawrence, impressed with the ample table and booth space (seating for 150), excellent air conditioning and enlarged lobby and front desk, moved from Three with Three, which they stopped writing good songs, but continued to record only their own material.

Pitney thought he had a greater stake in the industry through his other activities, which include his interests in Pitney-Mark Music Inc., and Pitney Music Inc. in London and Columbia Records, and in R.C.A. Records in England, a publicity consultant firm. (t.m.)

Among acts handled are the Peter and Gordon, Julie Felix, Radio London and Claude François as well as many Italian acts. He explained the firm co-ordinated all public activities.

He selects talent for his touring show and produces the show in association with his agency, the William Morris Co. Pitney regards Europe, the United States and Australia and also has an American tour. The successful artists looks upon his various activities and areas in the music industry as stimulants to keep his talent and his outlook fresh.

ST. GEORGE and TANA, recently signed by Kapp Records, chat with Clay Cole, left, WMX personality, at a party recently given for the group by Don Davis, president of Kapp. The young jockeys attended the reception at La Martinière nightclub in New York.
"St. George & Tana" is now.

ST. GEORGE & TANA

"SO TENDERLY"
B/W "WITHOUT YOUR HEART"

Single K-832

On Kapp Records.
Mamas and Papas In Raceway Show

LOUIS ANGELES — The Mamas and Papas will star at the Indianapolis 500 Mile Raceway Show Monday evening (29) prior to the Memorial Day sports car classic. The quartet, which is just beginning to appear in public again after several months, was booked by the 500 Mile Raceway Commission. Last year Herb Alpert and the Tijuana Brass were the pre-race entertainers.

Dove Makes Strong Impact As a Pop Standards Singer

NEW YORK—Ronnie Dove, who cuts nothing but chart records and who is a virtual unknown to the general public, took a giant step into the spotlight late at his Wednesday night (24) Latin Quarter opening.

The Diamond Records artist whose output has been primarily teen-oriented with a suggestion of country, is moving closer to the pop standard bag, and his Latin Quarter routine is calculated to please the John Gary and Robert Goulet set.

His opening "When You're Smiling" had an upbeat, Broadway show sound, and his "Cry" stirred up memories of Johnnie Ray.

Dove hasn't forsaken the country-rock bit entirely. Hank Snow's "Can't Stop Loving You" was delivered in first-class country style, with an excellent accompaniment by guitarist-conductor John Gillibert, who teamed with Dove on the duet. "Shout!" was a rocker, and "Whole Lot of Shaking" had a rock flavor and stirred up enthusiastic audience participation. "Keep It a Secret," a country standard, was performed in a strong pop style.

Gale Garnett: Captures Sunshine in Performance

LOS ANGELES — Gale Garnett's act at the Troubadour is key to interpretation of her own compositions, with a stirring reading of "You Are My Sunshine," her big hit for RCA Victor, leading the way. Miss Garnett's throbbing tones, which she effectively reduces in timbre, were supported by John Horton's electric bass and Dick Reznin's electric guitar. Her repertoire provides plenty of opportunity to capture moods of pathos and frustration.

Opening as a single on the bill was vocalist Bob Lind, whose "Elusive Butterfly" on the World Pacific label was a winner last year. Working alone without instrumentation, Lind's monotonous styling and his Sameness of phrasing was quite evident. He has a good, clear voice but has to learn how to interpret each song differently. He, too, sang his own compositions.

Morton R. Roman, a comedian, who has copied many of the late Lenny Bruce's acts, his expressions and general situ-"ations on a trip through the South, and will sell the group.

Della Reese has renewed her contract with ABC Records. . . . The Jasmine has signed to the "Lone" label.

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Talent

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“Puppet on a String”
SANDIE SHAW #0575

“Don’t Blame the Children”
SAMMY DAVIS #0566

“Me About You”
MOJO MEN #0580

MORE CHART IMPERATIVES FROM REPRiSE RECORDS
NAB May Leave "Smut" Problem With Individual Broadcasters

By CLAUDE HALL

WASHINGTON — The National Association of Broadcasters last week was considering what action—if any—to take on the question of questionable lyrics. Charlie Stone, head of the NAB Code Authority, indicated the matter may be left as, on at least two previous occasions, the hands of the individual broadcasters. "I feel you're not going to put the brakes on it. It's a question of questionable lyrics until the desire for this kind of music by the public widens. But if you feel you have to play it, you're a nutty broadcaster."

"We have talked about the matter not only here in the office but with representatives of the record industry and we hope to talk with other record industry executives to see if we can voluntarily improve, if not eliminate, the problem that seems to bother some people," Stone said. He pointed out that an April 2 meeting of the authority approved a provision that narcotic addiction shouldn't be presented except as a bad habit, but this had been aimed primarily at interview shows and not at the record industry in general.

The problem has been gaining widespread attention in the trade and consumer press as the result of a campaign by Gordon McLendon, head of McLendon Broadcasting. The code authority had discussed the possibility of setting up a panel of experts to consult with broadcasters. Sherrill Taylor, vice-president of that network said a panel brought to light the possibility of an NAB reviewing panel last week.

"We're in a position," said Stone, "that it was up to the broadcasters. This is not a new problem. You've got to decide whether you're going to take responsibility and shouldn't delegate it to anybody."

KKHI, KIXI Bids on Exemption Rejected

WASHINGTON — The FCC has denied further extension on its 50 per cent non-duplication rule for programming on mutually owned AM-FM stations.

KKHI (AM-FM) in Kansas City, Mo., and KIXI in Seattle, Wash. Both stations have to comply with the rule, which applies only in cities of 100,000 or more, by Aug. 1, 1967. But New York City's WNEW-FM has been granted an extension, at least, until Nov. 1, 1967 and possibly beyond.

Five other stations were involved in recent FCC rulings on requests for longer exemptions. Walgreens to AM-FM stations were granted to KTEN-FM, Tucson, Wash.; WNUS-FM, Chattanooga, Tenn.; WPGH-FM, Pittsburgh, Pa.; and WBBM-FM, Chicago. However, WBBM-FM, Chicago, was rejected.

San Francisco's KKHI had been granted an earlier exemption partly because of economic circumstances, but chiefly because it claimed unique "classical" programming. KKHI produced a survey of some 2,000 of its "educated, adult and affluent" listeners in which the great majority said they wanted the program duplicated to permit listening on both radio stations.

Another station, KWUR-FM, El Paso, Texas, was rejected.

Treadwell Mixes Poetry, Jazz

By ELIOT TIEGEL

CINCINNATI — Poetry and jazz, this week, have come together on WNCB-FM, the station's Sunday afternoon four-hour program on WNCB.

Treadwell, who has been called a "jazz-ologist," makes the following comment about his program. "My main point is actually a 'hobby' for the host, whose real name is Art Pedersen, an executive with an industrial saw company. Treadwell is the disk jockey pseudonym in Philadelphia in 1949 while with WKDM. He has been reading poetry to modern jazz recordings for WNOF to add a distinctive fill to his AM feature."

"There is a great bond between music and language," he said, "I've merely tried to put them together on this. Every type of music is juxtaposition with each other. I look for non-styled, un-sentimental, poetry. This means Sandburg, Frost, Dylan Thomas, Gregory Corso and Robert Lowell."

Bandstand and Show Being Launched by KELP-TV (Continued on page 33)

 forgotten Talent

MODERN radio is "good," radio, with all of its ramifications, including tight format and controlled programming. The rock station, virtually the last oasis of the individual DJ doing his own show, is bowing to progress. This includes tight control of every recorded program. The result is that many Negro program directors have been, either literally or in a sense, denoted. Maybe, maybe, not. But it goes without argument that management should have the right to validate his own background, if the station is successful and most of these integrated stations are doing quite well in billings and ratings.

The mistake management may be making in thinking that all Negro deejays follow the old patterns. There are many Negroes - national artists, others who could be given the responsibility. Management should give these men their chance for advancement.

WKDA: No. 1 Means Try Harder

By BILL WILLIAMS

WASHINGTON — It's tough to be the major pop music station in a market. "It's hard to get there and harder to stay there, and our vulnerable point is complacency," says Charles W. Waterman, president and general manager of WKDA.

Nevertheless, WKDA, with a higher than average market share, is a "competing" position for 10 consecutive years. And it works hard at staying out of the compliant groove.

WKDA puts on about eight big promotions every year, including bringing in rock 'n' roll show boats and "rolling," the Grand Forks coliseum. "Our primary purpose in doing this is promotion," Waterman pointed out, "but we make some money at it, too."

Buckley noted that the station provides "little embellishments for the public." WKDA gets its promotions for the station. "We get them to cut something when they're doing a show for us, or passing through town," Buckley said. "Sometimes the national promotion people will send us announcements. We've been doing this for so long they naturally think of WKDA, and will cut something for us at a session. We even have an old promotional tape done by Russ Colbin, Music Top Product. "Music still is our most important product," he said. "Every week we call the record shops in town and see what's selling. We get their list of 25 top-selling songs, and then we supplement those with records on the charts. It's been a successful formula."

Music is only part of the story, however. Consistency in (Continued on page 34)

KBOX PROGRAM DIRECTOR JACK GARDINER, right, looks over the winning entry in a "Best Commercial" contest at the Washington radio station awards. Others are Ken Barkley and Shirley Shakin's Tina, characters in the record, and received several hundred entries.

BANDSTAND AND SHOW BEING LAUNCHED BY KELP-TV

EL PASO — "Where the Action Was" is the title—temporarily —of a new bandstand type of show being launched June 1 on KELP-TV here. The show replaces Dick Clark's "Where the Action Is" TV show. Clark's contest is being held in 34 states.

The show will be broadcast at 4:30-5 p.m. Monday through Friday on the new cable TV service. The show is one of two music variety shows being produced by Studio 360, under the direction of producer by WTVS-TV, Cleveland, Ohio. The show, to be seen in El Paso in prime time June 5, will subsequently be syndicated nationwide, including airing by other ABC-TV owned stations.

Expo 67 Show For WABC-TV

NEW YORK — WABC-TV will be the "Swinging Swede" for Expo 67, Montreal's World's Fair. The hour show produced by Herb Arñez, who directed the Earhart Expedition, is one of the two music variety shows being produced by Studio 360, under the direction of producer by WTVS-TV, Cleveland, Ohio. The show, to be seen in New York in prime time June 5, will subsequently be syndicated nationwide, including airing by other ABC-TV owned stations.
Bids on Exemption Rejected

*Continued from page 26*

that licensees have "wide latitude" in their scheduling to meet their per cent non-dispersion. Also, classical music programming cannot be considered "unique." FCC's annual report on budget shows an improving margin since the non-dispersion policy decision to accept the "waste" involved in having two frequencies carry the same program.

New York's WDEV broad- casts substantial amounts of idiom and foreign language programming, and further, is on a frequency separate from other two stations. This is the FCC view, puts it into the same exemption class as stations in the same time slots.

KIXI-FM, Seattle, had extended for extended time to bring a low-powered AM operation up to the reach of the high-powered FM. KIXI claims a top rating in its area, where 1.5 million can receive its FM.

MONKEES PLAY KFH-FM DJ'S

WICHITA, Kan. — What better recommendation that FM has arrived than the Monkees, or, live, as delays. During their recent appearance in Wichita, the Colvin's Records group spent more than 10 hours on the air on KFH-FM, a rock 'n' roll format operation. KFH-FM personality Peter Rabbit had hosted the Monkees concert. The Monkees attracted more than 10,000 fans.

Brooks Launches DJ Magazine

ATLANTA — A new DJ magazine, intended as a promotion vehicle, has been launched in Atlanta by the Georgia head of Gaye Records, World Wide Recordings, Atlantic Records, and Gay Talent Productions. Titled Mr. Music, the magazine was first out in 1964; Brooks is revising it, and will circulate 3,000 copies a month to deejays and by subscription to all others. The digest-sized magazine will feature a digest of the mouth of rock 'n' roll, country, and gospel music fields.

Larry Kane, host of "The Larry Kane Show," KTRK-TV in Houston, welcomes Liberty Records' Vicki Carr. She introduced her "Sunshine" single and "Intimate Excerpts" album to Billboard.

JUNE 3, 1967, BILLBOARD
Radio TV programming

Hot Promotions

The Martins will invade—just like they did in the historic, "War of the Worlds" radio show—but all in fun. It's a gigantic, nationwide promotion being developed by a group of Boston broadcasters: Howard Smith is director; Charlie (Bob) Schumann, Roberts of WRKO is producer.

Titled "A Landing Party," the hour show concerns landing by Marines. Voices will be by Jim Runyon of WHDH; Joey Reynolds of WORC; Hartford; Dick Provost of WEEI; and free-lance radio writers. Smith said he will release our announcing and synchronizing details of the show in the second week in June. The show will be aired at the same time by all major stations. It will be secret to capitalize on the "invasion" excitement, but Smith emphasized that stations will have a chance to pause their regular programming in which to plug a local landing area and site and point out that the show is a promotion. How many stations want to reveal to all about being a promotion is strictly up to the stations. In addition, the show is langued on the fact that the Martins are friendly. Listeners, upon arriving at the landing site, will be able to hear the remaining program. Stations will be provided with suggestions for the party, but details are strictly up to the stations, Smith said.

**Continued from page 33**

"We adapted the 'Good Guy' formula started by XM, NRM and all stations after six weeks also 60 percent, and perhaps nobody that has given so much attention to it we did.”

WKDA takes the Good Guy seriously, and so does the community. "The Good Guys spend about as much time away from the station as they do here," said Holiday. "And they're always been something this one. May is a case in point. WKDA, the station that has been running one of its biggest promotions ever. It's called "Good Guys Direct Dee in the Month of May." A few examples:

* Clean Up Drive

The Good Guys handed out Cokes and donated to the people at a bus stop, they "cleaned up" city hall, literally taking squares with their hands. When the like, they cleaned up Music Row similarly, and even planted a tree at the library. They cleaned up a home for an old woman, baby sat for another woman so the shop. They did maintenance work at the General Hospital, then took the 100 youngsters there to a movie;

they held a surprise birthday party for a high school teacher. Dan Hoffman, one of the Good Guys, is a volunteer at the Veterans Administration Hospital—he has a barber's license and led a group of veterans for a religious gathering at the city jail. The Good Guys sold softballs with boys from a nearby training school so they could raise money for a loan fund. They shined shoes.

May's "Good Guy" program was calculated by a "demonstration of everything America," Enlifing the help of the VFW, American Legion and other groups, they got thousands of people from middle Tennessee, on the lawn of the Capitol. The public also held a demonstration for local government, state and federal government, for peace, for Motherhood, for love, for understanding, for the fighting men of Vietnam.

Operating 24 hours a day, the Good Guys were on radio, TV, and in newspapers across the country. The Good Guys stay on top. Walker, who has been president and manager for more than three years,avern with the station (previously as program director) since he was working under Jack Shapp, now president of the Ten Mu.

"You'll find that most of the ad agency men and radio ex-ecutives in this area are coming from WKDA," Walker noted. "This was their training ground for the future.

**Continued from page 33**

Herbert S. Baldwin has been appointed general manager of WQAM, Miami; he'd been a company vice president and WQAM manager. Mr. Baldwin has been named station manager of WKD. WOW!!!

"New station format of KGUN in Santa Clara, Calif., is a Bob Donnelly, most recently manager of KFBK and KBHL, a CBS station in San Francisco. Mr. Birk, who has been manager at KBHL since 1960, will be the manager of the new station. This is a second new station to be opened in the past two months, with WABC, New York.

Vox Jox

WKDA: No. 1 Means Try Harder

promotion and in sound are important. "We put out the program until it's proven wrong," program director Dick Buckley said.

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Operating 24 hours a day, the Good Guys were on radio, TV, and in newspapers across the country. The Good Guys stay on top. Walker, who has been president and manager for more than three years,avern with the station (previously as program director) since he was working under Jack Shapp, now president of the Ten Mu.

"You'll find that most of the ad agency men and radio ex-ecutives in this area are coming from WKDA," Walker noted. "This was their training ground for the future.

**Continued from page 33**

Herbert S. Baldwin has been appointed general manager of WQAM, Miami; he'd been a company vice president and WQAM manager. Mr. Baldwin has been named station manager of WKD. WOW!!!

"New station format of KGUN in Santa Clara, Calif., is a Bob Donnelly, most recently manager of KFBK and KBHL, a CBS station in San Francisco. Mr. Birk, who has been manager at KBHL since 1960, will be the manager of the new station. This is a second new station to be opened in the past two months, with WABC, New York.

Vox Jox

WKDA: No. 1 Means Try Harder

* Continued from page 33**

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Vox Jox

WKDA: No. 1 Means Try Harder
"Anyone Can Move a Mountain"
#9217
A single from her new album "Kate Smith Here and Now!" LPM/LSP-3821

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

RCA VICTOR
The most trusted name in sound

THE NOW SOUND OF KATE SMITH

Written By: Johnny Marks, St. Nicholas Music, Inc.
Classical Music

Col. 5 LP's Honor Stravinsky
— Ad Radio Drive Under Way

NEW YORK — Columbia Records has released aeg Stravinsky albums to help celebrate the composer's 85th birthday. An extensive recording and radio campaign is planned by the company. The unveiling and playdate of salonists, chorus and orchestra of the New York Society of Washington, D. C.

Another disk has Robert Craft conducting the first Russian-language recording of "Dances," which features the Gregg Smith Singers, the Ithaca Concert Choir and the Columbia Percussion Ensemble. Soloists include American mezzo-soprano Adrienne Albert, tenor Jack Litten, and bass William Menzel are the soloists. The reverse side has Stravinsky leading the CBC Symphony in "Mavra" with soprano Sanan Belinick, mezzo-soprano Mary Simmons, contralto Patricia Robertson, baritone Christian Kolk.

The composer also conducts a repackaging of four of his ballets in a specially priced triple disk. The ballets contain "Orpheus," "Apollo," "Le Baiser de la Fee" and "Pulcinella" and utilizes the company's new stereo recording. The package will list for $9.95 mono and $11.59 stereo. Stravinsky conducts two other albums, including one with the first listing for "In Memoriam Dylan Thomas," which features tenor Alan Young and the Columbia Chamber Ensemble. The disk also contains "Fanfare," "The Flood," "Young, Miss Albert, and the Gregg Smith Singers. The LP disk set contains the "Symphony in E Flat, Opus 53."

Another LP's 85th year is also being celebrated by Stravinsky's set by the Oxford Bach Festival, also scheduled for a recording of the New York Philharmonic Orchestra, at the symphony in August and September. Also listed for June are performances in New York of Gian Carlo Menotti's production of "The Consul," presented by the New York City Opera, at Expo 67 of Ingmar Bergman's production of "The Seventh Seal," presented by the Stockhlm Opera, and a special tribute concert at the Metropolitan Opera House Thursday evening.

Los Angeles — CBS has announced a new LP's first release of Rachmaninoff's "Symphony No. 1," with Eugene Ormandy and the Philadelphia Orchestra. That orchestra will also be presented in another recording, Round- ing out plans are spring plans are for Italian baroque music with the Italian Chamber Ensemble, virtuoso harmonica music, and concerts featuring pianist Dino Lipatti.

Valletti, Kiri Kondrafshin con- ducts the Moscow Philharmonic in a first listing for Shostakovich's "Symphony No. 13." Another recording is the UCLA Men's Glee Club, while Rampal also offers rustic- music scenes.

Yale Menuchin and Joel play Much Ado About Nothing on LP's in another pressing. Round- ing out plans are spring plans are for Italian baroque music with the Italian Chamber Ensemble, virtuoso harmonica music, and concerts featuring pianist Dino Lipatti.

EVELYN LEAR is greeted by Mort Nasdell, MGM president, in the Green Room after the 80th anniversary of her New York recital debut at Philharmon- ic Hall. Mrs. Lear, a Deutsche Grammophon artist, will return to the theater this month to be the star in Lewy's "Mourning Becomes Electra" at the Metropolitan Opera.

A two-LP package has Craft conducting the Gregg Smith Singers, Texas Boys Choir, and Columbia Baroque Ensemble in some of the major works of Handel. The set is part of the observ- ance of the 250th anniversary of Handel's birth. Also scheduled is the recording of Verdi's "Vespers," the new symphony of his "Aida," and the "Vespers." The two-LP package is due in October; a December album con- tains the "Vespers." The set will be issued on Vox in September. A Vox box of Schubert's Unsung songs and a release of the Kamar Quartet and the Ramo Quartet is slated for June.

6 French Discque Ades
LP's Out by Everest

LOS ANGELES — Everest is planning to issue six albums by August under an agreement with Discque Ades of France, in- cluding the symphony by Ingvar LEAR, the first catalog listings for both composers. Another first listing is Mill- haud's "Asper Stenande," which is issued with that composer's "Slie de Quatrain" and "Seipet for Strings." The pieces are con- ducted by the composer, Flute Jean-Pierre Rampal and harp- ichordist Robert Veyron-Lar- dron and with the court of the courts of Frederick II and Louis XV. The sixth album, a Grand Prix du Disque winner, has the Ensemble Luca Marenzio in Italian Renaissance madrigals.

Other Everest spring releases include first listings for Sergei Barnakow with a pairing of two of his concertos, and the Gregg Smith Singers, in music by Schoenberg. The Choir of the Carneville Priory is heard on three LP's of choral and sacred music, which was produced by EMR. Messiah performances are in Corelli sonatas with Panzani. Hamilton and Keeler.

This month's recording, "Artistry of ..." series feature soprano Marisa Colla, and tenor Ferrucio Tagliavini and Cesare LEAR, the middle of the 19th Century to today.

The result is more of a work of scholarship, although the volume is extensively re- searched. Drawing upon his long musical background, Ma- riek gives his detailed opinions of Strauss' music, but, don't spell out. He carefully includes differing opinions, which are of interest, and more objective and complete evalua- tions, but demonstration that Strauss' music is still the subject of controversy.

This highly readable book should be of interest to those interested in modern mu- sic. Strauss' years, which included his remaining ones in Germany under Hitler. FRED KIRBY

Pianist Malliere Paris debuted on Howard Mitchell and the Washington National Symphony on Sunday (28). ... The DVD Open Workshop and Symphony Orchestra will present Teahub's "Eugene Onegin" Friday (3) through Sunday (3). Tenor Stuart Barrowes and baritone Dalma Brye-Jones and Ingvar Villan Wills will make their American debuts with the San Francisco Opera this fall. Making their debuts with the company will be soprano Simeone of Covent Garden and tenor John Wollam. Schuller leading both the Philadelphia Orchestra and the symphony: Baritone George London is the soloist.

This month's LP's release includes a six-LP mono package of the complete Beethoven symphonies (Continued on page 44).

May 1953

MAUREEN FORRESTER, contralto, and conductor Julius Rudel go over a point in the score of Handel's "Julius Caesar" during an RCA Victor recording session in New York's Weill Recital Hall, and the opera with the New York City Opera Co. cast, which opened the company's season last fall.

Electrola's Pkg. Reviving Golden Voices of Past

By OMER ANDERSON

COLOGNE — Electrola has built a thriving business — and Turnabout Pkg. Stars Mozart's Masonic Works

NEW YORK — Vox Records is reaching a two-record pack- age of the complete Mozart Masonic works. Maestro Paul Mac conducted. Also slated for Turnabout is an album of the ceremony marking the anniversary. The Superphonic pressing of Stravinsky's "Oedipus Rex" also is planned as a fall Turnabout title. This summer Turnabout is releasing mono pressings of Beethoven and Leopold Mozart's "Vespers." The complete works of the six-volume series of the complete Bach organ music will be recorded and issued on Vox in September. A Vox box of Schubert's Unsung songs and a release of the Kamar Quartet and the Ramo Quartet is slated for June.

Considerable prestige for its label — with its unique series of recordings revives the voices of yesteryear's big-name classical artists.

"Unvergangehlich - Un- vergessene," the series has been called an "everyman's collector item" in German record shops. In its sales promotion for the series, it says that it is the duty of record companies to preserve man's cultural her- (Continued on page 25)

Louisville Plans 4 More Releases

LOUISVILLE — Four more albums, all first recordings, are slated for release on Louisville Records this year, including a June pairing of Daniel Pink- ham's "Signs of the Zodiac" and Robert Rohr's "Mannheim" violinist Robert Whitney and the Louis- ville Orchestra also perform Harold Shapiro's "Partita in C" for Piano and Small Orchestra," which will be released in October; also by Etler's "Triptych," listed for August. Peter Fricke's "Sym- phony No. 1," due in October; and a December album con- tains the "Vespers." Scheduled for June is Er- win Schrott's "Overture on an Evangelist," and Len- Ben Weber's "Dolmen. An Eli-
20TH CENTURY-FOX RECORDS PROUDLY ANNOUNCES THE FORTHCOMING ORIGINAL MOTION PICTURE SOUNDTRACK ALBUM FROM THE MUSICAL ENTERTAINMENT OF 1967

20th Century-Fox presents

REX HARRISON
SAMANTHA EGGER

as
ANTHONY NEWLEY

DOCTOR DOLITTLE
AN ARTHUR P. JACOBS Production

OriginaL music and lyrics by
Leslie Bricusse
as sung by Rex Harrison
Samantha Eggar
and Anthony Newley

Original Motion Picture Soundtrack Album
for September Release

Distributed by 20th Century Fox Records
1330 AVENUE OF THE AMERICANS,
NEW YORK, N. Y. 10019
## Best Selling Classical LPs

<table>
<thead>
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<th>Title, Artist, Label &amp; No.</th>
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<th>LP's</th>
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<tr>
<td>MAHLER: SYMPHONY NO. 8 (8-12&quot; LP's)</td>
<td>3</td>
<td>Victor (S)</td>
</tr>
<tr>
<td>Nielsen: 5th Symphony (M); RCA Victor LM 1501 (M)</td>
<td>1</td>
<td>Columbia (S)</td>
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<tr>
<td>Janácek: Gurre-Lieder (M); RCA Victor LM 7007 (S)</td>
<td>2</td>
<td>RCA Victor (S)</td>
</tr>
<tr>
<td>Puccini: TOSCA (10-12&quot; LP's)</td>
<td>2</td>
<td>Columbia (S)</td>
</tr>
<tr>
<td>Shostakovich: STRING QUARTETS NO. 8 &amp; 11 (M); RCA Victor LM 2193 (M)</td>
<td>3</td>
<td>Columbia (S)</td>
</tr>
<tr>
<td>Beethoven: SYMPHONY NO. 5 (5-12&quot; LP's)</td>
<td>4</td>
<td>Victor (S)</td>
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<tr>
<td>Nielsen: 6th Symphony (M); RCA Victor LM 1507 (M)</td>
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<td>RCA Victor (S)</td>
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<tr>
<td>Nielsen: 7th Symphony (M); RCA Victor LM 1507 (M)</td>
<td>6</td>
<td>RCA Victor (S)</td>
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### NEW ACTION LP's

<table>
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<tr>
<th>Title, Artist, Label &amp; No.</th>
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<tbody>
<tr>
<td>Nielsen: SYMPHONY NO. 7 (7-12&quot; LP's)</td>
<td>1</td>
<td>Columbia (S)</td>
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<tr>
<td>Nielsen: 8th Symphony (M); RCA Victor LM 2210 (M)</td>
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<td>Columbia (S)</td>
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<tr>
<td>Beethoven: SYMPHONY NO. 1 (1-12&quot; LP's)</td>
<td>3</td>
<td>Columbia (S)</td>
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<td>Nielsen: 9th Symphony (M); RCA Victor LM 2210 (M)</td>
<td>4</td>
<td>Columbia (S)</td>
</tr>
</tbody>
</table>

### BOLSHOI OPERA SET FOR MET

NEW YORK — The Bolshoi Opera will appear at the Metropolitan Opera House for four weeks beginning next April 21. The company will then tour for 12 to 14 weeks. Sol Hurok, impresario, said that the budget cost for bringing over the 435-member unit might cause ticket prices to run up to $75 to $75 for a top seat opening night.

The Bolshoi's 28 performances of five or six Russian operas will be chosen from among Mussorgsky's "Boris Godunov," Tchaikovsky's "War and Peace," Stravinsky's "Firebird," and Rimsky-Korsakov's "Sadko," "The Czar's Bride" and "The Legend of the Invisible City of Kitezh."
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Photo: Charles Murphy

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NEW ACTION ALBUMS

* NATIONAL BREAKOUTS

SOUNDS LIKE . . .

Harle Alpert & the Tijuana Brass, A&M LP 124 (M);
SF 4124 (S); (108-01024-3; 108-01042-4)

* NEW ACTION LP's

These new albums, not yet on Billboard's Top 100 Chart, have been reported getting strong sale action by dealers in near markets.

TIME & CHARGES . . .

Buckingham, Columbia CL 3669 (M); SF 9468 (S)
(330-00295-3; 330-00266-9)

THE GIRL DON'T CARE . . .

Gene Chandler, Brunswick BL 54124 (M); BL 754124 (S)
(225-54124-3; 225-754124-6)

WALK THROUGH THIS WORLD WITH ME . . .

George Jones, Monument AM 3119 (M); MS 3119 (S)
(685-00217-9; 685-00319-7)

DANNY BOY . . .

Ray Price, Columbia CL 2677 (M); ES 9477 (S)
(330-02677-2; 330-00927-7)

RUSTY RIDES AGAIN . . .

Rusty Warren, Jubilee JOA 2064 (M); (No Stereo)
(395-02064-3)

EVERY MOTHER'S SON . . .

MGM B 4471 (M); SE 4471 (S); (660-04471-3; 660-04471-8)

LEONARD NIMOY PRESENTS M.R. SPOCK'S MUSIC FROM OUTER SPACE . . .

Dot DLP 3794 (M); CS 23794 (S); (430-03293-4; 430-23794-9)

ELECTRIC MUSIC FOR THE MIND & BODY . . .

Country Joe & the Fish, Vanguard VRS 97244 (M); VSD 797244 (S)
(890-079244-3; 890-797244-6)

ERIC BURDON & THE ANIMALS, VOL. II . . .

MGM E 4454 (M); SE 4454 (S); (660-04454-6; 660-04454-8)

I WAS KAISER BILL'S BATMAN . . .

Whaling Jack Smith, Drom EC 16006 (M); DES 18006 (S)
(406-16006-3; 406-18006-5)

BOBBY VINTON SINGS THE NEWEST HITS . . .

Epic LP 24325 (M); RN 24325 (S)
(465-24325-4; 465-52425-8)

INTERNATIONAL SPOTLIGHT

EL SHOWDOES VIRGINIA LOPEZ

RCA Victor MCL 1722 (M)

The new popular Virginia Lopez is showbusiness is hot news this season, while her night-club theatre show complements the rest of her albums with both guitar instrumentation and a special treat of vocal style. Lopez will tell us all about Latin America around the world.

INTERNATIONAL SPOTLIGHT

SYNGE: THE PLAYBOY OF THE WESTERN WORLD (2 LP's)

McCork (irish, Variets, Artists. Seraphin 64-0619 (M)

Cyril Cusack and Stimson McCork recall the memorable play of Synge's highly moving play among the western world. This classic is at a point where we have a new talent for the show's plays to the audience of the 20th century.

INTERNATIONAL SPOTLIGHT

THE NEW KNEB

Hildegard Knopf. London Interna
tional TW 1194 (M); S 991426 (S)

This is a classic, exciting storyline of the English, but also a new talent for the show's plays to the audience of the 20th century. This classic is at a point where we have a new talent for the show's plays to the audience of the 20th century.

INTERNATIONAL SPOTLIGHT

FOLK SONGS OF PORTUGAL

Amalia Rodrigues. Capitol DT 10143 (S)

This is a classic, exciting storyline of the English, but also a new talent for the show's plays to the audience of the 20th century. This classic is at a point where we have a new talent for the show's plays to the audience of the 20th century.

LOW PRICE SPOTTED WORD

The word is worth a million dollars, while her night-club theatre show complements the rest of her albums with both guitar instrumentation and a special treat of vocal style. Lopez will tell us all about Latin America around the world.

* Continued

JUNE 3, 1967, BILLBOARD
SPECIAL MERIT PICKS

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

SOUNDTRACK SPECIAL MERIT

In Like Flite


A finely appointed score which deserves a lot more plaudits from the public than it has received. "In Like Flite" is the story of a burnt-out Tennessee farmer who is called back to life by a young girl, and it is set to music by the man who created a "Tennessee Waltz." The country music of Tennessee is not wasted on the listener, who is presented with a wealth of finely crafted, deeply felt music. It is a real treat for lovers of country music.

CLASSICAL SPECIAL MERIT

MOZART: PIANO CONCERTOS Nos. 14 & 24


A masterly performance of music that is truly Mozartian. The orchestra was a joy to hear. The music is truly superb and the overall sound quality is just about as good as it gets. This is a real treat for lovers of classical music.

POP SPECIAL MERIT

TOUCH THE SOUL

Sergio Mendes & Brasil '66. Atlantic 140 (S). SD 1400 (S).

A Latin-trip number... "Touch The Soul" is as good a Latin number as you ever heard. This is a real treat for lovers of Latin music.

LOW PRICE CLASSICAL SPECIAL MERIT

RENNINECHE: SCHULICH: MUSIC FOR MANDELSON

Keneth Voss, Violin. Fontana 1663 (M). £25.95 (M).

A gem of classical chamber music with an excellent recording. This Niederreuth: Schulich: Music For Mandelson is a real treat for lovers of classical music.

JAZZ SPECIAL MERIT

Blues Notes

Johnny Hodge, Saxes. Verve V-6640 (M). £3.95 (M).

The king of the blues is a sax, and there has never been a sax with as much warmth and beauty as Johnny Hodge. "Blues Notes" is a real treat for lovers of jazz.

COUNTRY SPECIAL MERIT

Down The Lane


Houston area favorite, Gill can hit the "down in the lane" with a clash of brass that is nothing to sneeze at. "Down The Lane" is a real treat for lovers of country music.

SPECIAL MERIT PICKS

The Tracks Of My Tears

Johnnie Ray. Imperial 64224 (M). 12" LP $4.98 (M).

The title song is a hit and "All I Want For Christmas" is a real treat for lovers of pop music.

Regional Breakouts

All The Time

The Internationals. RCA Victor LPM-3184 (M). 10" LP $3.98 (M).

This song, released as a single, is a real treat for lovers of pop music.

International Special

Our Love

Joan Baez. Reprise CRL 1586 (M). 8-track tape $3.98 (M).

A beautiful ballad with a simple melody and lovely performance. It's a real treat for lovers of folk music.

Low Price Classical

The Four Seasons of Beethoven

Various Artists. RCA Victor LPM-3182 (M). 10" LP $3.98 (M).

A real treat for lovers of classical music who want a low price classical LP.

The Breakout Singles

I Stand Accused

Charles & Inez Fons. Damon 104 (M). 7" 45s $1.48 (M).

A real treat for lovers of pop music.

Sing Me A Rainbow

Sam & Dave. Atlantic 1583 (M). 10" LP $3.98 (M).

A real treat for lovers of soul music.

These Are Not My People

Billy Joe Royal. Columbia 4110 (M). 10" LP $3.98 (M).

A real treat for lovers of R&B music.

Hypnotized

The Lovin' Spoonful. Emarcy ED 5526 (M). 10" LP $3.98 (M).

A real treat for lovers of rock music.

Life Turned Her That Way

Matt Monro. Reprise CRL 1587 (M). 8-track tape $3.98 (M).

A real treat for lovers of pop music.

Folk

The Country Joe & The Fish. A&M SCR 159 (M). 7" 45s $1.48 (M).

A real treat for lovers of folk music.

International

The Great Dictators

Various Artists. RCA Victor LPM-3185 (M). 10" LP $3.98 (M).

A real treat for lovers of international music.

New Album Releases

The Many Sanguine Guitars of Bobby Bland

Mercury/Merl/1503 (M). £3.98 (M).

A real treat for lovers of guitar music.

The Albeniz/Bizet Album

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The Hollies are now happening on Epic Records. Their smash Epic debut single: "Carrie-Anne."
AN INSPIRED NEW SINGLE

LATEST ALBUM:

OKM 12120/OKS 14120

"Deeper in the Heart of Heart"

"Stereo"

JUNE 3, 1967, BILLBOARD
Chet Atkins: Mr. Guitar
“Sound, sound the clarion, fill the fife!
To all the sensual world proclaim,
One crowded hour of glorious life
Is worth an age without a name.”

... Sir Walter Scott

TO

CHET ATKINS

Whose “crowded hours”
continue to enrich
our music and our lives

[Signature]
Salute to Mr. Guitar

Peerless musician, artist and a&r man; a talent who, at a relatively young age, has already made his imprint in the world of music.

That is a brief summary of the contribution of Chet Atkins to the musical culture of our time.

Atkins, RCA Victor manager of popular a&r, Nashville, at this point in his career marks his twenty-first year as an RCA Victor artist and his tenth year as manager of RCA Victor's Nashville organization.

He commands the respect of fellow musicians, record buyers and the music industry around the globe. The music business is indeed fortunate that Atkins is at the peak of his powers. His great accomplishments are but a promise of what is to come.

Nashville is his home, but the world is his stage.

We join with the industry in saluting Mr. Guitar.

Our Man in Nashville

By Norman Racusin

One of the genuine pleasures we enjoy at RCA Victor Records is visiting with "The Man in Nashville," Chet Atkins; a relationship which is, for all of us, a source of great pride.

In the 10 years that Chet has headed up our Nashville operation, Nashville has become an international influence in the world of popular and country music. There is no question but that Chet has been responsible for much of this in Money, Madison and Nashville, because he had listened to an Atkins transcription which had been forwarded to him early in 1947 by Al Hinde of Chicago. Hinde, who ran RCA Custom, had received the transcription from Al Simon of KWTO, Springfield, Mo.

When he first got the transcription, Atkins had already left Springfield, and Sholes had to track him down. He traced him to KOA, Denver, where Atkins was working with Shorty Thomas and His Rangers. Sholes contacted Atkins by telephone, offered him an RCA Victor contract, and Atkins accepted. Sholes stated: "I've never cut any records by Chet if he sang too; and Chet said he did. . . . He was afraid to say he didn't." Steve mailed him a contract.

A couple of months later Atkins borrowed some money to travel to Chicago for an RCA Victor record- ing session. He met Sholes for the first time and cut eight sides, of which five had vocals. One of these was the "Sunshine Lady," which later became a hit and earned Chet a "star." Atkins has been an RCA Victor artist longer than anyone else, and Sholes remains, as of this writing, an RCA Victor artist.

Sholes recalls that at the first date Chet was apprehensive as to whom Sholes had in the band for the recording session. Sholes told him he had George Barnes, the great guitarist, to play rhythm while Chet played solo. Chet didn't let on, but he was excited. Barnes had always been his idol. But Chet's worry was unfounded and the session came off well.

A couple of years later Atkins moved to Nashville, and about this time Sholes began to record in Nash- ville, using portable equipment. Sholes used Atkins on his recording sessions; and he noticed that when Atkins made a suggestion, it was invariably a good one. Atkins' ideas were great, and the musicians always listened to him . . . so I realized that here was a man who, in addition to being a great guitarist, had a fine talent for head arrangements. I also realized that he enjoyed the respect of the musicians. Because of these qualities, I brought him here in 1949.

Sholes continued: "We used to record in a garage: we shared space with a house painter and we had a little booth there. It was in this garage that we cut the Davis Sisters in "I Forgot More Than You'll Ever Know," as well as sides by Hank Snow and many others."

Finally, Sholes said, he was able to get permission to have a studio built. "Manie Sacks opened the door of my office one day and stated simply: 'Steve, you have your studio in Nashville.'"

Sholes added: "The studio was built, and we needed a resident engineer and an assistant . . . We placed Atkins there as a part-time employee, and he worked as my assistant at $75 a week. Soon thereafter, Juanita Jones joined the office as secretary. She is now the ASCAP representative in Nashville."

Sholes recalled that it was in this studio, on McGavock Street between 15th and 16th, that Elvis Presley recorded "Heartthrob Hotel." Victor is currently in its third Nashvile studio. Victor was the first label to have its own set-up in Nashville, including studio, office and permanent representatives. Sholes said. He added: "We loan money on the studio the first year only; after that, every year was profitable."

This is a tribute to Atkins' operation.

Sholes summed up: "He's quite a guy, and consistency as an artist and a&r executive has been one of his key qualities."
Ferguson: 'Chet Never Was a Three-Chorder'

By BILL WILLIAMS

Chet Atkins is a musical purist whose roots are in the country but whose tastes are as versatile as his abilities.

This is a general summation of those who know him best, those who work with him, and those who have benefited from his talents, his concern, and his patience.

"Chet was never a three-chorder," says Bob Ferguson, A&R producer for RCA Victor in Nashville, and the man who "directs" the Atkins sessions. Ferguson, a one-time artists' manager and a brilliant space-time archivist, gave his impressions of his boss.

"Chet reads music," Ferguson noted. "He will pick up an entire score and read it, and he has encouraged others to do that. Nashville has been noted for its musicians who play "by ear," and do head-arrangements. Atkins felt this was not enough. He has worked with the best of these musicians, and has encouraged them to seek perfection.

Ferguson notes that Chet wants every melody to be exact. He is a master himself of playing by ear. He can hear a tune played through one time, and digest each note. Then it comes back exactly as he heard it.

"Chet has always felt that each kind of music is a frontier to be conquered," according to his A&R man. "He is now seeking to master classical music, and everyone who knows him knows he will do it. There is something inside him which stimulates the drive that takes him to the top. Whenever he says he will do something, he will.

Ferguson sees one of Atkins' chief contributions to music generally as his so-called "mixing." He is certainly loyal to country music. Ferguson notes, "but he doesn't believe in typology. He simply believes in good music. That's why he'll mix country songs, show tunes, pop standards and almost anything else into a single album. People who buy his albums expect to get all types. He records what he considers to be a good song. They want to hear his treatment of all different kinds of songs."

Ferguson feels this has done more for music overall than all else. The country music devotee, who buys an Atkins album to hear a country tune, becomes exposed to other types, and learns to appreciate them. The same is true of the non-country fan, who experiences a discovery.

"Recording Chet is so simple that it's deceptive," Ferguson points out. "He knows the musicians he wants. He gets a drum, a bass, a piano and a rhythm guitar, and he's ready to go. His ear is so good that there's little work for me to do except to check for obvious imbalance on the master tape. I just watch him to see which way he's going, and stay with it. Chet never shows enthusiasm. When he feels he has accomplished what he's set out to do, he merely says matter-of-factly, 'let's keep that', and the session is completed."

Ferguson has worked closely with Chet for the past four years, and has been his friend for some 15 years. It was Ferlin Husky, not Atkins, who brought Ferguson to Nashville from his native Missouri. He came as Ferlin's personal manager. It was Atkins, though, who developed Ferguson into a producer.

"Recognizing talent is one of Chet's greatest assets," said Ferguson, not alluding to himself. "Chet has the uncanny ability to attract other great artists to Nashville. Certainly the 'Grand Ole Opry' was the cornerstone of music here, but without Chet there would be no real recording industry. If he had decided to settle in Chicago, it would be there."

Ferguson notes some of the talent Chet spotted and hired, in his quiet, patient way, to Music City. Floyd Cramer was one. A completely untrained piano player, Cramer was not doing much of anything when Chet persuaded him to become part of the industry in this area. He later developed a style that helped him sell millions of records. Atkins knew the ability was there all the time.

"Chet always has a personal interest in everyone who was good," according to Ferguson. "He was interested in their families, in their finances and their general well-being. He frequently inquired about them, and more than once took a hand to help out personally. That's one of the things that sets him apart. I'm not even sure if he consciously realizes he's doing these things; it's just his way."

As a result of his interest, he has established a nucleus of great musicians in Nashville. The latest of these is a relatively unknown violinist named Byron Williams, whom Chet first heard three years ago. Only two months ago did he lure him away from the West Coast and into Nashville. He discovered the writing and vocal talents of Waylon Jennings.

"Chet never does things directly, he's subtle about his invitations, and finally convinces these people that they came to Nashville of their own free choice. But that makes them really want to be here."

Drummer Buddy Harmon was another of those Chet brought into the fold. Now Harmon plays on nearly every important session in Nashville. Chet also helped in the development of Anita Kerr. And he brought in a pretty fair saxophone player named Boots Randolph.

"You'd never believe how it all came about," Randolph said. "I was living in Evansville, Ind., and had gone across the river to Henderson, Ky., to play background for a young girl singer (Janie Dee), and we sent the tape to Nashville for Chet to hear. We had a little tape left over, so I played a little solo saxophone on the end just for kicks.

"Well, it turned out that I was the one who got the contract with Victor. Chet said he liked what he heard on the saxophone, and he contacted me instead of the singer. First thing you know I was in Nashville signing with Chet."

Randolph, who owns a Nashville nightclub, recorded for three years for Victor, and then switched to Monument, "which was really doing something for my kind of music. Fred Foster has been great for me, but I still owe so much to Chet and, of course, we're still the best of friends."

In 1964, at the urging of a friend, Atkins, Randolph and Cramer got together to do a show at Fort Worth, Tex., "which was to be neither country nor pop—just something that would entertain a lot of people. We did a few more of them, and then X. Cose took over as manager of this show, and it has grown since then."

"Chet's greatest qualifications," Randolph says, "are patience and good judgment. Chet is far more intelligent than he would have you believe, and there's a really humorous side to Chet that many people don't know. He likes to kid himself, but doesn't try to play the role of a comedian. When he talks, people sit quietly and listen.

"You might point out that Chet has done something no other man has done: he is able to sustain his artists. Some people go up and down, but Chet has the ability to keep people up. Look at his own successes, and those of people who work with him. He has been a strong influence on others in different companies. They see what he's doing and try to emulate it. His artists know they're up against a perfectionist, and they work hard to meet his demands. He is, I would say, the perfect A&R man."
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Top Scorer in the Studio and on the Links

Despite his protestations that he is a "guitar player," first, and his other activities via somewhere in the secondary, Chet Atkins has to be the best ador hobbyist in the business.

Who else, just "knocking around," could produce such gems as: "Oh, Lonesome Me," by Don Gibson; "Detroit City," by Bobby Bare; "The Three Bells," by the Browns; "Make the World Go Away," by Eddy Arnold; "Last Date," by Floyd Cramer; "Ataboi," by George Hamilton IV; "My Baby," by Dottie West, and other hits of such artists as Don. Bowman, Homer and Jeffire, Hank Locklin, Hank Snow, Bobby Staff, and many more. It's difficult even for Atkins to recall how many.

Chet is a seven-in-the-morning man, who's ready for a fight the moment he gets up. He never prepares to do anything but fight the morning battle, but most of them come around to his way of thinking. Among those who now rise and sing are Gibson, Arnold and Bare.

Atkins' attractive, efficient secretary, Mary Lynch, suggests with a smile that Chet has a double-purpose in this early-morning practice; he is fresher more alert; and if it's a sunny day he can play some golf in the afternoon.

This may be a modicum of fact in this observation. Chet, indeed, is a dedicated golfer (he is dedicated in anything he undertakes), and has mastered respectability on the greens and fairways. His charmingly entertaining game has made a lasting impression, and has been, share of trophies. Chet has played in many of the big celebrity tournaments, but at home he leads the field because of the golf course is public.

No record producer can, of course, get all of his artists to record at seven. Occasionally he works late into the evening. The control room has been equipped with morsels of food, plenty of coffee, and his familiar mail-order cigars. He has been known to see several years ago when he told him he needed some canned sores from forming in the mouth. He's never had one, but doesn't know whether this is attributable to the cigars or not. He has had a few, but some time back, and periodically goes on a smoking binge. In a few days, however, the cigars are back.

Chet has no aversion to visitors; while he's working, as long as they don't disturb him or the artist recording.

Hand Him Five Strings and Let Him Go

There is nothing which points up success any greater than results. And to suggest that Chet Atkins has had results would be, mightily, the understatement. Atkins, however, is the master of the understatement, particularly in regards to his own accomplishments.

As an artist, he has recorded virtually every conceivable type of tune. The string of hits has amazed testimony to his ability to come across in any language of music. Among his biggest has been "Yakety Axe," a tune originally financed for the then novel style of Boots Randolph (Yakety Sax), but converted to the Chet Atkins guitar version. No one else would have thought of such a conversion. Chet did, and made a hit out of it.

Atkins' "Mr. Sandman" was a standard, done by scores of artists. That didn't phase him. He again recorded his own version, and came up with another hit. Chet scored again, and big, with "Poor People of Paris," a song which suggested full use of orchestration. In the Atkins version, his guitar is the workhorse.

Inevitably comes through on such tunes as "Country Gentleman" and "Gallopin' Guitar," which also were big numbers for him.

"How's the World Treating You?" and "Midnight" go on the best seller list, as well, both of which were co-written with Atkins by Boudleaux Bryant.

At the age of 57, Chet Atkins is still an active artist who is considered as one of the top five guitarists in the world. His ability to adapt to different genres of music has earned him many accolades. He is known for his clean and precise playing style, which has helped him to become a legend in the music industry.

Chet Atkins, "Stringing Along With Chet Atkins," and his most recent, "Chet Atkins Pops the Best," are just a few of his many hits. The guitar is prominently mentioned in many of his songs, including "Caribbean Guitar," "Finger Style Guitar," "Guitar Country," "Mr. Atkins," "The Most Popular Guitarists," "My Favorite Guitarists," and "It's a Guitar World." All of these have been hits. So have his LP's titled "Guitar Home." "Progressive Pickin'," "Teen Scene," and many more.

The release of any Chet Atkins record, single or LP, is assurance of a large market. Some outlive the others, but generally the sales are steady, and that point of stability is a lofty one.

Chet Atkins as an artist has appeared with the Atlanta Symphony, the Nashville Symphony, and before the late President Kennedy at the White House in March of 1961. He has won country polls, jazz polls and several music polls. His awards as an artist are perhaps unsurpassed.

On his own, he has created single hits that range in titles from "The Stop" to "Boo-Boo Slick Beat." Just hand him the five strings and let him go.

Floyd Cramer and Chet size up the situation in London, where they showed the English the five points of country guitar.

Another Gold Record—left to right: Steve Sholes, Chet, the Browns, and George Marsh, then vice-president and general manager of RCA Victor Records.

JUNE 3, 1967, BILLBOARD
Chet, you're too much!

Jack Stapp
President

W. D. "Buddy" Killen
Executive Vice-President

TREE PUBLISHING COMPANY

Nashville, Tennessee
This year marks Chet Atkins' 20th year with RCA Victor—years in which Chet has seen music's popularity throughout America. His many talents as an artist, A&R producer, and human qualities, have earned him the respect and admiration of the industry. Our respect for Chet looks forward to many more years of this happy association.
been a major influence in expanding Nashville
arranger, recording executive, and above all, his fine
relationship has been long and pleasant, and we
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Chet:
Chicago seems a long time ago...Glad we're both home in Nashville.

Red Foley
Fountainhead of the Nashville Sound

By CLAUDE HALL

Most music men feel there's no gauge by which Chet Atkins' total influence on the field of music can be measured. His contributions to country music and its popularization around the world are legend; his assets in the pop music fields are fantastic and led RCA Victor Records to send many an artist to the fountainhead of the "Nashville Sound."

Perry Como made the trip and came away with a couple of hit singles. Atkins also has a touch for jazz well recognized by jazz musicians, and his guitar artistry puts him high on jazz polls and makes his albums steadily sellers among jazz fans as well as country music buffs. If Atkins decided to take up the classical guitar tomorrow, no one would be astonished; no one would doubt his success. Certainly not Arthur Fiedler, who has recorded with the lanky Tennessean.

But hardly known is Atkins' contribution to the world of soul.

"My feeling," said independent record producer Rick Hall, "is that anyone who has potential will make it if they get the encouragement. That's what Chet did for me. As did Owen Bradley. I was just starting out when Chet let me publish a song that would help me out by recording one of my songs every now and then. . . . putting the song on the back side.

Hall said he'd known Chet and Eddy Arnold before he married his father and used to walk two miles a day to a radio at a neighbor's in Freedom Hills, Ala., to hear him play. Hall used to drive to Nashville from where he lived in Muscle Shoals, Ala., sleeping all night in a car, then spruce up the next day in a filling station to look presentable when he took a song to Atkins. One of the earliest songs, a film theme, which Eddy Aaron published, was "Middleage Teenager," the flip side of the "On Top of Old Smokey" record by Homer and Jethro.

"Chet called me on the phone one day," Hall said, "and it was like the President of the United States calling. He said he'd lost the dub of the record and wanted me to sing it to him over the phone." "Middleage Teenager" had been written by Billy Sherrill and Hershel Wiginton.

One song on the FAME tunes Atkins used was "Sweet 'n' Innocent," recorded by Roy Orbison on RCA Victor, the first session he cut for Sun Records. Sherrill and Hall never spoke about that.

Along about this period, Hall began coming up with some hit records that he'd produced himself. They were mostly rock. When he built his new studio in the Muscle Shoals area, Atkins was one of the people who advised him on what and how to do it. The studio is where Artha Franklin's "I Never Loved a Man the Way I Loved You" hit was produced, as well as Wilson Pickett hits, hits by Jimmy Hughes, Joe Tex, Arthur Conley and many others—all R&B and soul.

Atkins, whose advice was instrumental in creating the special "sound" for which Hall's studio is noted, has never been inside the place.

"Anybody who knows Chet would say he's a true blue music lover. Hall book. He hasn't changed since the day he went to Nashville. He still loves to play the pinball machine. He still sits and talks with you at breaks as if he didn't have a thing else to do. More than that, he still has that magic touch."

"Sitting in the control room with him a few months ago during a recording session with Bobby Bare, I heard Bare ask from the studio, 'Chet, isn't that vibrato on that guitar crashing with those vibes?' And Chet answered: 'A little bit, Bob. But it sounds good.'"

Chet has always stressed the musicianship. Realizing that the others are just phases, he knows full-well that any artist comes to record a hit song, and for no other reason. It has paid rich dividends.

Each of the artists named has scored big in Nashville. They keep returning to get the sound that is Atkins' and for the reason the rest of them wouldn't miss.

And no one, of course, can keep track of the many "non-name" artists who have come and made a name for themselves because of the influence of one man, Chet Atkins.

Y'all Come--- And They Did

At Hirt, Perry Como, Ann-Margret and Jimmy Dean are just a few of the recording artists who have found their way to Nashville after the welcome mat was spread by Chet Atkins.

The people of Tennessee have a subtle way of issuing invitations. They are seldom direct, seldom explicit. It is more of a general, "anytime."

This is the sort of invitation Chet issued to the above artists. He made them want to come of their own volition.

"I have never gone out and sought name artists to come here," Atkins thought on the phone, "because the report is not always as good as it is with our Nashville-based artists."

Chet blames this "lack of rapport" on his own natural shyness. Yet, this shyness is an asset and has been a factor in getting the stars here.

Atkins makes them want to come to Nashville, and they fit right into the scene. In his quiet way he tells them of the facilities available, the musicianship of the musicians, the relaxed atmosphere and the hospitality of the city generally.

Chet has always stressed the musicianship. Realizing that the others are just phases, he knows full-well that any artist comes to record a hit song, and for no other reason. It has paid rich dividends.

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The Guitar Is More Than a Facade

Talking to Chet Atkins is a distracting experience. He says the guitar as he converses.

While this may be unserving at first, and brings about a feeling of inattention, one quickly realizes that every word is getting through. The guitar is more than a facade; it is a form of hearing aid.

Atkins has guitars everywhere (he doesn't really know how many). People send them to him all the time, sometimes for endorsement, sometimes for suggestions, sometimes as outright gifts. He keeps guitars in his office. It is as much a part of his surroundings as the clothing he wears. Indeed, Chet would feel more naked sans guitar than he might if he were to lose an item of apparel. Five or six words into every conversation, and the nimble fingers of this great guitarist slip naturally toward the guitar. Deftly he kicks it up and on the music begins. It may range from basic chords or "riffs" to a recognizable tune. It is a subdued tone—that's what delivers the conversation—but it is inescapably there.

Once the sense of distraction has been overcome, one gets the impression that Atkins is literally "scooping" the conversation, as a screen coacher would do to the words and action in a movie. Ultimately it becomes an aid to the conversation; it actually stimulates the communication.

Perhaps Chet Atkins has discovered something; more likely, however, it is just a physical aid. A naturally shy, almost introverted individual, he can sometimes say with music what he cannot say with spoken words.

Old Albums Never Die

Every Chet Atkins album ever cut is still in production.

Atkins is so perenially popular that RCA Victor has released a "whole batch" of his albums, bringing the cover price and type up to date.

This gives it a "modern" look, much as does a new edition book. Most of the new pictures for the albums were shot in Nashville, some in New York. But the contents in the jacket are the same. This is unique in the industry, when an album is still hot enough to be a continuing marketing item.
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The Big 3 — Atkins, Randolph, and Cramer

Mark Parrish, in 1964, brought together three of Nashville’s finest musicians and put them on the road. He called the road show the “Master’s Festival of Music.”

Working with Parrish, a leading promoter, was W. C. Cosse, husband of country star Marty Carson, who had been long active in the promotion field.

Parrish, whose work unit then had been confined to LP record promotion, asked for more CDs at record shows, and Parrish took them first to colleges close to home. Parrish recalls that initially he lost money with the act, but with additional bookings at colleges and other schools, he began to fill the halls. Parco (Parrish’s company) began to make money.

“Now we needed to restock people and regain the interest of the audience,” Parrish pointed out. “When the crowds got real big, Cosse decided to work out a percentage deal. With my blessing, he got Atkins, Randolph, and Cramer to form a combo and I was back working for them. The firm is known as ARCO.”

This name, of course, comes from the first letters of the artists—Atkins, Randolph, and Cramer. Each is a magic name, each a drawing card. But the most magic of all is that of Athens.

It’s an incredible story of how a successful show business venture ever to come out of Nashville. In the past two years, he points out, the only two dates which didn’t sell out were in Madison and Madison, Wisconsin. “Two out of approximately a hundred isn’t bad,” he adds.

At this show the music is not highly professional, and that the three artists present themselves so capably on stage, that return business is always the greatest. “We are now going back on repeats into towns we played 12 and 14 months ago,” he said, “and the show is always a sellout, sometimes weeks in advance.”

Perhaps one of the greatest tests was Nashville itself, where a band does not do too well for payers. Twice now the show has been a complete sellout in this city, and Cosse said he could have sold $60,000 (SOMP) for all the tickets in three days.

“The technical ability of these men makes them true professionals,” he said. “The Master’s Festival of Music has an institutional.”

On the road, the trio carries what has come to be identified as Randolph’s band, the group which plays regularly at his Carousel Club in Nashville’s Printer’s Alley. For his own sessions with Chet Atkins, he has such names as Chuck Sanders on bass, Jack Greubel on drums, and Jimmy Wilkinson and Hank Walls on guitars. Additional members of the group, known as the “Music City Sound of Strings,” are then lined up five more violins in each city, rehearses them and blends them in with the traveling performers to build a 10-man string section for backing the trio.

Randolph opens each show with his rendition of “Cherrie’s Song” and segues into such numbers as “Moon River,” “Unchained Melody,” “Big Daddy’s Alligator,” and many more. Then it’s Cramer’s turn, and he does such numbers as “On the Rebound,” “San Antonio Rose,” “Born Free,” and many more. Cramer’s guest, Jimmy Wilkinson does a solo on “Hoe Down,” Randolph returns for a couple more numbers, including his rousing “Yakety Sax,” and then there is an intermission.

After the spontaneous applause which greets the self-playing guitarist, an incredible silence comes over the audience. When Watts finishes, he gets back to work and continues his sessions. There is a meet where Cramer is sandwiched between a Wildwood Flower” to Mr. Sandman,” and concluding with “The Strike of the Blackbird.” At that point, the audience has been completely mesmerized, finishing the image of his playing. Someone has told Cramer that his abilities seem dwarfed, sandwiched between the other performances. Nonetheless, his talents are appreciated. It is Atkins who draws the crowds, who twists the audience around his nimble fingers, who brings the show to its roasting climax. It is he who stands in the wings more than an hour after the performance, obligingly signing autographs. It is his name which heads the list on the marquee of the building where the performance is taking place and at the most prominent position in the night.

On stage and off stage, as always, he is impulsive. He is friendly, but not outgoing. He emotes only through his fingers, and this provides enough emotion to draw audiences from hundreds of miles around.

Cramer expects the “Master’s Festival of Music” to become an permanent institution. Many would argue that it already is.

It Takes a Square to Know a Song

Chet Atkins, the a&r man, is a self-professed “square.” It takes a square, he claims, to recognize a song and pick it up in public.

“Sophisticated a&r men are out of touch with the public,” the RCA Victor man in Nashville claims, “and only someone who is impressionable enough to be picked up could make a go of it.”

Chet Atkins has certainly made a go of it in this facet of his many-sided career. Following his evolution from music record producer to a&R manager of talent and repertoire work, he has an enviable string of successes in his session book.

“Do I listen to a song in a song?” Atkins confides. “I listen to the composer. But I’m always on the lookout for surprises—something I wasn’t expecting to hear—something that makes me say to myself, ‘Why didn’t I think of that?’”

It was the late Fred Rose who actually led Chet into a&r work, a work he refused to take too seriously at the time. “Fred would ask me to get the musicians for a session, and that’s about half the battle. The big difference,” he adds, “was Steve Sholes later had me pick out the songs as well.”

Atkins considers himself an a&r man only as a hobbyist, even today. “First and foremost I am a guitar player,” he is quick to point out. “Anything else is a sideline, and that’s why I want to keep it.”

Atkins’ first big a&r work was for the team of Johnny (Wright) and Jack (Anglin). It was a tune called “Sincerely.” Later that same year, in the early 1950s, he handled a Don Gibson session, and in 1952, in the singer recorded “Oh, Lonesome Me.”

It was a song Don had written, and he just brought it to Atkins “unbelievably naive.” On the back of it was “I Can’t Stop Lovin’ You.” Since then he has never stopped producing hits, in all areas of music.

“To an a&r man, the most important thing is the writer,” Atkins notes. “The writer must come up with the song.”

To those who have held up over the years, Chet makes this observation: “There was a time when we got all the material, and we could always find something good. Today the competition is fierce, so we don’t get as many good ones. But we can still come up with a master of the classical. No one doubts that he will. After all, he’s a guitar player, first and foremost.”

CHET ATKINS ALBUMS
A Session With Chet Atkins—LSP-1090 (a)
Chet Atkins in Three Dimensions—LSP-1097 (a)
Stringet Along With Chet Atkins—LSP-1230 (a)
Finger-Style Guitar—LPM-1385 (a)
Chet Atkins at Home—LPM-1098
Chet Atkins Is Hollywood—LPM-1093
Horn and String Along Chet Atkins—LSP-2025
Music Doctor—LPM-1091
Chet Atkins’ Tennessee—LPM-2161 +
The Best of Chet Atkins—LPM-2162 +
Chet Atkins’ Workshop—LPM-2222 +
The Master Guitarists of the Big Band Era—LPM-2223 +
Christmas With Chet Atkins—LPM-2473+
Dance Harmony—LPM-5498+
Canandaigua—LPM-2549
Chet Atkins in Nashville—LPM-2363+
Our Man in Nashville—LPM-2361
Traveller—LPM-2687 +
Teen-Age—LPM-2791 +
Guitar Country—LPM-2793 +
The Best of Chet Atkins—LPM-2887 (a)
Progressive Pickin’—LPM-2908
Memphis—LPM-2910
My Guitar Is My Baby—LPM-3136 +
Memphis—LPM-2914 +
Chet Atkins Picks on the Beatles—LPM-3251 +
The Best of Chet Atkins—LPM-3358
From Nashville With Love—LPM-3647 +
It’s a Guitar World—LPM-3278 +
Chet Atkins Picks the Best—LPM-3279 +
Red Solo
“The Pays” Does Country (with Fiddler, Benson, Carter—)
LU/LSP-2977 +
(a) Technically processed for stereo
Available in stereo 8 Cartridge Top
Available in 3½ in record top

JUNE 3, 1967, BILLBOARD
May 29, 1967

Mr. Chet Atkins
RCA Victor
Nashville, Tennessee

Dear Chester:

Thought you would like to know that once, in a conversation with Steve Sholes, I asked him what was the most lucrative thing he has done in all the years he has been with RCA. His answer was "Finding Chet Atkins".

I sincerely have to agree with him as I think you are one of the most talented and cooperative A&R men in the business.

All best wishes for many more years of success.

Sincerely,

Al Gallico
CHET ATKINS DISCOGRAPHY

Selection Title | Album Title | Album Number
---|---|---
Adelita | Finger-Style Guitar | LPM/LSP-1356(e)
Adios Amigo | The "Pops" Goes Country | UA/LSP-2979
After the Tears | From Nashville With Love | UA/LSP-3047
Alabama Jubilee | The "Pops" Goes Country | UA/LSP-2979
Alabama Jubilee | A Session With Chet Atkins | LSP-1090(e)
Ali Bar | From Nashville With Love | LPM/LSP-3647
Alexander's Ragtime Band | Our Man in Nashville | LPM/LSP-2464
Alice Blue Gown | Stringing Along with Chet Atkins | LPM/LSP-1356(e)
All | Chet Atkins Picks the Best of the Best, Vol. 2 | LSP/LPM-3358
All | The Best of Chet Atkins, Vol. 2 | LSP/LPM-3358
All Fours | That's What It's All About | LPM/LSP-3249
Always on Saturday | I'll Remember | LPM/LSP-3616
Amazing Grace | That's What It's All About | LPM/LSP-3249
Anno (El Negro Zambon) | I'll Remember | LPM/LSP-3616
And I Love Her | That's What It's All About | LPM/LSP-3249
April in Portugal | Chet Atkins Plays Back Home | LPM/LSP-3616
Arkansas Traveler | That's What It's All About | LPM/LSP-3249
Armans' Theme | Chet Atkins in Hollywood | LPM/LSP-1993
Ay-Pry-Ida | Chet Atkins at Home | LPM/LSP-1993
Ay-Pry-Ida | Chet Atkins Picks the Best of the Best, Vol. 2 | LPM/LSP-3358
Back Home Again in Indiana | That's What It's All About | LPM/LSP-3249
Back Up and Push | Chet Atkins at Home | LPM/LSP-1993
Backwoods | More of That Guitar | LSP/LPM-429
Bambina | More of That Guitar | LSP/LPM-429
Banzai | The Best of Chet Atkins, Vol. 3 | LPM/LSP-3358
The Battle Hymn of the Republic | More of That Guitar | LSP/LPM-429
Beach Sheet Songs, The | Chet Atkins at Home | LPM/LSP-1993
Beautiful Brown Eyes | Chet Atkins Plays Back Home | LPM/LSP-3616
Begin the Beguine | Chet Atkins Plays Back Home | LPM/LSP-3616
Bill Bailey | Chet Atkins at Home | LPM/LSP-1993
Birthing the Blues, The | More of That Guitar | LPM/LSP-3249
Black Mountain Rag | Chet Atkins at Home | LPM/LSP-1993
Slowin' in the Country | That's What It's All About | LPM/LSP-3249

Selection Title | Album Title | Album Number
---|---|---
Blow Christmas | Christmas With Chet Atkins | LPM/LSP-2542
Blue Gypsy | Stringin' Along With Chet Atkins | LPM/LSP-2542
Blue Green Echo | A Session With Chet Atkins | LPM/LSP-1090(e)
Blue Steel Blues | The Best of Chet Atkins | LPM/LSP-2542
Blue Tango | Chet Atkins in Three Dimensions | LPM/LSP-2542
Blue Suede Shoes | Progressive Pickin' | LSP/LPM-2086
Boo Beeski | Chet Atkins' Workshop | LPM/LSP-2086
Boo Beeski | Chet Atkins' Workshop | LPM/LSP-2086
Breathin' Out | Chet Atkins in Three Dimensions | LPM/LSP-2542
Breathin' Out | Chet Atkins in Three Dimensions | LPM/LSP-2542
Brothers | Chet Atkins in Three Dimensions | LPM/LSP-2542
Can't Buy Me Love | Chet Atkins' Workshop | LPM/LSP-2086
Caravan | A Session With Chet Atkins | LPM/LSP-1090(e)
Cast Your Fate to the Wind | It's a Guitar World | LPM/LSP-3249
Catch the Wind | More of That Guitar | LPM/LSP-3249
Chopin Waltz No. 10 in B Minor | More of That Guitar | LPM/LSP-3249
Cloudy and Cool | More of That Guitar | LPM/LSP-3249
Cold Cold Heart | More of That Guitar | LPM/LSP-3249
Cold Cold Heart | More of That Guitar | LPM/LSP-3249
Colored Yell | More of That Guitar | LPM/LSP-3249
Come to Me, Ruby | More of That Guitar | LPM/LSP-3249
Come to Me, Ruby | More of That Guitar | LPM/LSP-3249
Concert and the Ross, The | Reminiscing | LPM/LSP-2532
Corpus Christi, Corpus Christi | Guitar Country | LPM/LSP-2783
Country Gentleman | A Session With Chet Atkins | LPM/LSP-1090(e)
Country Gentleman | The Best of Chet Atkins | LPM/LSP-2542
Country Gentleman | The "Pops" Goes Country | LPM/LSP-2542
Country Style | Christmas With Chet Atkins | LPM/LSP-2542
Crawdads | Chet Atkins at Home | LPM/LSP-1544(e)
Dance in the Golden Rain | Finger-Style Guitar | LPM/LSP-2542
Dark Noon | Chet Atkins at Home | LPM/LSP-1544(e)
Dark Noon | Chet Atkins at Home | LPM/LSP-1544(e)
Delenda | Chet Atkins at Home | LPM/LSP-1544(e)
Django's Castle | Chet Atkins at Home | LPM/LSP-1544(e)
Django's Castle | Chet Atkins' Tennessee | LPM/LSP-2161

Selection Title | Album Title | Album Number
---|---|---
Doba | Guitar Country | LPM/LSP-2783
Duke Viva, Lo | Travelin' | LPM/LSP-2783
Drown | From Nashville With Love | LPM/LSP-2783
Drum | From Nashville With Love | LPM/LSP-2783
Drown in My Nashville Tears | From Nashville With Love | LPM/LSP-2783
Early Times | Progressive Pickin' | LSP/LPM-2086
East of the Sun | The Most Popular Guitarist | LPM/LSP-2086
El Paso | Chet Atkins Plays Back Home | LPM/LSP-2086
Embraced Ears, The | Chet Atkins Plays Back Home | LPM/LSP-2086
English Leather | From Nashville With Love | LPM/LSP-2086
Entertainer (What Now My Love) | It's a Guitar World | LPM/LSP-2086
Eyes | Travelin' | LPM/LSP-2783
Faded Love | The "Pops" Goes Country | LPM/LSP-2783
First Noel, The | Christmas With Chet Atkins | LPM/LSP-2086
For No One | It's a Guitar World | LPM/LSP-2086
Frankie and Johnnie | A Session With Chet Atkins | LPM/LSP-2086
Freight Train | The Best of Chet Atkins, Vol. 2 | LPM/LSP-2086
Fright Train | Guitar Country | LPM/LSP-2086
Galepin' Guitar | Home Sweet Home | LPM/LSP-2086
Gavotte in D | Chet Atkins Plays Back Home | LPM/LSP-2086
Gay Renvilier, A | Chet Atkins Plays Back Home | LPM/LSP-2086
Girl Friend of the Whirling Dervish, The | Give the World a Smile | LPM/LSP-2532
Give the World a Smile | Give the World a Smile | LPM/LSP-2532
Gloria Vera | Give the World a Smile | LPM/LSP-2532
Good Time | Give the World a Smile | LPM/LSP-2532
Good Time, Be My Girl | Give the World a Smile | LPM/LSP-2532
Golden Girl | Give the World a Smile | LPM/LSP-2532
God Bless America | Give the World a Smile | LPM/LSP-2532
Guitar Country | Give the World a Smile | LPM/LSP-2532
Guitar Country | Give the World a Smile | LPM/LSP-2532
Guitar Country | Give the World a Smile | LPM/LSP-2532
Guitar Country | Give the World a Smile | LPM/LSP-2532
Guitar Country | Give the World a Smile | LPM/LSP-2532
Guitar Country | Give the World a Smile | LPM/LSP-2532

Sincere congratulations, Chet Atkins is the greatest man I ever met! IV

Congratulations And Best Wishes...
LIZ ANDERSON
CASEY ANDERSON
LYNN ANDERSON

Sincerely,

CHET

MAY THE NEXT 20 YEARS BE EVEN MORE REWARDING

SCREEN GEMS-COLUMBIA MUSIC

EMIL LA VIOLA :: GARY WALKER
812 16TH AVE. SO.
NASHVILLE, TENN.

JUNE 3, 1967, BILLBOARD
Congratulations, Chet, from your Texas Friends

Dave Eisenlohr
Adleta Co., Inc.
1914 Cedar Spring Ave.
Dallas, Texas

Bill Whitehead
Art Jones & Co., Inc.
4301 Gulf Freeway
Houston, Texas

Jesse Schneider
The Perry Shankle Co.
1801 S. Flores St.
San Antonio, Texas

Thanks for Everything, CHET
COUNTRY CHARLEY PRIDE

Congratulations, CHET...
TANDY RICE
TANDY RICE & ASSOCIATES
BILL GRINE
NEW WORLD PHOTOGRAPHY

Nashville, Tennessee

‘Have a Fantastic 20th’
Raleigh Music, Inc.
Dayshel Music, BMI
Fingerlake, BMI
Leatherneck, BMI
Hornet, BMI
Cave, BMI
Angus, BMI

‘Only 30 years more for a Golden . . .’
Shelby Singleton Music, BMI
Bayou State Music, BMI

CHESTER: I SAID IT ALL IN “CHET’S TUNE”

JUNE 3, 1967, BILLBOARD
Have you heard what John D. Loudermilk is saying about Chet Atkins?

YEAH!!!

He's the best #!%@& guitarist in the whole wide world...*

OH!!!

*(and the best friend this songwriter ever had)
### Chet Atkins Discography

*Continued from page CA-20*

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<th>Album Number</th>
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<td>Chet Atkins</td>
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<td>Birthday Blues</td>
<td>Chet Atkins</td>
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<tr>
<td>Show Me the Way</td>
<td>Chet Atkins</td>
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<tr>
<td>The Best of Chet</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<tr>
<td>The Best of Chet</td>
<td>Chet Atkins</td>
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<tr>
<td>Christmas in July</td>
<td>Chet Atkins</td>
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<td>Sister Sadie</td>
<td>Chet Atkins</td>
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<td>Silver Bells</td>
<td>Chet Atkins</td>
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<tr>
<td>Sleepin' With the Blues</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<tr>
<td>So Rare</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<tr>
<td>Something Tender</td>
<td>Chet Atkins</td>
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<tr>
<td>Song From Mollie Brown</td>
<td>Chet Atkins</td>
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<tr>
<td>One More Time</td>
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<td>On Top of Old Smokey</td>
<td>Chet Atkins</td>
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<td>One Mint Julep</td>
<td>Chet Atkins</td>
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<td>Orange Blossom Special</td>
<td>Chet Atkins</td>
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<td>Peanut Vendor</td>
<td>Chet Atkins</td>
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<td>Petrol Volts</td>
<td>Chet Atkins</td>
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<td>Piano Concerto in D Flat Minor (Fibichovsky)</td>
<td>Chet Atkins</td>
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<td>Pickle's Nashville Polka</td>
<td>Chet Atkins</td>
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<td>Pickin' on the Moon</td>
<td>Chet Atkins</td>
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<td>Prelude (Rickie)</td>
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<td>Rainbow</td>
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<td>Red Wing</td>
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<td>Red Rover</td>
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<td>Red Rover, El (Pseud.)</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<tr>
<td>Rock &amp; Roll Bay</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<td>Romance</td>
<td>Chet Atkins</td>
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<tr>
<td>Raggedy Ann</td>
<td>Chet Atkins</td>
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<td>Saloon</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<td>St. Louis Blues</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<td>Sally Dog Rag</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<tr>
<td>Santa Lucia</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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<td>Santa's Bell</td>
<td>Chet Atkins</td>
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<td>Sittin' At the Juke</td>
<td>Chet Atkins</td>
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<td>Smoke Stack</td>
<td>Chet Atkins</td>
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<tr>
<td>Song for Nashville</td>
<td>Chet Atkins</td>
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<tr>
<td>Tennessee Waltz</td>
<td>Chet Atkins</td>
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<td>Tennessee Waltz</td>
<td>Chet Atkins</td>
<td>LPM/LSP-2521</td>
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*Continued on page 55*
When Chet Atkins says "Jerry Reed's 'Guitar Man' is the greatest..."

who's gonna argue?

GUITAR MAN #9152
(from the RCA Victor album "The Unbelievable Guitar and Voice of Jerry Reed" LPM/LSP -3756 )

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NARDA annual convention ■ Merchandising sessions ■ Government Industry symposium ■ All Industry banquet

JUNE 25-28, 1967 — NEW YORK HILTON / AMERICANA HOTEL

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331 MADISON AVE., N.Y., N.Y. 10017
TELEPHONE NO. (212) 682-4802
Chet Atkins Discography

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<tr>
<td>White Silver Sands</td>
<td>The Best of Chet Atkins</td>
<td>LPM/ES5599</td>
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<tr>
<td>White Silver Sands</td>
<td>Chet Atkins &quot;Swiss Miss&quot;</td>
<td>LPM/ES1706</td>
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<td>Wildwood Flower</td>
<td>The &quot;Papa&quot; Goes Country</td>
<td>LPM/ES3700</td>
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<tr>
<td>Wildwood Flowers</td>
<td>Wayward Wind</td>
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World In Waiting For Tomorrow

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<tr>
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<td>Yodel Home</td>
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<td>Yodel Home</td>
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<td>IVAN WHITCOMB</td>
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</tbody>
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Electrola's Pkg. Reviving Golden Voices of Past

- Continued from page 36

age by means of "documenting" the great artists of the past. Electrola's series encompasses 70 years of phonograph record history and presents the greatest voices from this era, singing their most famous roles, or roles from their most noted works. The Electrola series, which will be expanded indefinitely, includes Enrico Caruso, Kirsten Flagstad, Patsy Montana, Gilda Melchior, Feder Chaliapin, Maureen McGovern, Walter, Pietro Mascagni, Richard Strauss, Pablo Casals, Eduard Erdmann, and Elly Ney.

Electrola not only is producing the greatest works of artists now dead and retired, but is also returning the earlier successes of artists still active such as Arturo Rubinstein.

Electrola has discovered that there is a large and apparently inexhaustible market for classic recordings and that a broad market exists for the "agesless and unforgettable" great music and great performances from yesteryear among nostalgic adults, music scholars, and young people, curious to hear the actual artists and great performances from whom and which they have read.

The "agesless and unforgettable" venture is a parallel program to Electrola's "Music in Old Cities and Residences," the series featuring concert and recording overlooked and neglected great music from Europe's late Middle Ages.

Other artists represented in the "Unsung Artists" series are Patsy Montana, Walter, Pietro Mascagni, Richard Strauss, Pablo Casals, Eduard Erdmann, and Elly Ney. Electrola not only is producing the greatest works of artists now dead and retired, but is also returning the earlier successes of artists still active such as Arturo Rubinstein.

Composers Set For Dartmouth

HANOVER, N. H.—Frank Martin, Hans Werner Henze and Aaron Copland will be composers-in-residence at this Summer's Hopkins Center at Dartmouth College. Walter Piston will be visiting composer on Aug. 6, when the world premiere of his "Clarinet Concerto" is slated. Among other world premieres lined are Bouyau's "Trio, Archy," Malipiero's "Ercolano," Duruflé's "Nocturno Concerto," Moreno's "Musica Camera," Bardin's "Four Duets," Poulenc's "Essai," Bociocchi's "Contradiizione," and Blache's "Virtuoso Music."

All premieres were commissioned by the Concentration of the Arts. American composers planned are Martin's "Drey Minslender," and Chaze's "Virtuoso Music." The Concert is also to be a "Composers' Workshop."
Skyline, Programming, Inc.  
To Bow Syndicated TVers

NASHVILLE — The beginning of two new syndicated gospel TV shows was announced here from separate sources. Programming, Inc., announced the production of a gospel variety program, featuring two of the nation's longest established family groups. Called "The New Gospel Singing Caravan," it will feature the LeFevres of Atlanta, Ga., and the Speer Family of Atlanta. It will be filmed in Atlanta. The format calls for a cast of 12, to be used in various arrangements on the series.

Audition tapes are currently being sent to stations that have expressed an interest in the program.

Blackwood Opens Memphis Store

MEMPHIS — The Blackwood Brothers, gospel recording group, have expanded into new facets of the music industry with the opening of the Blackwood House of Music, the new facility is a store which features the sale of musical instruments and other items. It is completely separate from the Blackwood's office and studio.

The store is operated by Cecil and James Blackwood. The Dave Westons are the musical instructors.

Abbey Gets 96 SOA Masters

NEW YORK — Sounds of America, the gospel label owned and operated by Johnny Brooks, Atlanta, has sold 96 masters to Abbey Records here. The masters will be released on eight albums on the Gloryland label and retail for $1.89. Among the artists featured will be the Royal Blackwood Singers, the Tre-bleires, Little Jimmy Demsey and his gospel guitar, the Sens-ators Quartet, the Georgians Quartet, the Soul Searchers, the Bill Cobb Trio, and the Big Chief Weatherington. Brooks said the eight albums were the first of a series.

MRS. G. T. (MOM) SPEER, of the Singing Speer Family, turns over her check for $100 to the Gospel Music Association for lifetime membership. Son Brock Speer looks on as does GMA executive director LaWayne Satterfield.

Victor studio. This is the first in a series of stereo-gospel albums which he will record.

The first full-length album of the Christian Troubadours titled "The Christian Troubadours Filled With Praise," was released while the group was on a big Western tour. The Swedish Gospel Singers, who cut their first Nashville album for Heavan's store in December, have returned for a second session, arranged by Rick Powell. They flew to Nashville following a trip to Hawaii, part of a year-long tour. Heartwarming Records has recorded Wally Brown, recently organist from Oklahoma City, Conn. Music sent its largest classical organ to Nashville just for the sessions, which was done in the large RCA recording TV and booking contract with Skyline.

Shaped Notes

The Gospel Music Association's lovely executive director, LaWayne Satterfield, is designing a special brochure for GMA, which will be distributed to all GMA members. An interested member is asked to write to R.E.P. Records, R.D. No. 1, Box 30, Hunei, Pa. Heartwarming Records has recorded Wally Brown, recently organist from Oklahoma City, Conn. Music sent its largest classical organ to Nashville just for the sessions, which was done in the large RCA recording TV and booking contract with Skyline.

AST Confirms Cassette Entry

CHICAGO — Ampex Stereo Tapes confirmed an earlier Bill- board report (Billboard May 20) that it would market cassettes from 17 record labels.

The initial roster will include more than 100 cassettes from the catalogs of London, Warner Bros., Reprise and Elektra Records. In addition, AST has scheduled a mid-August release including Caedmon, Contemporary, Derrin, Fantasy, He, Monument, Project 3, Sop- ter-Wand and Vanguard.

According to Donald Hall, AST's general manager, by September, AST will increase its cassette catalog to 250 selec- tions; by year-end to more than 500. Single album cassettes retail for $3.95.

'Upbeat' Show in Color in 2 Wks.

CLEVELAND — "Upbeat," the syndicated hour bandstand show hosted by Don Webster, is going to color in the next two weeks in all markets. Herman Spero is producer of the show, and NBC has more than 40 cities, making it the prime user of NBC's talent. The show originates here on WEWS-TV.

Musidisc Becomes 1st French Record Firm to Go 4-Track

PARIS — Musidisc is to enter the 4-track tape cartridge field in July when it will market twenty albums, producing an initial batch of 1,000 of each.

Announcing this exclusively to Billboard, M. Pierre Berjon of Musidisc said: "The company was convinced that there was a gap in the market for cartridges in Europe but largely in the 4-track format because the 8-track machines and cartridges were too expensive.

Musidisc will retail its car- tridges — featuring mainly clas- sical and light music — at 32 francs ($6.40). The duplication will be done by Liberty Rec- ording of Omaha, Neb., and three U.S. companies — Audio Devices, Telepro and Amerline — will supply the cartridges.

Loading will be done at the Musidisc factory at Courbevoie, outside Paris, to reduce tax and customs charges.

Musidisc is thus the first French record company to enter the 4-track cartridge field. The only other company to market imported cartridges here is RCA which uses the 8-track system. Said Berjon: "Our estimate is that there are about 10,000 4-track players in use in France at present. They sell at about 72 dollars. But there is a shortage of product. We aim to fill that gap.

'Already General Motors in France are fitting their Opel and American models with 4-track players and I am convinced that the market has great potential.'

Musidisc also plans to export cartridges to the Common Mar- ket countries where licensing rights permit.

JUNE 3, 1967, BILLBOARD
Shop, and Haggard; general manager of Buck Owens Enterprises, Mrs. Thompson, Owens and Buckaroo Don Rich.

MERRLE HAGGARD and Bonnie Owens receive a key to the city of Murfreesboro, Tenn., from Mayor W. H. Westbrook. From left: Westbrook; Jack Jackson, Tree Publications; Buz Wilburn, Capitol Records; Haggard; WATE DJ Don Register; Joe Van Sickle, owner of The Music Shop, and Miss Owens.

Good News for Men 45 to 64

HEART RESEARCH IS PAYING OFF

There is good news for U.S. men in their most productive years of life – 45 to 64. The overall death rate from cardiovascular diseases for this group is down 7% since 1950 due primarily to:
- a 52% drop in the death rate from hypertension and the heart disease it causes;
- a 24% drop in the death rate from stroke.

Only the heart attack death rate slows this trend; it is up 5% for men in the best years of business life.
Your Heart Association is intensifying its program of research, education and community service in an all-out effort to gain greater control over heart attack and all other forms of cardiovascular disease – the #1 U.S. killer. Your contribution is a good investment in your heart and business.

GIVE ... so more will live

HEART FUND

JUNE 3, 1967, BILLBOARD
NASHVILLE — In a change of direction, Columbia here has signed two country acts and is said to be negotiating for more. Bob Johnston, a/k/a director of the Nashville recording studio, was hospitalized for a checkup, and unavailable for comment.

Columbia has signed Judy Lynn, formerly of Musical Records, and Johnny Sea, who was with Warner Bros. Miss Lynn, who has recorded for Nashville, and Johnston has been contactsng publishers to find material for her. Johnston just signed Louie and Ousar and will record next week.

Moeller: Specialists to Far East

By BILL WILLIAMS

NASHVILLE — Larry Moeller has become one of the top talent buyers to the Far East. Moeller, of the Talent Agency, has booked Jimmy Dickens for 10 weeks in the Orient for the third year; Merle Travis for two months; the Four West for eight weeks in the Orient for the third year; Merle Travis for two months; the Four West for eight weeks; Justin Tubb and his band for 10 weeks, and currently is working on the booking of Dottie West for next January.

The artists are booked to play midnight bas in Japan, Okinawa, Taiwan, the Philippines, Thailand and Vietnam. The shows are bought and sold by Dave Moore, an ex-GI, who now makes his home in Seoul, Korea, and works through G&H Productions in Naha, Okinawa. Moore and Moeller have never met, have had only one phone conversation during their four-year association. All of the work is handled by correspondence.

Owners of the Oriole, which is a promotion by the Greenwich Village, New York, have a show on the coast with a Japanese performer. They are looking forward to the show and hope to get more of the same.

Moeller also has booked Hank Snow back to the Far East for the second time. In addition to playing the military bases, Snow also plays some civilian concerts in Japan.

Moeller: Specialists to Far East

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WWSM's 'Opry' Plans Summer Schedule

NASHVILLE—The "Grand Ole Opry" will go into its summer schedule of three weekend performances beginning the weekend of June 3. At the same time, the Nashville Tennessean will start its summer park concert series, featuring stars of the "Opry." This will be the second straight year in which country artists are used exclusively in the concerts. The "Opry" performances will include a single show on Friday night and two separate shows on Saturday night, with a 30-minute pre-recorded intermission to allow eating and refilling the Opry House. This will allow up to 10,000 persons to view the show live each weekend. All reserved seats for which the shows are sold out already, but general admission sales for each performance go on sale the week of the show.

Throughout the summer, the video-taping of the National Life-sponsored TV show will be done preceding the Friday night "Opry," again with a live audience.

The Park concerts, held on Sunday afternoon at Centennial Park, each week, will bring in about $10,000 in the show. They are sponsored by the (Continued on page 59)

Haggard Day Blankets Tenn. Area

MURFREESBORO, Tenn. — Capitol Records staged one of the most successful promotions ever held in this area with a "Merle Haggard Day" throughout middle Tennessee. The focal point of the promotion was Murfreesboro, five miles from Nashville. Fifteen radio stations and hundreds turned out for the event.

Radio Station WMTS, owned by Mr. and Mrs. Reeves, kicked off the group's "Giant truck" tour with running spots every half-hour for five consecutive days detailing the specific of the day. It declared a single Merle Haggard day, and every time there played on the station that was day by Haggard or by Bonnie Owens, his wife.

A remote unit was set up in The Music Shop, a retail record outlet in the town, and announced the record's release continuously through the day promoting Merle Haggard day and the "Giant truck" tour.

PICKS UP THEME

Rival station WGNKS picked up "The Merle Haggard Day" theme and declared a special day for the West Coast star. It made announcements each half-hour, and programmed heavy play of the Haggard and Bonnie Owens albums. Other stations, virtually (Continued on page 59)
If you were in Nashville at last year's DJ festival, you'd remember the highly acclaimed Columbia artist (Ray Godfrey) and you'd love the Radio City Music Hall concert, "The Difference in Me." (Columbia 4-44073). Bookings: Bill Lowery Talent, Inc., Atlanta GA 30302.

**Haggard Day Blankets Tenn.**

- **Continued from page 58**

blanketing the central grand division of the state, operated similarly. They included WOCR, Lebanon; WHIN, Gallatin; WSHL, Shelbyville; WMBC, McMinnville; WJMN, Lewisburg; WMCD, Columbia; WAGG, Franklin; WEKR, Fayetteville; WJJG, Tullahoma; WMSK, Manchester; WBWF, Woodbury; WDXE, Lawrenceberg, and WCDT, Winchester.

Outdoor signs welcoming Haggard were posted in Nash- ville and Nashville-area communities, and at the recently opened Ernest Tubb Record shop, and all broadcast promotions.

The highlight of the affair was the personal appearance of the performer at The Music City Barn.

There WMTS and Capitol presented Haggard with an "achievement trophy" for having the No. 1 requested and selling album in the area, "The Lonesome Fugitive." A key to the trophy was presented to the artist, and an official proclamation was read, declaring Merle Haggard the "Official Musician of Abilene." Part of the activity was broadcast live by WMDE, Abilene.

Miss Mae and Miss Oe then autographed albums, held a luncheon, and press interviews, followed this with appearances at the Ernest Tubb record shop, and on the "Grand Ole Opry" that same night.

Radio station WENO in Nashville also broadcast a special tribute to Haggard. Capitol officials said Haggard singles and albums were completely sold out in Middle Ten- nessee stores within the next few days.

**K-ARK 745**

- **Thin Line**

**Bobby Johnson**

**Breaking Big in Texas**

Distributor for **K-ARK:**

**JAY-KAY**

**in DALLAS**

**June 3, 1967, Billboard**
Dolly Parton sings "Something Fishy" (MONUMENT 1007)

"More clever material penned by Miss Parton and performed to perfection, this one should" fast top her 'Dumb Blonde' hit and establish her as one of the label's consistent top sellers."

BILLBOARD, May 20

"It is!

---

Country Music

HOT COUNTRY SINGLES

This Week Last Week TITLE Artist, Label, Number & Publisher Weeks on Chart

2 15 "IT'S SUCH A PRETTY WORLD TODAY" Hank Snow, Capitol 5844 (Black Book, BMI)
3 12 "I THREW AWAY THE ROSE" Marty Haggard, Capitol 5844 (Blue Book, BMI)
1 10 "SAM'S PLACE" Buck Owens, Capitol 5855 (Blue Book, BMI)
4 14 "YOUR GOOD GIRL'S GONNA GO BAD" Tammy Wynette, Epic 10134 (Geffen, ASCAP)
5 12 "IF I KISS YOU" Loretta Lynn, Chart 1450 (Sneakback, Youngs, BMI)
6 7 "ALL THE TIME" Jack Greene, Decca 32123 (Cedarmont, BMI)
7 8 "WALKIN' IN THE SUNSHINE" Roger Miller, Smith 2381 (Time, BMI)
8 14 "JACKSON" Johnny Cash & June Carter, Columbia 44074 (Sesquicentennial, ASCAP)
9 7 "RUBY, DON'T TAKE YOUR LOVE TO TOWN" Johnny Darrell, United Artists 3072 (Geffen, BMI)
10 11 "DANNY BOY" Roy Acuff, Columbia 44024 (Red Rose, BMI)
17 6 "WITH ONE EXCEPTION" David mustard, Epic 10114 (Geffen, BMI)
13 10 "MENTAL REVENGE" Waylon Jennings, RCA Victor 9146 (Capitol, BMI)
16 7 "MAMA SPANK" Lyle Allred, RCA Victor 9163 (4 Star, BMI)
14 12 "PAPER MANSIONS" Johnnie Wright, RCA Victor 9119 (MGM, ASCAP)
15 15 "NEED YOU" Sonny James, Capitol 5825 (Biko, ASCAP)
21 6 "I KNOW ONE" Charlie Pride, RCA Victor 9162 (Jack, BMI)
17 16 "LIFE TURNED HER THAT WAY" Mel Tillis, Kapp 804 (Wilhelm, BMI)
23 5 "MISTY BLUE" Easy Brown, RCA Victor 9183 (Talent, BMI)
19 20 "JUKEBOX CHARLIE" Johnny Paycheck, Little Darlin' 0029 (Sheffield, BMI)
17 13 "I'LL COME A Runnin'" Carl Smith, RCA Victor 9168 (Bristol Arbor, BMI)
29 19 "ANYTHING YOUR HEART DESIRES" Billy Walker, Monument 997 (Kent, BMI)
24 24 "SPEAKING CROSS THE BORDER" Merle Travis, Columbia 44067 (RCA, BMI)
23 20 "WALK THROUGH THIS WORLD" George Jones, Musicor 1229 (Starday, BMI)
24 26 "FIFTEEN DAYS" Wayne brush, Decca 32105 (Forest Hills, BMI)
25 18 "JUST BEYOND THE MOON" Don Gibson, Capitol 5609 (Columbia, BMI)
37 4 "RUTHLESS" Sheriff Brothers, Columbia 44076 (Tree, BMI)
23 7 "BOTH SIDES OF THE LINE" Johnny Jackson, Capitol 5386 (S&R, ASCAP)
28 30 "DECEASED MY TAIL" Jim & Jesse, Decca 19138 (Silver Star, BMI)
42 4 "IF YOU'RE NOT GONE TOO LONG" Loretta Lynn, Decca 31217 (Tree, BMI)
41 4 "RAMBLIN' MAN" Ray Pennington, Capitol 5655 (Parlay, BMI)
31 8 "ALL MY TOMORROWS" Hoot Heston, Pacific 1087 (La-Mot, BMI)
35 6 "BRININ AGAIN" Wilburn Brothers, Decca 32177 (SureFire, BMI)
29 35 "BOB" Wilburn Brothers, Starday 709 (Jax, BMI)
32 32 "HARD SHARK FACTS OF LIFE" Lefty Frizzell, RCA Victor KG60 (Dot, BMI)
40 19 "WATCHMAN" Carl Smith, Columbia 44067 (Tree, BMI)
36 33 "COUNTRY MUSIC LOVER" Little Jimmy Dickens, Columbia 44043 (Tree, BMI)
37 7 "DRIFTING APART" Warrner Mark, Decca 32002 (Page Day, BMI)

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JUNE 3, 1967, BILLBOARD
The THE SELLING Canadian-produced record ever, "Canada" by the Vagabonds, was also the first chart-topping hit by a group from Bobcaygeon, a national figure. Here, the Hon. Judy LaMarsh, Secretary of State, presents Gino Vannelli, a gold record on behalf of the Centennial Commission, through Quality Records, Ltd., single distributors.

U.S., British Soundtracks Dominating Action in Italy

SYDNEY Next Stop For WM's Faeq

BRUSSELS—After 13 days in Tokyo and four in Hong Kong, Felix Faeq, president of World Music Ltd., has completed his six-week world tour when he flew to Sydney, Australia, Tuesday (30).

Faeq is meeting representatives of the various mechanical right societies and looking for foreign material available for exploitation in Europe.

He visited Auckland, New Zealand from June 8 to June 10 then flew via Fiji and Tahiti to Honolulu where he arrives June 17. He flies to Los Angeles for a week on June 22, spends three days in San Francisco and returns to Brussels via London on July 2.

Barclay-Riviera Boosts Festival Artists With a 40G 'Showcase'

By MIKE HENNESSEY

PARIS — Barclay-Riviera produced an impressive live feed of its contract artists for a $40,000 four-hour promotion campaign tied in with the Lily of the Valley Festival of Chaville, a town just outside Paris.

Headed by U.S. artist Percy Sledge, "the Barclay artists played to a million people the four days. Artists included Nicoletta, Guy Marchais, Patrice Carlé, Maurice Fanon, Henri Tachè, Erick Montry, Ricardo, Michel Orso, Michel Mallory, Monty, Noelle Corder, Franck Alamo, Jacques Martin, Michel Delpech, Miroll Mathieu, the Yarbirds, Eddie Mitchell, Los Bravos, Jean Ferrat, Nine Ferrier, Jean-Claude Amouroux and Hugues Aufray.

The four-day festival was broadcast live from the Chaville sports stadium by the ORTF and filmed for subsequent TV presentation.

The event provided a tremendous impetus for the Barclay and Riviera artists, for in a four-hour coverage there were daily flashes about the event on both radio and television in the preceding three weeks.

Before in France there has been such a concentration of record artists, all exclusively contracted to one company (Barclay-Riviera).

The idea of the four-day Barclay offensive came from promotion man Yves Korbelman who spent weeks making arrangements and fixing contracts. Musical artists included for the first time in the festival were by Claude Donjon who also conducted the orchestra.

During the festival Barclay had a stage at the side of the stage, and brisk sales were made by the presence of many recording stars who signed the discs for customers.

To coincide with the appearance of the festival, Barclay rush-released the album "When a Man Loves a Woman," and the album "Man of Left Field" and "My Special Prayer."

Distrib. Set Up By Hartmann

FRANKFURT—Heinz Hartmann, formerly with CBS in New York, is now in charge of the Rendesvous - Schallplatten Verlag record company firm stressing a repertory for the discriminating.

Hartmann's firm is headquartered at Reichszeithein am Taubhof. He said the new company was primarily on import of "interesting and exceptional" foreign music.

One of its initial successes has been recordings by the French composer Claude Marchand, for last year's "Chanson Festival Paris." Another success has been the recording of "Les Voix de Fables," a fine work of Marcel Courujoud and Societe Francaise de productions Phonographiques and SPP records, for the "Chanson Festival Paris." He hopes to establish an analogous firm in Germany for the Savoy label of the Gramophone Company of London.

Hartmann intends to establish similar firms in Germany under the Rendesvous label at a later date.

Radio Luxembourg, Phillips Tete Phile

PARIS — Phillips, in conjunction with Radio Luxembourg, is promoting an International Pop Festival at the Palace des Sports, Tuesday (17). With two concerts featuring artists under contract to Phillips and associated companies.

Artists appearing include the Who, the Troggs, the Pretty Thing's and Jimmy Cliff, Dave Dee, Doozy, Beaky, Mick and Tik, Ronnie Bird and Echung. Radio Luxembourg deejay Rosky will emcee the two concerts.

The Festival will be filmed for later showing by the television service of the O.T.P.F. and broadcast live by Radio Luxembourg, with the Tomahawk record sections of the Festival for release in album form.

Rights to 4 Tunes

BRUSSELS — Ardmirkko & Beechwood has acquired the right of "Dead End Street" to the Eagles, "My Sharona," and "You Can't Hurry Love." The recordings are being distributed in Germany.

Of the 49 songs competing in the "A Record for the Summer" radio contest, open until June 10, 31 are published by the associated publishing companies and holding the rights to the recordings. This emphasizes the increasing tendency of publishing companies to have their songs by artists in their own record division rather than seek deals with other companies for distribution.

Of the remaining 18 songs, nine are exploited in the traditional way. Various agreements have been reached with the other nine, between the associated record and publishing companies to split the profits.

Although the contest has an important influence on the charts in previous years, few leading artists have participated in fact there is an abundance of lesser-known artists, including new names, among the entries.

The contest is organized by the Italian Association of the Phonographic Industry.

CBS Germany Cuts 'Theme' in Russian

FRANKFURT — German CBS claims to have the sole authority of the original song "The Theme From Russia," the first recording of the song in Russian.

German CBS' authentic 'Theme From Russia' (RCA-Italiana) was introduced by Ivan Rebroff, and is also interpreted by Rebroff to the accompaniments of a balalaika orchestra.

This is the 10th version of the song from the film. "Dr. Zhivago," and all others, have been produced in Germany. In addition, five foreign recordings of the song are being distributed in Germany.

31 of 49 Summer Entries Publish-Linked
THE BIG HIT

A GIANT NEW ALBUM BY...

THE 4 SEASONS
NEW GOLD HITS

CONTAINING TOP CHART HITS
"BEGINNIN" AND "TELL IT TO THE RAIN"
PLUS NEW GOLDIES!

FEATURING THEIR INSTANT SUPER HIT SINGLE
C'MON MARIANNE

PHM 200-243/PHS 600-243

FANTASTIC NEW PRODUCT THAT SHARES THE LOOT!
Telefilm Saar's Musicals, Dramas Going World Route

SAARBRUCKEN, W. Germany — Musical shows and drama productions made by Telefilm Saar Ltd., here, are now being sold to 35 countries all over the world. And director Dieter Bach reports that Eastern European countries are showing interest in these films.

Telefilm Saar Ltd., with a staff of 110, is currently making a six-part TV series starring French singer Gilbert Becaud whose disks are released here on Electrola. Directing the series is Truck Brans, who won the TV award in Prague for his film "Bolina" and who also directed the highly successful series "Portrait in Music," in which company produces the "My Melody" and "Dream Melody" shows for the German TV stations, and will produce special shows for the U.S. "We want to give a cross section of European musical life," said Bach. "And this includes promoting unknown talent."

Telefilm Saar's sales director Horst Vetter told Moscow that he has already asked for the Begaud series and this month a Telefilm Saar film was shown at an International Film Festival in Austria.

The series is Truck Brans, who won the TV award in Prague for his film "Bolina," and who also directed the highly successful series "Portrait in Music," in which company produces the "My Melody" and "Dream Melody" shows for the German TV stations, and will produce special shows for the U.S. "We want to give a cross section of European musical life," said Bach. "And this includes promoting unknown talent."

VILLENKEN, W. Germany — Some of Germany's best swing sounds are coming these days from this picturesque town in the Black Forest where the headquarters of the SABA record company is located.

When Hans Georg Brunnner, who launched his jazz-oriented company two years ago, bringing together several German jazz critic Joachim Ernst Berendt as his ad man, Berendt is released, and undertake a range of jazz was represented in the SABA catalog and the repertoire now ranges from the vintage music of the Tuxedo Jazzband to the ultra modern sounds of the Nathan Davis Quintet.

Berendt said: "We want to record and promote the jazz music which is often passed over by other companies. International jazz magazines always comment about the great music which is not getting the attention it deserves. This is the kind of music which is being made here in Europe and America. We try to give this talent the opportunity it deserves."

To extend their operations in the jazz field, the SABA company recently acquired the rights to distribute the U.S. Prestige label in Germany. The first 40 albums to be released feature such artists as Miles Davis, Sonny Rollins, Artie Zoller, John Coltrane and Chet Baker and vocalists Annie Ross and Ella James.

Featured on SABA's own label are the following bands: composer-arranger George Russell, tenor saxophonist Don Menza and Hans Kolb; the American group Turbulence; and Vassilis Argyropoulos, who has been touring internationally.

Prize to 'Mouskouri'

HAMBURG — The Grand Prix du Disque of the IFPI, has been awarded to the Philips LP, "Nana Mouskouri," a collection of the recent best from the Philips chanson and folk sing. The title song is "Le Dernier Rose de l'Eté," which she sings in the original French. She has also recorded the song in German as a single under the title "Lettze Rose.

ADELAIDE — Bovensens, Boven's pop LP chief, announced new releases in the series at the recent International Festival. Boven, F. P. Arndt, featured the David Carrick song. The Peel has been the hit of the season.

Bonahe Mouskouri, Bovensens' pop LP chief, announced new releases in the series at the recent International Festival. Boven, F. P. Arndt, featured the David Carrick song. The Peel has been the hit of the season.

SABA Expands in Jazz Field—Adds Distribution of Prestige

LONDON — Belgian-born Adano will come here later this month for a campaign to establish him in the British market.

He is one of the hottest sellers across the English Channel, but his records so far released here have had minimal impact. Adano will cut 16 titles in English, supervised by Norrie Paramor and arrangements and accompaniments directed by Ken Stringfellow and trumpet Maxine Schoof.

Prize to 'Mouskouri'

HAMBURG — The Grand Prix du Disque of the IFPI, has been awarded to the Philips LP, "Nana Mouskouri," a collection of the recent best from the Philips chanson and folk sing. The title song is "Le Dernier Rose de l'Eté," which she sings in the original French. She has also recorded the song in German as a single under the title "Lettze Rose."
**LONDON**

Islandland Records is launching a new subsidiary label, Studio Virtuoso, which is aimed at the growing West Indian market in many of Britain’s major cities. Material will be produced by Crompton Spencer-Doyle.  

**MILAN**

Enrico Carrara is the new president of Fonit-Cetra. Renato Zaccone is the new general manager of the distributing director. Dalli Juke Box has been overhauled and moved, with associated publications coming to a new office at Via Balerna 11, Milan.

**Tiffany Records**

**TRUMPETY CRAZY**

The Monkey is a new hit for RCA Italian releases. The Top 200 and the Top 100 lists at the time are:

1. “I’m a Believer” (RCA-Italian) has been at the top for five weeks.
2. “The Monkey is a New Hit” (RCA-Italian) has been at the top for four weeks.
3. “Puppet on a String” (RCA-Italian) has been at the top for three weeks.

**NEW YORK**

The Beatles were voted most popular group by a teenage magazine. The Rolling Stones were voted second. Lalla Leone (Brahms) has been released on a new label in America. The record label is a young company which will be especially popular with the young generation.

The Beatles have been rescheduled for a concert in Italy. The concert is to be held at the Olympic Theatre in Milan. The Beatles are expected to arrive in Italy next week.

The Beatles are due to appear at the Forum in London, England, on October 8. On September 27, the Beatles are due to appear at the Forum in Paris. On September 28, the Beatles are due to appear at the Forum in Rome. On September 29, the Beatles are due to appear at the Forum in Milan. On October 1, the Beatles are due to appear at the Forum in London. On October 2, the Beatles are due to appear at the Forum in Paris. On October 3, the Beatles are due to appear at the Forum in Rome. On October 4, the Beatles are due to appear at the Forum in Milan. The tour will coincide with the release of their new album in Italy. The tour will coincide with the release of their new album in France. The tour will coincide with the release of their new album in Germany. The tour will coincide with the release of their new album in England. The tour will coincide with the release of their new album in America. The tour will coincide with the release of their new album in Australia. The tour will coincide with the release of their new album in Canada. The tour will coincide with the release of their new album in Mexico. The tour will coincide with the release of their new album in South America.

**PARIS**

Jean Baze presented a concert at the Palais de Chaillot on May 21. Djalma Dutron’s big vogue hit, “Peau d’enfants,” passed the 200,000 mark. Producer George Van der Marck released an album of American West Coast music in France. The album is a big hit. Van der Marck has recorded a new album of American West Coast music in France. The album is a big hit.

Wend Records group, the Kingsmen, set a new record at Tippocine Gardens, Lonsdale, in their latest hit, “Red and Blue.” The hit is on the Top 10 of the Hit List. “Six Flags Over Texas” is on the Top 10 of the Hit List.

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How to broaden your market dimensions in leisure and learning at home and work and play

Alert professionals and marketing men have long recognized the vast sales potential of "leisure and learning." Thousands use Billboard publications regularly to reach the responsive audiences that add profitable new dimensions to their marketing plans. And you can too in these "leisure-learning" fields.

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- For new market dimensions in sound equipment and recordings—the exciting world of live classical music—use HIGH FIDELITY/MUSICAL AMERICA.
- For new market dimensions in leisure-making appliances, home entertainment equipment, and housewares, use MERCHANDISING WEEK. (Our latest acquisition).
- For new market dimensions in the world of live, mass-entertainment, use AMUSEMENT BUSINESS.
- For new market dimensions in art, whether professional, commercial, or as a hobby, use AMERICAN ARTIST.
- For new market dimensions in the world of photography techniques, equipment and supplies for professionals and amateurs, use MODERN PHOTOGRAPHY.
- For new market dimensions in the growing field of automatic merchandising and contract food service, use VEND.

Other merchandising services of the corporation that provide new market dimensions include, at present: Record Retailer—Britain's only business weekly for the international music-record industry; Astrostereo—providing American Airlines passengers with the best in recorded music; Record Source International—programming recorded music for broadcasters throughout the world; Record Research—analyzing weekly retail record markets; Watson-Guptill—publishing the fastest growing catalog of art and craft instruction books. Plus twelve directories, each merchandising an important facet of the markets we serve; all backed by modern composition and printing facilities and the latest modern computerized fulfillment and management information services.

THE BILLBOARD PUBLISHING CO.  
for new dimensions in leisure and learning

NEW YORK  CHICAGO  CINCINNATI  NASHVILLE  LOS ANGELES  GREAT BARRINGTON  LONDON  PARIS  MILAN  TOKYO
Stereomatic to Test-Market Players Via Gas Stations

by Larry Finley

It is an acknowledged fact that California has been, and still is, the real stronghold of the 4 track stereo tape cartridge industry and there has been a marked increase in sales in that area of both the 4 track and 8 track cartridges.

Mel Arnold Price, Manager of Tape Operations for MGM/Verve, reports a very noticeable upswing in the 8 track field during the past 60 days. As an example: In Los Angeles (which has predominantly 4 track), Mel reports that sales of MGM/Verve cartridges are now almost equally divided between the two configurations. He also reports that the same ratio exists in San Francisco.

ITCC reports that not only is there a gradual increase in the 8 track market, but there is also a tremendous increase in the movement off the dealer stalkers of 8 and 4 track cartridges.

To meet the growing demand for both the 8 track and 4 track cartridges, ITCC is still expanding its catalog, according to the following listings. Recently, Scepter-Wand was added, making available to ITCC distributors such great artists as Donna War- rick, The Shirelles, B.J. Thomas, Wesley Walker...

In addition to these labels, ITCC offers the Nation's outstanding catalog of STEREO-MATIC. Gucci described different types of in- ventory which sell well in specific metropolitan areas.

"On the West Coast around Los Angeles, Gucci described the current setup of the market. Gucci said, "to know what we're doing and what we need to stock here." Gucci said.

Currently Stereomatic is packaging special assortments for dealers. 'We study the Top LP's charts and plan to consider all our area preferences,' Gucci said, "then we know what to sell a dealer.

As an example of how preferences can change even within this market, Gucci described different types of in- ventory which sell well in specific metropolitan areas.

"On the West Coast around Los Angeles, you have a heavy concentration of record stores, says Gucci. "People who have moved up from Kentucky and Tennessee, and this is strictly a 4-track market."

The Southeast section and the area from 11th and Michigan, Gucci said, is "predomi- nantly a rhythm and blues market area. Again, this is almost 100 percent R&B in Michigan.

4 & 5-Track Demands

"In the Southwest section there's more rock 'n' roll but when you get into the East Northwest you start hitting 8-track people who want easy listening music and pop vocals."

That being the case, the differences are quite obvious, Gucci pointed out, "there's no music but 8-track. In the West you have many radio stations that have easy listening."

"But overall," Gucci pointed out, "we have a very heavy concentration of rock 'n' roll. Kids are buying units like crazy in this area and they're buying 4-track."

"And in the Southeast section there's more rock 'n' roll but when you get into the East Northwest you start hitting 8-track people who want easy listening music and pop vocals."

For some reason a large number of people want albums that have a variety of styles and different types of music. Gucci said.

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For some reason a large number of people want albums that have a variety of styles and different types of music. Gucci said.
LOS ANGELES — Capitol has initiated talks with Detroit about car utilization of its newly-developed 8-track home players which offer fast forward and cueing devices. The two new 8-track machines will be publicly displayed at the June 23-28 New York Consumer Electronics Show, Erle Bruder, Capitol’s special products manager, has already shown the units to General Motors and Ford, with both manufacturers showing an interest in the sophisticated engineering. Capitol will have prototypes ready by the end of July.

The units are manufactured for Capitol by Universal Tape-dex Corp., which would manufacture the car units as well as the original factory equipment and inset as an after market product.

MUNTZ STORE IN ENCINO

ENCINO, Calif. — Roy Woods, an Oklahoma tracking company official, and Bob Brinster, a former car salesman, have opened a Muntz Stereo City franchise at 1733 Ventura Boulevard. The 10,000 square foot store was formerly a foreign car dealership. To herald its opening, the store placed ads on two San Fernando Valley and Los Angeles radio stations.

Cap., Detroit Talk on Adapting 8-Track Home Unit for Autos

MULCAHY SETTING UP A BUSINESS COMBINE

NEW YORK — William Mulcahy, former TelePro Industries president, has initiated a series of home ventures within the tape CARtridge domain.

According to Mulcahy, he will set up offices in Moorestown, N. J., where he will provide consultation services and an array of services including business management, consultation and specialized marketing services. Mulcahy resigned from TelePro on May 4 (Billboard, May 20). However, one of Mulcahy’s first clients for his consultation service will be TelePro.

In addition to the marketing and consultation operation, Mulcahy has incorporated Tape Services, a company devoted to providing semi-technical services such as cartridge repair for dealers and their customers. Tape Services will also handle high-speed blank-tape loading and a broad spectrum of functions which Mulcahy considers now being performed unreasonably or being overlooked by various segments of the industry.

Mulcahy had been with TelePro for three years. In January 1965, he assumed the company’s presidency, which he held until May, 1967.

Mulcahy, one of the tape cartridge industry’s pioneers, had been in senior management positions at RCA, United Aircraft and several semi-conductor operations prior to his stay at TelePro.

orders for the home units had already taken place. A network of 27 company’s initial production run with UTX, which has eight patents pending.

Separate Hookup

The special products division is establishing a separate UTX distribution hookup for the home units. All will be sold through the UTX and Capitol logos. A network of 27 distributors will handle the UTX line, with Capitol’s normal branch operation selling its own brand name. The two-step distribution for UTX is being set up to ensure products for salesmen to penetrate high fidelity component dealers and auto-motive outlets. Capitol feels the new solid-state equipment is of a caliber commensurate with the demands of hi-fi buffs.

The two units of UTX cartridge features hitherto unavailable in previously engineered models which did not allow for discriminate selection of tunes within a program.

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I am interested in details concerning your line of 8 and 4-track stereo tape cartridges.

Name

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City State Zip Code

Tape CARtridge

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Universal Tapedex
Proudly Announces
THE BIRTH
OF AN INDUSTRY...

UTX brings the cartridge home — The first quality 8-track stereo cartridge system, specifically designed and engineered for high fidelity reproduction!

UTX proudly announces the appointment of Capitol Records Distributing Corp., Special Products Division, as its national marketing force.

UTX announces limited availability of exclusive distributorships in the home entertainment systems and appliance markets.

WELCOME! NEW UTX DISTRIBUTORS
All South Distributing Corp., New Orleans, Louisiana
Allied Recorded Sound, Houston, Texas
Arizona Sundries, Phoenix, Arizona
J. W. Roll, Inc., Dayton, Ohio
King Sales Co., Inc., Jacksonville, Florida
Pic-A-Tune, San Francisco, California
Shuler Distributors, Inc., Cleveland, Ohio
United Tape and Instrument, Los Angeles, California

Our complete product line will be shown at the 1967 New York Consumer Electronics Show, Room A-501
Americana Hotel, June 25-29

UNIVERSAL TAPEDEX CORPORATION
CONSUMER PRODUCTS DIVISION
7660 Gloria Avenue, Van Nuys, California 91406
Telephone: (213) 989-3370
CAPITOL HAS TWINS!

THE LEADER IN 8-TRACK HAS REALLY ARRIVED WITH TWO BRAND NEW TAPE CARTRIDGE PLAYERS YEARS AHEAD OF THEIR TIME! WE MAY BE A LITTLE PREMATURE IN SHOWING OUR PICTURES OF THE APOLLO AND THE SATELLITE NOW — AS WE EXPECT INITIAL ORDERS TO FAR OUTWEIGH OUR SUPPLY, BUT WE'RE SO PROUD OF OUR NEW ADDITIONS, WE JUST CAN'T WAIT! YOU'LL BE PROUD TOO WHEN YOUR CUSTOMERS COME IN TO CUDDLE AND ADMIRE THE DELICATE FEATURES OF THE APOLLO AND THE SATELLITE:

- fast forward
- SENS-A-MATIC — tune selectivity
- EJECT-A-MATIC — safeguards and prolongs life of tape and equipment
- automatic off or continuous play
- illuminated program indicator
- vertical head tracking — eliminates crosstalk

... AND MORE! WE'VE ALREADY BUILT THE FINEST 8-TRACK CATALOG IN THE RECORDING BUSINESS — The Beatles, Frank Sinatra, Lou Rawls, Nancy Wilson, Wayne Newton, Dean Martin, Judy Garland, Buck Owens, Al Martino, The Lettermen, The Beach Boys, Jackie Gleason . . . NOW WE'VE GOT THE LATEST — AND FINEST — EQUIPMENT WITH WHICH TO ENJOY THESE TOP ENTERTAINERS. SO CAN YOUR CUSTOMERS! CALL YOUR CAPITOL REP. HE MIGHT EVEN GIVE YOU A CIGAR!

Best of the Beach Boys

Buck Owens

Al Martino

The Lettermen

The Beach Boys

Jackie Gleason

Copyrighted material.
Crown/Kent Division’s Opening Spurs Foreign Action for R&B

LOS ANGELES — Crown/Kent Records’ recent announcement of its newly opened tape CARtridge duplication division (Billboard May 20), has resulted in inquiries from overseas sources for rhythm and blues material. The new 4-track duplicating operation has been named Morn-Ken Tape Co. and has received inquiries from a New York producer, Barbor Records, for the ship amounting to $600,000 worth of titles to Europe. According to Kent executive Saul,“Barbor has been asking for significant quantities of the first 42 titles on Modern connections courses, and have a major need in Europe for rhythm and blues cartridges,” Bihari said last week.

The parent company is also being asked to develop and open reel tapes from its r&b catalog, with the request probably at 3-ips. Crown/Kent has been out of the open reel tape business for three years, “because sales had fallen off,” Bihari said. “Budget tapes were getting down around the $1.00 range and we couldn’t make any money off them.”

Bihari added that his local disk distributor, California Records, is scheduled to order 500 of each of the first 42 Modern cartridge titles. The initial release will be reserved for disk retailing, and only introduced in Modern’s catalogs. Bihari feels that the title list “will knock the wheels off the competition,”

No Price Set Yet

The price for the Modern blue dreams aren’t set yet, Bihari said. He wants to discuss this matter with several of his distributors. “At $4.98 we can just break even,” he said.

Modern is also contemplating entering the 8-track market, although it will probably have to custom duplicate its merchandise.

Craig Panorama to Unveil 8-Track-Only Unit at Show

LOS ANGELES — Craig Panorama will unveil its first 8-track CARtridge player at the forthcoming Consumer Electronics Show in New York, June 25-28. The company has already unveiled its 4 and 8-track models, which were priced at $99.95 and currently has two 4-track card models on the market.

The new equipment encompasses two 8-track player, one compatible and four new 4-track players. For the home, Craig will unveil two 8-trackers and one 4-track. Prices on the machines has not yet been determined.

All the units are manufactured to Craig’s specifications by one of four Japanese companies. According to touring director Jim Rastell, the electronics show is of major significance to his firm’s tape product line. A total of 20 products, new and cartridge, will be shown.

Foreign Language Courses Given on Philips Cassettes

HAMBURG — One can now learn foreign languages on Philips magazine recorder.

Visiting Hauß, Freiburg, is offering music cassette courses in French, English, Spanish, Italian, and German for $29.50 and the Russian course at $34.50. A Laboratory in price.

The cassettes are recorded from special foreign language material, the total playback time of about three hours. The cassettes are designed for simultaneous audio-visual instruction, the student playing the cassette and text in the printed course materials.

Visiting is also offering special tourist-language courses in French, English, Italian, and German. Each course is priced at $12. These courses are abbreviated language cassette. Their playback time is 50 minutes and their material is built around a vocabulary totalizing 2,500 words.

The premise behind the tourist-language cassettes is to help the tourist to learn only the words and phrases needed. In all the courses, the student works off an illustrated text book, enabling him to “hear” and “see.”

American Manufacturers offer for SPECIAL SALE

production overruns tape cartridge players

- Home Units
- Car Stereo Units
- Car Monaural Units
- Past for Home & Car Units
- Monaural Music Cartridges—4 Track

For further information, write to BOX 111, BILLBOARD

JUNE 3, 1967, BILLBOARD
Famous Piano Team Slated for Banquet

CHICAGO — Ferrante and Teicher will be the featured entertainers at the annual banquet of the 1967 Music Show Wednesday evening, June 28, in the Grand Ballroom of Chicago's Conrad Hilton Hotel.

The traditional climax of the Music Show, the banquet will include a presentation of new officers, a social program and name entertainment, starring the famous piano duo.

In the past five years, Ferrante and Teicher have sold 15,900,000 records and won nine gold record awards with their entertaining routine for two pianos. Main highlights of their act is the unusual sound effects they create on their pianos, sometimes even plucking the strings inside the piano.

Both artists began playing at the age of six as students of Juilliard School of Music. Giving away their classical style, Ferrante and Teicher became popular when their piano background for the movie, "The Apartment," clicked as a recording. Since then they have recorded more than 20 albums, selling more than one million copies.

Dealers will be able to learn how they can get into the sheet music business at the Wednesday banquet, a joint session of the Music Show.

Merrill Jones of Wingert-Jones Music, Inc., Keiser's manager, will discuss the potential of sheet music, an area that will feature three speakers.

The session will begin at 8 A.M. with a continental breakfast in the Waldorf Room of the Conrad Hilton Hotel. Don Malin, educational director of the E. B. Marks Music Corp., and president of the Music Publishers Association, will discuss "What Does a Publisher Expect From a Sheet Music Dealer?"


Some of the new sets will continue to promote magnetic CAR-tridges with matching preamplifiers, circuit boards, air suspension speakers, dyad acoustic suspension and fine automatic record changers. The AF/FM radio will have the firm's patented automatic switching from straight FM to FM stereo, with stereo indicator light and four switches.

Several new features will be added to the line. They include flywheel Hưng, tape input and output facilities, and tape monitoring visible on the endcap. A hospitality suite in the Hilton-Golden Nash, No. 351, will be open to visiting dealers.

Pilot Skeds EIA Exhibit

YONKERS, N. Y. — Pilot Radio and Television Co., a subsidiary of National Union Electric Corp., will introduce its new line of stereophonic high-fidelity components and compactors at the Electronic Industry Association's Music Show June 28.

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GE Promotes With Free Tape

SYRACUSE, N. Y. — General Electric's line of portable reel-to-reel tape recorders will be promoted with the purchase of any of six portable reel-to-reel tape recorders, (Model M200, M400, M2070, M800, M909 and M1000). A purchase can obtain his free reel of tape by completing a coupon and sending it together with the purchase registration card to GE in Utica. Dealers can obtain in-store promotion kits, including the free-tape coupons, from GE tape recorder distributors.

National advertising will promote the tape offer with the slogan — "Talk to anybody anywhere in the world in 30 minutes for 29 cents." (Postage for the tape is 29 cents or less to all points.)

Audio Retailing

New Orleans Dealer Sells To Travelers

NEW ORLEANS — Located in the International Airport building at 1780 Airline Highway, Inc., offers a new concept in record retailing. Members of the jet generation flock to the airport in the country and sometimes theaveler coming back from vacation will spend a few extra minutes before flight time to browse around the convenient record store.

Owner E. B. Keifer has posted a "We Sell Anyway" sign in the window of his store so that those customers who want to take advantage of sales and special New Orleans jazz albums can make the purchase and have it there to greet when he arrives home.

Keifer's business card reads — "Catering to the traveling Music Lover ... Masterpieces of Recorded Sound From the Birthplace of Jazz." Busy album displays are featured inside the store along with numerous pictures of artists. He uses every available space to promote products, and he also has a lamp shade which is decorated with color negatives of artists.

Unlike most record stores in the South, Keifer sells only 8-track cartridges because he says the majority of the store's business comes from the northeastern section of the United States where 8-track is receiving its greatest popularity. For that reason, he finds it necessary to stock his records to what is selling in the big cities of the North, rather than his own area.

Vidaiore Moves To New Quarters

FREEPORT, N. Y.—Vidaiore Electronics Manufacturing Corp. has moved to new and larger quarters at 1780 Airline Highway, Inc., according to the president of the firm, George Miller. The new building, which is located next to the previous building to meet the growth of the company, is also expanding into a line of imported microphones, stereo headphones and other components marketed by Empire Sound Corp., a subsidiary of Vidaiore.

June 3, 1967, Billboard

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June 3, 1967, Billboard
HELP WANTED

RETAILER, PROGRESSIVE MAIL-ORDER Record Store in Northern City. Experience, Call No-Brand Records, 3-1964.

NATIONAL PROMOTION/Sales Mgr.

for swingin' West Coast band. State qualifications and salary requirements. BOX 297, Billboard 180 W. Randolph St. Chicago 60601

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SMALL RECORD COMPANIES UNITE

Write to Edward B. Epworth, RCA Records, 30 Rockefeller Plaza, New York, N. Y. 10020. All classified ads in Billboard editorial section henceforth will be mailed to this address.

MISCELLANEOUS

READ "WOMEN'S WEEK" EDITOR'S LETTER in Billboard 178, No. 17, for a different viewpoint on the industry's women. A must read with the famous Editor's letter to the P. O. Box, Dec. 1964.

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RECORD PRESSING

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ALL ENGLISH RECORDS SHIPPED BY

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1966 78s and 45 rpm albums.

Paul Cook Session.


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Aide to all British Record Dealers.

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AUSTRALIA

A.U.S.A. MFG. CO., 153 W. 37th St., New York, N. Y. 10018

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Los Angeles, Calif. 90025

DIAMOND TROTHERS INC.

11415 53rd Ave., North Hollywood, Calif.

Phone: 235-5721

FASTER PACKING. SHORTER DELAYS.

APRIL 13TH, 1967

BREAKING NEWS

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LISTEN TO THE NEWS

"REVOLUTION" IS A WAY TO THE TOP

GARY "REVELATION" WASHINGTON, HEADLINER, CALLS IT OUT IN "REVOLUTION," HIS NEW SINGING DEBUT ON JAY "VAMPIRE," AT THE JAY RECORD CHIEF IDENTICAL RECORDING CENTRE.

DENVER RETAILER FINDS THAT Specially Built Shelves for Separate Display of Tape Recorders Sells a Lot of Machines. Customers are Surprised to See the Bowdewin and Test the Equipment Themselves. Instructions cards are attached to each shelf.

Camera Retailer Constructs Profitable Recorder Display

BY ROBERT LATIMER

DENVER — "Individualizing" stereo tape recorders by construction of special bin-type shelving which provides a single, separate compartment for each player, helps camera dealer Gary Bros. to sell a larger percentage in better priced brackets, according to Jerry Gart, vice-president. Gart Bros. made its original entry into the tape recorder market with lower priced models, but, in opening a new branch store in Denver's downtown retailing area, Gart was convinced that he could likewise compete successfully in upper-price brackets. He decided to provide a separate room entirely for a tape recorder display, and created the unique individual-bin display system (see picture).

Although for the most part of vertical-type recorders, the 32 bins in the room are all finished in off-white, with dark brown hardwood strip molding over the edge of dividers and shelves. Each of the bins has two outlets for operating one recorder and at least one accessory item, to offer an alternate source of power in the event of plug problems.

A typewritten card, on display with each machine in the $350 to $550 bracket, gives full details on the system, turntable and machine, suggesting the balance on stereo players, operating buttons, handling, stop levers, etc. Standard policy at Gart Bros. has been to "let the customer sell himself": simply turning him loose in the separate tape recorder room, and encouraging him to experiment with the three top lines shown, even switching from one set of speakers to another by following written instruction.

When the customer has made up his mind as to the type of recorder he wants to buy, or needs additional help of any kind, it is a simple matter for the customer to call a salesman from the adjoining store. Gart Bros. has been consistently able to sell tape recorders in the top price brackets, entirely from this single system, and finds that most prospects are sufficiently sophisticated about the subject of recorders that they don't need to be "taught" any long-winded explanations and demonstrations. Last year more than half of the total tape recorder volume sold in five Gart Bros. locations was in the upper third of the price bracket, an indication of how well the system works.

UNUSUAL STYLING MARKS this AM/FM clock radio by Arvin (model 48FB36). With one setting, the clock will turn off the radio at night and turn on the alarm radio in the morning. It has an eight-channel transistor, 4-inch speaker with "Harmony-200" speaker, and a "Paradigm" base. This model is styled in walnut wood grain and Sierra gold and avocado green and white.

OPERATING ON BATTERIES or AC, this Arvin radio (model 29R17) retails for a suggested price of $14.95. It is a solid-state model with seven transistors and enclosed in off-white plastic.

JUNE 3, 1967, BILLBOARD
CHICAGO—Rowe Manufacturing unveiled its new 100 millimeter pin machine player on April 2, vender, accommodating the many branches of super-length cigarettes, during the annual National Restaurant Association convention at the Amphitheatre here May 22-25 where attendance was expected to hit 60,000.

Rowe Mfg.
G-200, 200 Sel. 45 RPM, 1956 95
H-120, 120 Sel. 45 RPM, 1957 115 (Continued on page 78)

Victory Complete in Barthrick Case

By RAY BRACK

ALBANY, N. Y.—Ultimate and gratifying victory has been accorded the coin machine industry in the much-publicized Barthrick case. In an Appellate Court ruling last week, the State was not permitted to appeal a March 15 court decision in favor of an industry suit contesting the applicability of New York’s 2 per cent sales tax to coin machine grosses.

The two favorable court rulings justify the action of hundreds of New York State operators who, since the State sales went into effect Aug. 1, 1965, have been submitting their tax forms under protest and holding the 2 per cent revenues (3 per cent in localities exercising their option) in escrow pending the outcome of the industry test case.

Moriarty

The test case was filed on behalf of Bathrick Enterprises, a Lockport firm operating 130 pieces of equipment in Niagara County. Operator Howard Bathrick sought a declaratory judgment to determine whether the tax applied. A 25-year veteran in the business, Bathrick said that former State Sen. Jeremiah J. Moriarty first suggested to him that the 1965 sales tax law could be successfully contested, based on the fact that coin machine operators were already paying a Federal income tax, Social Security records, parts and other equipment and that they had no way of collecting a sales tax from the users of their machines. The tax, as applied to the coin machines, Bathrick was directed at the consumer.

When the State Supreme Court, the Bathrick suit was favorably ruled upon by the Appellate Division, Second Department, the State Tax Commission’s position that patrons of coin machines and games were being taxed twice was bolstered.

(Continued on page 82)
NAMA Sifted 900 Bills During '66

CHICAGO — The National Automatic Merchandising Association annual session held last week (in unusual newspaper format) disclosed that the association reviewed 900 bills affecting the vending industry during 1966. The legislation involved sales taxes, excise levies, per-machine taxes and a multitude of other types of bills.

Among NAMA victories, the report disclosed, were sales tax exemptions in Rhode Island and New Jersey. And an administrative ruling in Indiana lifted a tax on cup cake vendors.

The NAMA also reported:

• That the 1966 convention at Chicago broke records for attendance (11,000) and exhibitors.
• That the NAMA staff handled hundreds of urgent inquiries regarding the wage-hour crisis.
• That public relations efforts resulted in public speaking kn's, television coverage and articles in national publications.
• Owners and employees of 251 member firms were enrolled in the group insurance plan.
• The summary of Sanitation Regulations was revised and staff traveled 31,000 miles in sanitation training meetings.
• Favorable sanitation regulations were adopted in Maryland, Pennsylvania and Arkansas.
• Spring meetings attracted 2,000 persons.
• A third office was established in Philadelphia.
• That the association had 1,691 members at year's end, 1,438 operators and bottlers, 47 machine manufacturers and 206 allied suppliers.
• That the association provided guidance to a number of schools and organizations planning to offer courses to vending machine mechanics.

Candy Industry Convenes In Chicago for 84th NCA Event

CHICAGO — Officials felt assured that attendance for the National Confectioners Association convention which opened here at the Conrad Hilton Hotel Saturday (27) would exceed 3,000. The theme of this 84th annual NCA affair is "New Horizons for Candy Through Technology and Marketing." Exhibits opened Sunday with 73 companies represented.

A series of meetings, technical sessions and two luncheons were opened the event Saturday when the American Association of Candy Technologists met in conjunction with NCA.

Committee meetings, the formal opening of exhibits, a hospitality party and a buffet dinner highlighted Sunday's activities. The exposition and a golf tournament occupied attention Monday.

Tuesday's formal business session will be highlighted by the appearance of Sen. Charles H. Percy (R., Ill.), Other speakers on the opening business program included Dr. E. M. Foster, University of Wisconsin; Keith R. Lenington, Department of Health, Education and Welfare; Leon H. C. Wieland, Joseph E. Carrico, both of Arthur Anderson & Co.

Air Force, Notre Dame University football coach, high-lighted the banquet list on Wednesday. Others included U. S. Rep. W. S. Stuckey Jr. (D., Ga.); Grafi D. Ammons Jr., a marketing consultant; James O. Peckham, A. C. N. H. A. and Ralph Head, Ralph Head & Associates, Ltd. The convention was to close at 8 p.m. Wednesday with the annual dinner dance.

Guggenheim Has A New Catalog

JAMAICA, N. Y. — Karl Guggenheim, Inc., has just published its 1967 catalog and price list. The 16-page booklet lists scores of charm items, displays and filled capsules.

Four new 5-cent displays are offered, two new penny machines (with displays), two new nickel mixes (with displays and four new 10-cent mixes (with displays).

A wide assortment of rings are offered which the copy describes as "store, quality at super market prices."

New Victor 27 Gum & Capsule Vendors

A REAL SALES STIMULATOR

IN ANY LOCATION

A housewife can come through the door with a new gum or capsule vendor.

• V-1 and V-2 capsules. Available in plastic or napkin packages. V-1: 100 capsules, 90 per cent filled, 10 per cent empty. V-2: 100 capsules, 100 per cent filled.

Write for Beautiful Illustrated Displays. Gals, Capt., Specialty Stores, Wholesale, Sacks, Monticello, Ill., 62956.

Write for Beautiful Illustrated Displays. Gals, Capt., Specialty Stores, Wholesale, Sacks, Monticello, Ill., 62956.

Jukebox, Game Operator in Major Bulk Vending Entry

By BENN OLLMAN

MILWAUKEE, Wis. — Red's Novelty Co. has completed a pact with the Woodward Variety store chain to operate gumball and capsule vending machines in all of its Wisconsin outlets.

The equipment is on order and official announcement was made according to a company spokesman, as soon as it is delivered from the manufacturer. Plans call for using Victor vending units.

The move into bulk vending is a fresh departure for the long established Red's Novelty Co., one of the area's leading music, games and cigarette operating firms. Red's Novelty Co. is also the distributor here for photo machines, and operates a network of outlets throughout the state.

Previously, the Woodward stores operated their own gumball and charm vending machines. Management, however, permitted Red's Novelty Co. to run tests in several stores to provide comparisons between their own experience and an outside operating firm. As a result of the try-out period, Red's Novelty Co. recently received its go-ahead.

HEADQUARTERS FOR... HIGH QUALITY LOW PRICES

You need all three to meet competition, and you need them NOW!

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

June 3, 1967, Billboard
SEATTLE — What’s a good bulk vending location? The butcher’s, the baker’s, the candlestick maker’s, almost. In some business areas of Seattle whole rows of establishments, including banks, barbershops, beauty parlors, book stores and hardware stores feature a nice, shiny bulk vending machine in their doorways.

John C. McDaniel, owner of the Palmer Company, Seattle’s first and largest bulk vending firm, told Billboard that the "block" concept is nothing new.

"I feel that if the business area itself has good traffic, then it can support my machines. This is especially true in a shopping district like that on University Way which is near the University of Washington. There are always plenty of people on the street, going in and out of the shops.

"I feel that these people are susceptible to impulse buying. If they see a ball gum machine, and it’s clean and the merchandising looks good, they will often reach in their pocket and put a penny in.

Sponsorship

"The kind of fill you put into each machine is important. Obviously, you’re not going to sell charms and kiddie things in a bank. Ball gum, chicle, and wrapped gum are the best products to use.

"Also, placement of the machine is sometimes difficult in establishments like banks: So we use the time proven sponsor- shop system. The business owners donate the space (their part of machine’s income) to a charity. I am very active in the Lions organization and I am freque- ntly successful in getting the busi-ness MACHINES.

(Continued on page 75)

Film Units Go For $1,800

NEW YORK—Cineronde, Inc., founded by former Color-Sonic President Stanley Green, has placed its Colorama film machines on the market at $1,800. The price also includes 40 items of color films in the film magazine.

The unit, which includes an advertising message repeater, is basically the Cinecolor mechanism, an Italian development. Green said an extensive library, including American-made films, is available.

(Continued on next page)

HemisFair Contracts Awarded

By BARRY CANDY

SAN ANTONIO—The Coca- Cola Bottling Co. of San An- tonio has been awarded exclu- sive rights to furnishing vending machines for dispensing soft and cold beverages at HemisFair 1968 here.

Award of the contract was an- nounced by Nick Jorgensen, Accord consultant for HemisFair and Robert L. Alford, vice- president in charge of marketing for the San Antonio Coca-Cola firm.

There will be a minimum of 15 vending centers located strategically throughout the site. The centers will be equipped with 50 to 70 machines.

The "Snappy Snack" division of the bottling firm will furnish carbonated and non-carbonated soft drinks, coffee, tea, milk, soup, hot chocolate and possibly milkshakes and malts, Alford said.

Jorgensen said seating and table facilities located around the vending centers will provide space for a variety of goods in all concession contracts, size and price of all beverages will be regulated by the Fair Real Estate Department.

A contract for installation of these same 150 vending ma- chines on the fair site was signed by Servomation of San Antonio. Tommy Exum, president of

NORTHWESTERN

Model 60 Bulk-Pack

Will not skip or jam because of specially designed wheel and housing. Holds 1,000 individually wrapped FLEER’S BUBBLE-GUM; the most popular in bubble gum. Wrapper fortunes and premium redemption.

Built-leading.

WRITE, WIRE OR PHONE

PARKWAY MACHINE CORP.

115 Essex St., Baltimore 3, Md.

Please rush complete information and prices on Northwestern, SUPER SIXTY II, Bill Gay Capsule Vending (as illustrated) as well as other North- western machines.

NAME.

COMPANY.

ADDRESS.

CITY.

Fill in coupon, clip and mail to:

T. J. KING & COMPANY

2710 W. 66th St., San Antonio 5, III.

Phone: RE 2-5502.

We handle complete line of machines parts & supplies.

Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum; Spanish Nuts, Virginia’s Red Skin, small Cashews, small Almonds, Mixed Nuts, all sizes, in bulk or pack. Canned Nuts, 1 Gradeern, 1 Hardern, 320 count and 500 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Card Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors.

Write: T. J. King & Co. for prices and our new 12-page catalog.
**ACEs HIGH! JUPITER**

the money making sound of music!

Solid precision engineering, smart finish styling, with many hard-won features. Lower in cost, making it the most economical model in its class. Model 100, 85, 100, 125 available.

**finger-tip accessibility to all parts.

Durable. Simplicity of control means less servicing. Higher net profit.

Over 35,000 Jupiter now in operation, trouble-free operation.

True, rich sound means increased play.

**Flapper Games**

**Bally**

Aces High 4P, 9/65 315

Band Wagon 4P, 5/65 285

Bazooka 1P, 4/65 230

Big Day 4P, 9/64 320

Blue Streak 2P, 9/65 375

Bongo 2P, 3/66 160

Bull Fight 2P, 6/66 205

Cape Verde 4P, 10/65 No Av.

Cape Verde 4P, 10/65 No Av.

Cross Country 4P, 8/65 80

Cross Country 4P, 8/65 105

Dinosaur 2P, 6/65 275

Dinother 2P, 6/5 240

**Coin Machine News**

**FOR SALE**

15 MILLS

PANORAMA PEKS

Refinished inside and out

Projector completely overhauled.

COME AND SEE THEM

PHIL GOULD

224 Market Street

Newark, New Jersey

(201) 624-3297

**The Bluebook**

**Gottlieb**

Aloha 2P, 11/65 275

Bank-A-Ball 1P, 9/65 275

Big Bat 1P, 9/65 275

Big Casino 1P, 4/61 155

Bowl-A-Rama 1P, 7/65 225

Bowling Queen 1P, 8/64 225

Captain Kidd 2P, 7/60 275

Clown Ball 2P, 12/62 250

Cover Girl 1P, 7/62 130

Cross Town 1P, 9/65 No Av.

Dancing Lady 4P, 11/66 No Av.

Dodge City 2P, 7/65 275

Earth Angel 4P, 12/65 275

Egg Head 1P, 12/61 275

Flipper 1P, 11/60 275

Flipper, 2P 275

Flipper, 2P 10/62 225

Flipper Fair 1P, 11/61 225

Flipper Pool 1P, 11/61 225

Flying Chariots 2P, 10/65 195

Geddy, C, 12/61 225

Hi-Dee-Hi 5/65 300

Ice Rave, 12/65 325

Ice Show, 1/66 225

King's Drum 1P, 11/67 No Av.

Kings & Queens, 4/65 225

Liberty Belle 4P, 3/62 100

Manitoba 1P, 3/63 225

Masquerade, 2/66 450

Melody Lane 2P, 9/65 60

Merry-Go-Round 2P, 12/62 200

North Star, 1P, 10/65 215

Oakland 4P, 6/67 250

Paradise, 11/65 225

Prevue 1P, 4/65 145

Rack-A-Ball 2P, 12/62 200

Rack-A-Ball 2P, 12/62 200

Seven Seas 2P, 1/60 70

Ship Mates 4P, 8/65 280

Skyline 1P, 11/65 235

Slick Chick 1P, 11/65 235

Sonar Submarine 4P, 10/69 (a-c-h) No Av.

Sunset 2P, 11/62 140

Super Score 2P, 11/65 No Av.

Swing High 2P, 9/65 165

Swing Away 2P, 7/63 190

Tennessee 4P, 4/65 80

Thumper, 1P, 6/65 315

Tropic Ice 1P, 5/62 135

World Fair, 1P, 6/65 135

Midway

Flying Turns 2P, 1964 175

Rodeo 2P, 11/65 185

Winner 2P, 12/63 175

Rally

Rally Girl 1P, 11/66 No Av.

West Club 2P, 4/67 140

ADVANCING TECHNOLOGY has kept Wurlitzer's service manager, C. B. Ross, trekking nationwide over the past few years conducting refresher courses such as this in Minneapolis for coin machine mechanics. Attendance, on this photo shows, is invariably good. And the interest and receptivity of the men, Ross-reports, is excellent. It becomes increasingly apparent that, thanks to tireless workers such as Ross, the age of the inept, ill-organized serviceman is fast passing away.
Music Is Their Specialty

LOS ANGELES — If you're in a position to combine music with vending, you often can reap a record reward. But Music-Matic, Inc., a "strictly music" firm in Santa Ana, Calif., avoids the pitfalls that might destroy its reputation as "music specialists."

Few individuals are willing to linger in either field—music-games or vending—without attempting to merge the two in an effort to increase earnings. At Gallant, president of Music-Matic, formerly an arm of Automatic Retailers of America (ARA), is an exception. He refuses to budge to the vending field, rather focusing on its "specialty shop" in an era of business mergers.

The reasons Music-Matic remains independent of "outside" interest, according to Gallant, are fourfold. They are:

1. To be successful in vending a company must be able to generate a large amount of steady business in the competitive race with strictly vending firms.

2. Music-Matic has built a reputation as a music specialty shop and is known for its solutions to their problems. To branch into related fields would be too great a risk.

3. The financial investment needed to go into gaming is of a "major scale," which is the only way it would be profitable, is too great an area of risk.

4. To be knowledgeable in many fields is a difficult task to achieve. To specialize in one, however, is possible.

Gallant feels that remaining loyal to music operators only, is pleasant in that it will turn to Music-Matic for location information, tips, salient facts on records and as a source to obtain "hard-to-get" singles.

"By remaining a 'specialty shop,'" Gallant remarked, "we can adequately serve operators with anything in music and phono records that can be used in improvement. We have a complete line of music machines in stock, an have a library of more than 18,000 records. Gallant, an authority on music, has record manufacturers are producing records that are marketable. He also confirms that the companies are programming enough product for jukeboxes."

"Gallant's complete library of music," Gallant said, "enables operators to select records that might be out of circulation, or merchandise that is difficult to obtain. Only a 'specialty shop' can provide this service."

With operators requesting more and more standards—Cole, Sinatra, Martin, Glenn Miller—we are able to select material the otherwise might be impossible for an operator to program at a record outlet."

"Library."

WORLD WIDE . . . YOUR ONE-STOP SUPERMARKT FOR MUSIC — VENDING — GAMES

AMUSEMENT GUNS THOROUGHLY CONDITIONED

Wm. SPACE GLIDER . . . $119
Bally SHAPHOOTER . . . $95

Wm. CRUSADER . . . 125
Midway MONSTER GUN . . . $75

Wm. VANGUARD . . . 95
Midway RIFLE CHAMP . . . $35

CHICAGO COIN SHUFFLE ALLEYS

STRIKE BALL . . . $225
RED HOT . . . $110

CITATION . . . 175
TRIPE GOLD FIN . . . $9

STABILE . . . 125
PRO . . . $75

SPECIAL! WHILE THEY LAST!
WURLITZER PHONOS . . . $79.50 EACH

DISTRIBUTORS FOR SEEBEER • UNITED • WILLIAMS

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

JUNE 3, 1967, BILLBOARD

Leases Not Depreciable: IRS

WASHINGTON — Internal Revenue Service has ruled that three-year vending machine location leases with automatic renewal, permitting renewals to be almost indefinite, are not depreciable.

The ruling was given in answer to a query from a taxpayer who had acquired a vending machine business with location leases as part of the buy. The leases granted the taxpayer the right to install and stock his machines on the lessor's premises to the exclusion of competing vendors. The identical leases provided minimum 3-year terms with automatic renewals at the year's end. IRS holds that the value of Early Interest In MOA Exhibit

CHICAGO — The Music Operators Association of America (MOA) is receiving requests for information and specific products that are needed for trade show to be held at the Pick Congress Hotel here Oct. 27-29.

MOA Executive Vice-President Fred Granger said that many of the inquiries are coming from prospective exhibitors, "and we get the impression that the 1967 convention will be another full house."

Granger said that the Pick-Congress Hotel is undergoing considerable refurbishing and every room now has a color television.

Firms interested in exhibiting at the show may contact Granger at Music Operators Association, 223 North LaSalle Street, Chicago, Ill. 60601; telephone (312) 726-2810.

Atlas Music Has Schools

CHICAGO—Atlas Music Careers held technical refresher courses for coin machine servicers in a seven-week session.

On the first evening, Rowe field engineer Gordon Winfield conducted a session devoted to the Rowe cold drink machine. The following evening Rowe's Henry Hovenman conducted a course on the new Rowe Phono-Vue and the Music Merchant phonograph.

Hosting a capacity crowd on May 16 were Atlas president Eddie Ginsburg and Sam Gersh, Bob Fabian and Joe Klykun. Hosts for the second session, which featured Bob Bamburg and Bill Dressler, the Atlas building, were Ginsburg, Joe Klobner and Stanley Levin.

the vending machine location lease is, in part, attributed to benefits the taxpayer expects to receive during the lease periods which are not limited, IRS said. Hence, cost of the leases is not depreciable for Federal income tax purposes.

ZIP CODE HELP KEEPS POSTAL COSTS DOWN

But only if you use it.
## CURRENT LITTLE LP RELEASES

A compilation of all 7-inch stereo albums currently available for jukebox programming.

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
<th>CAT. NO.</th>
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<tr>
<td>Nancy Sinatra</td>
<td>The Doin' Thing</td>
<td>Epic</td>
<td>L-807</td>
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<td>Barry Manilow</td>
<td>Mandy</td>
<td>Epic</td>
<td>L-808</td>
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<td>Don McLean</td>
<td>American Pie</td>
<td>Epic</td>
<td>L-809</td>
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<td>Neil Diamond</td>
<td>Cracklin' Rosie</td>
<td>Epic</td>
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<td>Carole King</td>
<td>Natural Woman</td>
<td>Epic</td>
<td>L-811</td>
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<td>John Lennon &amp; Yoko Ono</td>
<td>Imagine</td>
<td>Epic</td>
<td>L-812</td>
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<td>Goodbye Yellow Brick Road</td>
<td>Epic</td>
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<td>Superstition</td>
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<td>Mull of Kintail</td>
<td>Epic</td>
<td>L-816</td>
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<td>You've Got a Friend</td>
<td>Epic</td>
<td>L-817</td>
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<td>Tapestry</td>
<td>Epic</td>
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<td>Simon &amp; Garfunkel</td>
<td>Bridge over Troubled Water</td>
<td>Epic</td>
<td>L-820</td>
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<td>The Beatles</td>
<td>Let It Be</td>
<td>Epic</td>
<td>L-821</td>
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<td>Rumours</td>
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<td>Nashville Skyline</td>
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<td>New Morning</td>
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**To Be Concluded Next Week**
Coin Machine News

Don't Blame Manufacturers, Distributors, Says Ferrier

LOS ANGELES — Ken Ferrier, an operator in San Pedro and president of the Western Billiard Vending Operators Association, feels the biggest handicap in vending is that the vending operator has in himself.

"Too often," Ferrier said, "vending operators blame the manufacturer or the distributor or the merchandise when business slumps. But the only person they should blame is themselves."

Ferrier, rebuilding the bulk vending organization after several months of association inactivity, realizes an operator must be aggressive if he wants to compete in today's competitive business market.

"Too many operators just do the minimum for their locations, not caring about methods they can try that may improve profits. With a little forethought, Ferrier explained, "an operator can add to his earnings by merely following a few simple marketing rules."

He has five tips he uses to create and improve business. They are:
1. The proper use of merchandising techniques.
2. Knowing your location and the customers that populate the area.
3. Route expansion.
4. Suggestion and health regulations.
5. Equipment appearance.

"The biggest single factor in increasing business," he said, "is knowledge of merchandising techniques as it relates to the operator and the location.

"Merchandise, for instance, should be changed and exchanged on a monthly basis at each location.

"Ferrier feels, "You can't stick with the same merchandise in these machines."

"He found that factor in increasing business," he said, "is knowledge of merchandising techniques as it relates to the operator and the location.

"Merchandise, for instance, should be changed and exchanged on a monthly basis at each location."

"I'm urging operators to be aggressive in their vending operations."

Ferrier also believes lively equipment displays can stimulate sales. "Often, a small poster or rack card leads to added profits," he said. "The machines are fine, but just a little sprucing up by the operator can lure additional customers."

Memphis Man Dies

MEMPHIS—Stanley A. Werner, 56, owner of Werner's Dixie Music Co. here, died May 18 following a heart attack.

Werner had been a music, game and cigarette vending operator for 18 years. He is survived by his widow, Rose; three sons and five grandchildren.

A Jukebox Class at L.A. Trade School

LOS ANGELES — To help expand opportunity for young people in the coin machine business, Los Angeles Trade Technical College official Don Fisher is hoping to add jukebox instruction to its curriculum.

"I'm attempting to sell the administration and coin machine manufacturers on a jukebox class," he said. "Young people have been generating coin-operated equipment and time to Trade Tech, but there are some avenues that remain open.

"We need their assistance in establishing training programs and in urging and perhaps sending employees to technical classes and coin school."

The only coin machine courses offered by Trade Tech to date have been in jukeboxes. A shortage of technicians for all lines of coin-operated machines exists throughout the industry.

Rewards

Job-ready young men and college-trained young people searching for a career can find rich rewards in the coin machine industry, according to Fisher.

Dick Goeglein, western division vice-president for Interstate United, believes the industry must look toward the young people as tomorrow's leaders and coin machine industry. He is a young man who was trained by the management and supervision of skilled workers.

"If the industry is to advance beyond its growth potential," Goeglein said, "it must create career appeal to college-trained young people who will eventually step into management roles and to skilled high school graduates who can pick up the slack in supervisory and technical mechanical areas."

Technical

Fisher declared: "There are numerous opportunities available to high school youngsters interested in obtaining a solid technical education with eventual plans to go into the coin machine field."

"Both agree that the coin machine industry should promote itself toward the young adult market.

"There are vast opportunities open to college-trained young people with major manufacturers in junior executive and training programs," Goeglein explained. "In the past, our industry has ignored the college-educated and technically skilled. As a result," he said, "our industry has a poor image in today's youthful market."

Goeglein, who is also chairman of the public relations committee of the California Vending Operators Council (CAVC), is making a big push to woo teen-agers and college-trained adults into the vending field.

As part of an over-all public relations program, Goeglein will visit Los Angeles area high schools on High School Career Day to promote vending.

"We're trying to reach school administrators first to promote our industry," he declared, "and from there we hope to speak to the young people. There is much to promote, but we have to have the opportunity to reach the kids."

Industry, Goeglein feels, is more than happy to co-operate with young people and the trade technical schools to push its youth movement.

"The industry must appeal to young people eager to get ahead in the coin machine field. You definitely need an education today," Fisher said, "but you should have a trade, too."

Fisher said that about 65 percent of his students are working at fulltime jobs out of the vending industry and attending classes on vending. "Many feel that vending has a future, and we have to encourage that," he said.

Another avenue Fisher believes the vending industry can

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Victory Complete in Bathrick Case

There has been speculation among State officials here that a large tax refund is due operators who paid the 2 per cent tax under the 1945 law. There was one estimate that the State owes operators $1 million.

New York State Coin Machine Assn. President Amelia (Mills) McCarthy, speaking from her hospital room (she was to undergo surgery), expressed industry thanks to McCarthy, Bathrick, attorney John B. Davidson (who joined in the case as amicus curiae), Music Operators of New York council Theodore Blatt and the NYSCMA steering committee.

"Our dedicated members displayed excellent teamwork," she said.

Florida Operators In Biggest Meeting

ment outlining the "free-play" issue and distinguishing between amusement devices and gambling machines. The association also assured David Sheff's men that operators would enforce a ban on players under 18 years of age.

Another crisis in Escambia County concerning coin-operated pool tables has been eased, according to reports Sharr was to give here today. Owners were furnished a mimeographed copy of the "Billion Dollar" statute which allows players under 21 if a notarized form is signed by a parent or guardian.

HemisFair Contracts Awarded

The food machines will be located in 15 major vending machine areas along with hot and cold beverage machines installed by the Coca-Cola Co.

Additional candy, cigarette and snack machines will be located in restaurants.

In the 15 major snack areas the vending machines will be in style in a centralized area under a cover so patrons may eat outdoors in inclement weather.

In all, the company will place in operation about 30 days before the fair opening some 3,400,000 in equipment.

Grace Bracken Dies In Indiana

INDIANAPOLIS—Mrs. Grace Bracken, mother of well-known coin machine distributor Lewis Jones, died early this month at a hospital here.

Montana Fighting the Infernal 50/50 Split

B. MOA. The group agreed to give wholehearted support to the Montana Commission of America in the national association's attempt to have the Labor Commission recognize an "approved" coin mechanics school.

The date of the next MCMA quarterly meeting was tentatively set for July 29. The location of the meeting will be West Yellowstone Park.

FREEMAN (WOODY) WOODHULL

WOODY Woodhull Is Heart Victim

GRAND RAPIDS, Mich. — Freeman (Woody) Woodhull, 48, a top executive in the Seeburg Corp. field engineering and training department, was stricken with a fatal heart attack here May 17 while calling on an operator.

Woodhull had received his 23-year service pin from Seeburg three days earlier.

A long-time field service technician for Seeburg, Woodhull came off the road five years ago to help organize and administer the company's extensive factory training program. He was known by some 3,000 coin machine operators and service men throughout the country.

Woodhull was stricken while on a field tour with representatives of Martin & Snyder, a Seeburg distributor in Dearborn, Mich.

Woodhull and his wife, Wanda, and two sons made their home at 746 N.W. Highway, Park Ridge, Ill.

Services and internment were May 19 at Swart Creek, Mich.
New Conflict Arises In Ill.

Continued from page 73

ment at a recent convention, and Casola urged operators to follow through.

Casola was not ready to have coin machine businesses write their legislators in regard to the bill. "We are all fighting it here at the Capitol," he said.

The main defense on this bill, Casola said, "is that a jukebox or an amusement machine cannot collect a tax. Our price is affixed and we can't add on what is, after all, a consumer tax. We must fight to be listed as exempt."

As for ICMAO strategy on H.B. 2410, Casola said he and the legislative committee members are keeping in constant touch with James Winning, association attorney for news as to when the measure will come up in the House for its initial reading.

Opposition, coming obviously from Representative Anthony Scariano (D., Park Forest), and one other who fought H.B. 2410, is still hopeful of amending the bill on the House floor. The bill has until the last of this month to act.

But incoming attorney Rufus K. Ernst representing D. Gottlieb & Co., Williams Manufacturing Co., Chicago Coin Manufacturing Co., and the Chicago Coin Machine Division of Chicago Dynamic Industries, believe that the compromise of opposing forces has been reached.

"The idea from the very onset for both the Crime Commission and the ICMAO has been to ban gambling games. The question was how to do it, and it seems each side was able to compromise. The Chicago Crime Commission's position is that gambling devices could not be differentiated from amusement devices but this was condoned by the ICMAO.

Crime Commission vice-president Daniel Walker and Cook County Board president Richard B. Giglio were afraid of H.B. 2410 for fear it would end the ban existing in Cook County and certain other municipalities in the state.

"We successfully circumvented this by adding the home rule amendment drawn up and introduced by George Budrit, the commission chairman, and referring to H.B. 2410's chief sponsor, George Budrit (R., LaGrange). The amendment, a simple but highly significant section in this subsection shall be deemed to pre-empt in any way restrict the Police, Cook county or other local authority to cutoff in undue manner or prohibit any device excepted by this subsection."

It is said that Budrit and King began testimony when the full committee met. The bill now faced up to the pinball bills last week. As the session began at 10:30 p.m. Monday a motion by Scariano was before the committee to bring H.B. 2410 back for consideration, although a subcommittee had recommended its passage and the bill had voted for it. By a 16-5 vote the amendment failed and the bill was out to the House.

The careful work by the industry began when the battle over H.B. 688 and S. 376, a companion bill to ban all types of pinball machinery, commenced.

In the earlier marathon sub-committee session the five-man committee (Budrit, King, Ettinger, late chairman) and 376, keeping them alive in full committee, although another a n o t h e r measure, H.B. 160, banning the manufacture of amusement games in Illinois” had been killed without much comment.

On hand for the industry got its final hearing were representatives of all the major amusement game manufacturing firms in Chicago. Those that were: Seeburg Corp., Chicago Coin Manufacturing Co., Gottlieb and Co., Gottlieb & Co., Midway Manufacturing Co., King, and Budrit (late chairman) of Midway and Budrit and Gottlieb and Co., Midway and Williams and for Chicago,et al.

Casola said, "We wanted to present a united front. Bernard McDevit (Judiciary Committee chairman) had mentioned he thought this issue was a battle between a couple of pinball manufacturers and we wanted to show this was not true."

ICMAO attorney Winning had, in the sub-committee session, pointed out that the operators were, "Zero influenced by any manufacturers and were fighting for their own livelihood."

In the final confrontation, Budrit again told the committee that the issue was not a battle between manufacturers and that he "didn't know one from another."

King, who had in the earlier sub-committee session introduced a letter from Fred M. Vinson, Jr., assistant U.S. Attorney General, told the full committee that the justice department and the internal revenue, as Vinson pointed out, has no problem distinguishing between gambling and amusement machines.

The "road show," in two demonstrations units had been approved, was again employed and rolled right into the middle of the committee seats in Room 212. "The games spoke for themselves," said King, who once again patiently showed the full committee the distinguishing characteristics of in-line bingos as against amusement pinball.

Opposition, led by Scariano, suggested that the full house committee should decide on the two bills but other voices prevailed, not that Judiciary Committee had after all, heard long hours of testimony and "knew the score." H.B. 688 and S. 376 were defeated by narrow margins.

King, an industry-recognized authority on gambling and who last year led industry opposition against the pinball legislation in Kentucky, told his associates and opponents on both sides in the Illinois case now "smooth things out."

"Our main strategy from the beginning was to hope we could work with the white hats" and add our amendment making pinball legal to either the Senate or House bill (S. 376, H.B. 688).

I had a number of talks with Srugara."

Reuting, in conversation with the ICMAO director, King said, "I told Charlie he needed a winner and this issue has been in Illinois back for 15 years. Here's your chance, I told Charlie, to take the bill and run down the middle of the field with the band playing."

"But as time went on, King said, "It became clear that the Crime Commission was not going to let us work with them to amend either bill. We were very fortunate at that late date to get a sponsor of George Budrit's stature and all the other support we gathered."

Recovering Chicago—Ted Rubey, president of Marvel Manufacturing Co., is recovering at home from a recent heart attack and an operation to insert an electronic circulatory regulator known as a "pace-maker."

During his illness, Rubey has received many cards and good wishes from friends and customers, for which he extends hearty thanks.

Meanwhile, P. J. Green and girf Friday Audrey Del Conte are handling matters at the plant.

Rubey resides at 1900 S. Wes ley Terrace in Berwyn, Ill.

MODERN GUARANTEED USED MACHINES

<table>
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