Korvette's Rothfield Asks Mfrs. to Rechannel Mono

By FRED KIRBY

NEW YORK—"Give the consumer the stereo," David Rothfield, division merchandise manager of E. J. Korvette, said in calling for the rechannelsing of available mono-only product for stereo. Noting that many classical lines, especially low price labels, were reissuing vintage material only in mono, Rothfield said this practice was hurting sales.

He explained, "The consumer who owns good stereophonic equipment feels he must have stereo records to get the full use and enjoyment out of his equipment." Rothfield also cited and would have faced real price reductions as contributing to consumer resistance to mono product.

Rothfield pointed out that since the industry had gone to one price for mono and stereo product, the consumer should have the choice of electronic stereo for material waxed before the stereo era.

Explaining why there is little reluctance to rechannel pop product, while so many classical performances are only available in mono, Rothfield

Col Club Hit On Licenses

By MILDRED HALL

WASHINGTON — The Federal Trade Commission has fin- ally and formally decided that the Columbia Record Club contracts with outside labels must refrain from any fixing of artist's royalties, or an exclusive contracting that would prevent other club operators, or potential operators, from licensing labels on the same terms as the Columbia Club. In a formal Cease and Desist Order issued last week, the FTC charged that Columbia's practices were a violation of the antitrust laws.

Playtape Invades Italy

See Page 61

Billboard, MW Cartridge Forum for N. Y. Oct. 16-17

NEW YORK — The second annual Tape Cartridge Forum, sponsored by Billboard and Mer- chanising Week, will be held Oct. 16-17 at the New York Hilton. Last year's Forum, held in Chicago, proved to be of his- toric significance, attracting more than 400 tape cartridge industry leaders.

The sessions once again will be co-ordinated by Solomon Finkel, vice-president of James O. Rice Associates, Inc., spe- cialists in the fields of business education and executive train- ing. Finkel and the Rice firm had produced last year's highly successful sessions under Bill- board's auspices.

The decision to present this year's seminar was made fol- lowing two surveys of individu- als in the industry. The one was an informal survey of tape cartridge industry. James O. Rice researchers are currently probing the new directions of the industry, to serve as the basis for the forth- coming seminar. Finkel, in com- menting on the content of this year's Forum, told Billboard: "The growth of the tape cartridge industry during the last 12 months has been spectacular, and the issues which challenge it today are so different from what we found a year ago, that the subject material we will

N.Y. Instrument Center Doomed

By HANK FOX

NEW YORK — A 30-day eviction notice and the sight of scaffolding just one block away from 46th Street signal the de- struction of the nation's No. 1 musical instrument center. Instrument dealers now in the section may be scattered throughout the metropolitan area. This is considered likely

ITCC in INT'L BREAKTHROUGH

NEW YORK — International Tape Cartridge Corp., is going international. President Larry Finley has concluded agree- ments establishing firms in France and Switzerland. ITCC Switzerland is jointly owned by ITCC-U. S. and Arcodi Volans and Peter Khara. (Voitas and Khara own Geneva's Atlantida, but the ITCC agreement is a separate venture.) ITCC- France is owned by Spannerer Walts and Nono de Silva Ramos of Mood Music in conjunction with ITCC-U. S.

The European firms will load and distribute the ITCC tape duplicators in the U. S. and delivered abroad in bulk hubs. The French and Swiss firms will market the tapes in all existing configurations. Finley said he will continue to furnish duplic- ated tapes to the European subsidiaries until sometime when the foreign market de- mand is sufficient for an exclusive establishing overseas quality duplicating fa- cilities. Finley said he has inter- national rights to many of the在外面 labels in his firm. ITCC will furnish its overseas firms with Audio, Visual, cartridges, labels and sleeves.

LP Perils Single In Bowing Acts

By MIKE GROSS

NEW YORK — The LP is threatening the single's long- held dominance in the launch- ing of pop artists. Record company executives have discovered that the new type of groups be- ing launched on disks don't need single hits to sell albums, that the young people who are buying records today are more album conscious, that the adult

album-buying consumer has be- come more aware of the new pop groups, and that albums by these groups often outsell their singles.

Nesuhi Ertegun, Atlantic Records vice-president in charge of album product, is especially bullish about the pop LP mar- ket. The emergence of rhythm and blues artists as album sell- ers has been one of the key fac- tors in Atlantic's upward sales spiral, and Ertegun points out that the big sales potential is working to the producer's advan- tage. "We can now take more care in the preparation of an album," he said, "and work for more quality. It's no longer a slap-dash matter of putting 11 or 12 songs together. A lot of thought now goes into the pro- duction of an LP."

As an example of R&B's move-in on the pop album mar- ket, Ertegun cited Wilson Pick- ett, "Jott a few years ago," he said, "a good-selling Pickett al- bum sold between 15,000 and 25,000 copies. Now our Pickett albums sell about 250,000 copies." The pop move-in also applies to such artists as Otis

Paul Revere and the Raiders, featuring Mark Lindsay, have a promising smash in "I Had a Dream." According to Billboard and greatest Columbia single to be a spin-off of the group's album-styled hit "Teen-agers." The usual Cartridge duo, married musically as well as legally, have received tremendous sales exposure this year as official ambas- sadors from Expo 67. (Advertisement)
ELVIS SUMMER VACATION SPECIAL
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RCA VICTOR

The most trusted name in sound
ABC Parley Bows 18-LP Release Spearheaded by Dolittle' Push  

NEW YORK—ABC Records bowed its 18-LP fall release to distributors in regional meetings throughout the nation, in New York, Los Angeles, and Chicago. At meetings leading up to the albums, Command will release singles by Benny Goodman, the Ray Charles Singers, Dick Hyman, Doc Severinsen, Toots Thielemans, and Dave Brubeck.

Dixie Ruhl, head of the Korvette chain record operation, termed the schedule the strongest in the history of the label. Dave Brubeck, head of the Korvettes, said "Our big fall promotion is a big one," and he pointed out that the label has released 1800 albums, and that the album would be the biggest one of the year.

September-October releases include albums by Jerry Fielding (featuring some of the world's greatest drummers), Ray Charles Singers, Ashley Miller, Steinerberg and Benny Goodman.

Command plans a major push on the Goodman album, its first with the label. The album is a collection of gems, and it will be released in New York Wednesday (9), an active role in the promotion. The Steinerberg album should get a boost from the artist's appearance on the "Today" show. Severinsen will promote the album on the show.

Brubeck told the distributors that the gradual elimination of novelty records presents the challenge of getting the right record to the right audience.

A week later, another album featuring sterling voices only in many cases will have space and capital to enlarge their inventory, and that this space and capital should go into the cartridge business.

Philips Mounts Large-Scale Fall Attack With 5-Pronged Barrage  

By NIGEL HUNTER

NEW YORK — Philips, the company, has announced a 5-Pronged Barrage of marketing drives to promote its 5-Pronged Barrage of marketing drives to promote its 5-Pronged Barrage of marketing drives.

The campaign, which will run throughout the year, is designed to reach a wide audience with the message that Philips is the leader in the 5-Pronged Barrage of marketing drives.

The campaign will feature a series of television commercials, radio spots, and newspaper and magazine ads, all aimed at promoting Philips' 5-Pronged Barrage of marketing drives.

The campaign will also include a series of special events, such as a 5-Pronged Barrage of marketing drives performance, to attract interest in Philips' 5-Pronged Barrage of marketing drives.

The campaign will be supported by a comprehensive public relations and advertising effort, as well as a series of direct mail campaigns, to ensure maximum exposure for Philips' 5-Pronged Barrage of marketing drives.

Philips has also announced a series of new products, including a 5-Pronged Barrage of marketing drives speaker system, a 5-Pronged Barrage of marketing drives record player, and a 5-Pronged Barrage of marketing drives home theater system.

Philips is also working closely with retailers to ensure that the 5-Pronged Barrage of marketing drives is available in stores nationwide.

Philips' 5-Pronged Barrage of marketing drives is designed to appeal to a wide range of consumers, from the budget conscious to the high-end shopper.

Philips is committed to continuing its leadership in the 5-Pronged Barrage of marketing drives market, and will continue to innovate and introduce new products to meet the needs of its customers.

CASH COLLECTS GOLD FOR LINE  

NEW YORK — Johnny Cash has picked up a gold record award for his latest album, "I Walk the Line." The award, certified by the Recording Industry Association of America (RIAA), symbolizes sales in excess of 51 million.

Cash is currently riding the country charts with his hit record, "I Walk the Line." The album, "Johnny Cash's Greatest Hits, Vol. 1," is being released soon, and will feature some of the artist's biggest hits.

Cash has already sold over five million copies of his previous album, "Ring of Fire," and is expected to continue his success with "I Walk the Line."
EXECUTIVE SPECIAL
Published by Billboard Publications, Inc., 634 West 42nd Street, New York, N. Y. 10036

Billboard Audio Retailing

CHICAGO—Distributors here report that dealers and record buyers are shipping the door on monaural records faster than anticipated. Some distributors say 1,000 long-playing records per minute against mono as a "panace" and are becoming concerned over the possible repercussions at retail.

One independent distributor, All-State, has reduced its monaural price to the pre-increase figure to entice monaural movement to retailers.

All-State manager Lee Howard explains that dealers and jack jobbers are not ordering monaural, even when customers ask for it. Obviously, they don't want to be stuck with the merchandise. Howard said that some manufacturers are insisting we accept monaural. So we are doing everything we can to get rid of多余的.

We have reduced our monaural price back to date old. We were up in price only six weeks.

The rift, Role Urged

"Manufacturers should wake up to the fact that mono is gaining on full stereo, they must make up their minds to take it back and move it around to the dealers. The only way to eliminate this excess monaural is through the marketplace. Ultimately, the mono price will drop to $1.98."

Howard further said that if the problem continues to worsen, many distributors will have to be "dump" monaural records.

"We've got to make a fuss in financial," Howard added. "Under-capitalized independent distributors cannot afford a double investment.

The dealers have all pan-..." We'll see who else, other distributor, the "Ode to Billie Joe" cover.

Cap. Following Gentry Single

Click With LP

NEW YORK—Capitol Records is following the click of Bobbie Gentry's "Ode to Billie Joe" single with an LP of the same name. Initial pressing of the album is said to be 500,000 copies, the largest advance pressing since Capitol went to bat with the Beatles' first LP in 1964.

The single, which was released a few months ago, is now passing the 750,000 sales mark. Miss Gentry, who also wrote "Ode to Billie Joe," wrote most of the 10 songs that make up the LP.

Capitol Records Distributing Corp. salesmen are taking orders for the LP this week and shipments are expected to begin Aug. 21.

Capitol will back up the album with special stereo, billboard and other promotional items centered on the "Ode to Billie Joe" cover album.

20th-Fox Closes Its Coast Office

LOS ANGELES—Twentieth-Century-Fox Records has closed its West Coast office following the resignation of A&R director Jackie McLean, Aug. 1, the label was on the Coast one year, with offices at the 20th-Fox lot in West Los Angeles. The label had some 20 acts under contract and had committed itself to releasing two soundtracks, "Dr. Dolittle" and "Star!" for Bosco Wilson, who handled rhythm and blues activities, has left to join ABC Records, which was distributing 20th product.

$3.79. This will really cause confusion."

Hausflater agreed: "Nobody knows how to do that anymore. It all comes back, and the mono. We have got to go back to the way it was."

But the interesting thing is that where mono is being exposed and displayed, it's still selling. You see, the consumer still doesn't know what's going on.

Indie Mr. Problem

The clubs, one distributor complained, are not buying when they know they're able to move monaural like they did old product when they first started. Furthermore, the manager feels the leave the independent manufacturer.

Leonard Garman, president of Garman Distributing, was not as pessimistic, but he admitted that a problem exists with mono returns. He feels, however, that most of the glut can be handled through returns.

"We expect a lot of mono to come back. We are going to have no way of determining how much of a problem that is. But we hope this will take the care of the manufacturers. We're going to do with the manufacturers."

Garman said his firm's mono orders are "very, very small.""Adaro" to Go U. S.

NEW YORK—"Adaro," a Peer-Southern copyright, will be promoted here, according to Provo Garcia, P.S. Latin manager. The version by Arturo Marquez, No. 3 on the Mexican charts.

EVEREST, YUGO FIRM IN DEAL

LOIS ANGELES—Everest Records has signed a deal with Producciones Grafosfunk Plaz, the Yugoslavian record company. The initial release under the pact is a two-LP package of Massenet's "Don Quixote," the first two-lp package ever for the opera. Due this fall, the set features Mario Champlinwich, Berlin Kalet, and Zlito Korzhoretz with the Belgrade Philharmonic Orchestra under Oskar Donstat.

ABC RECORDS is promoting its newly signed Judy Garland by distributing pamphlets in the lobby of a New York hotel where Miss Garland is appearing. The album, recorded at the Palace, is "Judy Garland at Home at the Palace—Opening Night."

AUGUST 19, 1967, BILLBOARD

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August 21 on NBC-TV

"Singer Presents Tony Bennett" in a full hour of hit after hit after hit...like "Who Can I Turn To"..."Because of You"..."Taking a Chance on Love"..."The Shadow of Your Smile"..."Sing You Sinners"..."If I Ruled the World"..."Fascinatin' Rhythm"..."I Left My Heart in San Francisco"..."Just in Time"..."A Taste of Honey"..."Once Upon a Time"..."Keep Smiling at Trouble"..."Lost in the Stars"..."Quiet Nights of Quiet Stars"..."The Moment of Truth"..."The Trolley Song."

Who could ask for a better reason to expose the great catalog of this fine artist?

A major time buy supporting this promotion helps it happen! Make Tony happen for you. Contact your Columbia Records representative now!

Where Tony Bennett hangs his hits, On COLUMBIA RECORDS®
Main Line Is Bulging With New Promotion Plans & More Labels
By JANE SCOTT

CLEVELAND — These are the current promotion plans of Ohio-based Disc Jockey Distributor, Main Line Records, now in its 20th year:

• A new room for disk jockeys to pick up records.
• Automatic mailing of records to key disk jockeys.
• Promotion reports sent weekly to manufacturers.
• A brochure of staff members sent to manufacturers and dealers.

"Recent additions to our promotion staff makes us one of the biggest distributors in the country," says Dan Daniels, general manager of Main Line Records.

Patrick McCoy, former promotion and music director of WJW, joined Main Line recently as promotion director. He was previously with Liberty Records, Northern One Stop and American Distributors.

Joining last month were Leonard Evanoff, formerly with Merrill Distributors, and Jay Howard, also formerly with Merrill and formerly with Harm Bros. Distributors. Others on the staff are Louis Heebner, Eddie Anderson, who handles the Motown label, and Rudy Sudol, who works in Cincinnati.

The disk jockey's room is being constructed in the warehouse area.

Main Line also claims to have more resident salesmen than most firms. There are Bill Colligan and Howard Wagoner in Cleveland; Fred Katz, Pittsburgh; Ken Herman, Columbus; and Jack Heebner in Chicago. Katz was former regional sales manager with Mercury Records.

KCLE-FM Teams With Dozier on Live Jazz Series

CLEBURNE, Tex. — Beginning this month, KCLE-FM will team with Dozier Productions of Dallas to present a series of live concerts at the LouAnn's in Dallas. The air personalities of this series are Buddy Lowe, program director of the station, who spins jazz into the day, and David Worth market 18 hours a day.

First jazz group on the Monday night, the newly formed the Jazz Crusaders. Lowe said name artists will be the policy of the live shows. Formed with WWHO, a hot format operation in Norfolk, Va., Lowe handles deejay chores 7 p.m. to midnight five nights a week for KCLE-FM. No stranger to live remote (all hands via director, studio and talent union), he has handled shows from the Club 42 in Fort Worth, Sunday afternoons; the Pink Mink in Dallas; and the Club Araby in Fort Worth.

The unusual thing is that LouAnn's is the house from 7 p.m. each day on KCLE-FM via tapes, of which he already has a year's worth on hand. In addition, Lowe handles KCLE-FM's show for Dozier Productions. A professional musician, he has sat in at all major recording sessions, including some of the greatest names in the business.

He has fronted several jazz groups in the past, and claims to have been a member of both local and nationally known clubs and stations "along the East Coast from Boston to Maryland, through the West Coast and back again."

Main Line Rolls Back Mono Prices to the Old Level

NEW YORK—MGM Records is rolling back its mono prices to that effective with the industrywide price equalization of mono and stereo two months ago.

At that time, mono prices were raised to the stereo level. MGM's new move will affect all labels in the MGM family, including Verve, Kama Sutra and other affiliated labels.

"The reason for the decision to go back to the previous price policy of charging less for mono is that the price equalization policy did not achieve the desired results," said the company. "As a result of overwhelming demand and increasing stereo sales, he said mono sales and stereo sales have remained where they were before the equalization policy took effect.

"We are starting to promote mono records again," Nanasi said. "We hope that some day mono will become obsolete, but it will have to develop the same kind of market that $1.99 suggested list (same as stereo), will now be offered at the present list price of $3.79."

TRO's Appointment Accents 'Now' Idea

NEW YORK—"The business of music publishing today is so complex . . . many of its procedures are so sophisticated that in order to progress a company must reach out for personnel with specialized administrative and business skills."

The announcement was outlined by Al Brackman, executive of The Richmond Organization (TRO). His other as an appointment of H. Mintons Francis as TRO executive director (see Executive Turntable).

The announcement of Francis' move by TRO President Howie Richmond stirred considerable trade interest, in view of the leadership background. A specialist in business organization, Francis was an executive of the Columbia Records, has been with Columbia more than two years, and has served as the executive office of the Columbia Records, and has been with Columbia since then has then with the civil government agencies. These included the Department of Housing and Urban Development, an assistant to Secretary Robert C. Weaver.

He was later Deputy Director of the Senate Office of the Budget, where he had been part of the Presidential Budget Office Eastern Region. He was the President of the United States since 1964. His previous experience includes two years as special assistant to the President of the Senate. He was also the executive assistant to the President of the Senate.

MAIN LINE promotion staff gather around Joe Simone, general manager of the independent division. From left, Eddie Anderson, Pat McCoy, Leonard Evanoff and Louis Newman.

Executive Turntable

Al Bell, Stax Volt Records, has been promoted from national promotion director to executive vice-president, a newly created post. A graduate of Philadelphia's Temple University, Bell joined the label in 1965. He will supervise all national promotion, work with the publicity department and act as a consultant to the production department.

Walt Heebner was appointed national sales manager of Data Publishing Co.'s Morningstar tape cartridge and cassette product. Heebner will decide between his morningstar's headquarters at Cambridge, Mass., and his sales office in Los Angeles.

John Pfeiffer has been promoted to executive producer of Red Seal artists & repertoire for RCA Victor. Pfeiffer, who will report to Roger Hall, manager of the Seal, has been Victor's assistant to the director of Red Seal Artistic Coordination for the past five years. In this capacity, he was one of the engineers responsible for the development of DigiGroove Sound as well as being in charge of all sound for Red Seal releases. He has also produced records by such artists as Joshua Bell, Vladimir Horowitz and Wanda Landowska. He has been associated with RCA since 1949.

Link Nilsson as Dunbar Writer

NEW YORK — Nilsson, new RCA Victor artist, has signed to an exclusive writing contract by Dunbar Music (BMI), Vicotor's recently established publishing arm.

Nilsson's single, "You Can't Do That," b/w "Ten Little Indians," was released last week as a result of continued air play by KRLA, Los Angeles.

Anderle Move

NEW YORK — David Anderle, new West Coast operations director for Atlantic Records, last week was incorrectly identified as holding a similar position with Kapp Records. Anderle had taught at the University of Southern California, headed the music department for Autostrade, and was West Coast promotions manager for MGM Records. He also headed his own personal management firm, Directional Management.

HADDONFIELD, N. J. — Creative jukebox programming has been the profit-making aspect of the jukebox business, but it is to the benefit of both the jukebox operators and the jukebox manufacturers. The latter are offering to bring in new music, and the former are taking advantage of the situation by offering new material.

"We're dealing in created hits and our programming is stereo- ised, and we're very innovative," said one programmer. "Art is fast disappearing from the jukebox business because a steady stream of created hits keeps feeding on itself."

Cannon heads a committee for record company communication and programming set up by MCA. He is also responsible for the current jukebox programming habits as he describes it as a "system," i.e., the operator buying from the one stop sub-

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The Children of Rock
Belt the Blues

By RICHARD GOLDSTEIN

When the Bee Gees were first introduced to New York radio audiences as "the English surprise," it was considered nerve-wracking for a girl who was trying to impress, and cooly observe: "Of course you know they're the Beatles in drag."

It was a logical conclusion. After all, this "English surprise" was managed by Brian Epstein, the man who first decided that what the world needed most was not another crew-cut Casanova waxing a sologogy to his hotrod, but something longhaired, frented, and English—something Beatle.

But more than common management, this new combo shared something musical with Lennon and McCartney: their sound. "New York Mining Disaster — 1941" would have been a credible title for a new Beatle composition, and the production (listening strings to back a sparsely tragic tale) would have been an appropriate sequel to "Eleanor Rigby." Even the vocal phrasing—clipped and incredulously sad—had a certain McCartney quality to it.

Heads shot back when the radio announcers revealed that the Bee Gees were themselves—three brothers (Barry, Robin, and Maurice Gibb) and two acquaintances (Vincent Melouney and Colin Petersen)—all American. Even more startling was the revelation that the Gibs, who wrote the songs, had been local show business luminaries since they were about 11. Now packing it, they left behind a string of hits Down Under to emerge triumphant—as super- phonic. They didn't even need ashes.

For, despite the objections of a few puritans (before rock 'n roll came of age, we called them "fans"), "New York Mining Disaster — 1941" was a solid hit. Long after the novelty of successful imitation had worn away, its own subtle power continued to impress. Here was folk music in a truly modern idiom. Concise, and not rambling like the classic ballad-narrative, utterly personal and underplayed rather than melodramatic, it employed a poet's truism that journalists are just beginning to understand: a tragedy is the sum of its details. Their chronicle offered no data and no summation other than the quiet nobility of a miner facing death who calmly ad- vised an apostrophical Mr. Jones: "Don't go talking too loud, you'll cause a landslide." The power is not in the lyric but in its implication, and that sense of indirection placed the Bee Gees in a hasty cut above copycats.

Now, with the release of their album, "The Bee Gees First" (Atco), they are re- luctant to talk about the Beatles. They claim any similarity is "an accident of birth," explaining: "All the Lennon-McCartney sound has influenced everyone. They in- sist "Midnight Special" was conceived and recorded be- fore Epstein ever heard the group. The Gibs wrote most of the material they perform on the album, and if this collection is anything as indica- tion, their talent as songwriters alone is formidable.

But the deju vu comes in the arrangement — all those musical and vocal embellishments that make a simple melody. Here is where one year of rough and painful dis- tention a la "Revolver" (play "In My Own Time" and "Taxman" back to back) beyond the similarities in composition, the feeling of having heard those harmonies before is too strong for comfort, and chance can be as dangerous as calculation.

The group's success with other styles (and this album is a very mixed package) makes such imitation unnecessary, and even deceptive. As it is, the listener must transcend familiarity to discover what is actually worthwhile about the Bee Gees. The new single, "To Love Somebody" backed with "Close Another Door," is a belting rhythm and blues set. Not many voices in rock can scream without screeching. But Barry Gibb has a strong voice (listen to him walk on "Close Another Door") with tremendous range (listen to him sigh on "Holiday). At his best, he is his own stylist, and that gives the music he sings as well.

"There's still this over- riding thing of being commercial, which is always on your mind," he admits it's an old ad in rock will, but the Gibb brothers mean something other than the cliché when they speak of slick.

The time when "going commercial" meant creating repetitive and simplified music is over, and this album is all the proof that one needs that recording to its financial mainstream — eclectic, zany, and cryptic— but it is skilfully con- ceived and sewn together. All the cuts are within the conventional three-and-a- half minutes; there are no radical innovations, and so it is not a "key" work. But it is the result of a renaissance, if not the cause of one.

The rock revolution is his- tory now; the Bee Gees are its children. Their sound will never be duplicated by four guys standing under a lamp post on a summer night. It is finely, carefully wrought music, meant for deep listen- ing, and its imagery is etched in terse figllere. The lyrics are simple, but they sting. For example, of Crain's Finton Kirk, "Some people hear the Bee Gees observe: "His wavy hair continues not to grow."

You can approach this album assuming it will be complex; today's rock audiences demands that to be profound is to be pro- fessional. According to Gibb, to blow the mind with radical departures is com- mercial. The pseudo-sound that passed for Pop music five years ago has become a vital, probing sound. To- day, slick means skill.

"When people put out a song saying you've got the most significant new talent of 1967, you've got to live up to it," says Robin. "So you do as much as you can to keep away from basic choruses and rhythms."

And though Pop en-thusiasts often mistake mere novelty for quality, "The Bee Gees First" is that not- so-rare occasion when the two coincide. There is a good deal of background orchestration, but it all falls into place nicely: it neither smoothes a good composition nor tries to mask a bad one. The special effects are abun- dent, but they are not a reason d'être. The songs are all-important.

Two major compositions ("Every Christian Lion Hearted Man Will Tell You," and "Holiday") are superb examples of eclectic Pop music. They show a brood- ing ecclesiastical mood ("We always thought if somebody put monos in a song it would sell). The former song begins with Gre- gorian chanting, then slides into an easy rhythm, followed by some salty vocalizing in the chorus. It moves back and forth from religiosity to rock ending in a mournful fade-out with brilliant continuity because all the melodies are tightly knit; they speak to one another.

"Holiday" has more secu- lar overtones, but it uses a minstrel's theme, and it poses a gay lyric with a melancholy tune. The tension between words and melody provides just the right setting for what the Bee Gees want to say in "Holi- day": its protagonist cannot love the girl of his dreams. His devastating statement is precise and with pin-pointing and rhythmical: "The Bee Gees First" is so brimming with the new poetry of Pop that one almost overlooks some cagy synchronization within. It is tempting to believe that the composers of "Cucumber Castle" — which sounds as fresh and original — imitate the Beatles by accident.

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**Philips Mounts Large-Scale Fall Attack With 5-Pronged Barrage**

- Continued from page 3

or royalties on the record. Philips will press, distribute and promote the product. But there is no mention of the firm on the Pops Posters. Companies will also participate in its promotion.

The posters will do as good a job as they did on the Save The Children Fund record, said Goulil, "That one sold 107,000 copies."

For example, Executive Director Walter Woyda gave details of an October - November campaign of the company's series of 30-second TV commercials. He emphasized the need for public support in merchandising by dealers to benefit from this promotion.

Classical repertoire will be increased with the release of eight Goumike operas of "The Messiah," backed by advertising in consumer publications.

The first cassette release from the series of 50 new titles will be "Macbeth" on two cassettes, company head Jerry Pilling told the National Retail Electronics Association. The first release of "Macbeth" will be major show releases for "Seymour Cassell" and "Pizzicato" on the Forum, and the soundtracks of "Porgy and Bess."".

CBS repertoire will feature the Temptations, George Fane, Tom Jones, Patti Labelle and, release from Pye groups repertoire will include cassette releases by Frank Sinatra, Herb Alpert, Trini Lopez and the Kinks.

On the pop record front, Philips' range of double albums will feature "Carlos," dovetailing slightly above the price of one LP each.

The complete package in double dollar sleeves with a special double circle sleeve design and logo. The point-of-sale unit for the double album is self-standing, and can be commended in a browser box or suspended in a window place, he added. Further Proplern Solved, Two LP's for the Price of One.

Philips has cornered approximately 10 per cent of the record accessories market in Britain, it claimed at the conference. But the attacking sales force was warned against other manufacturers' intentions in the area.

Record cases are the most successful line in Philips accessories, and a new one will be launched plus a musicarette, which will be the "Philips Bananza" in which eight of the company's LP's are being offered.

"To sell records you must get the most out of the customer," he stated. "They're no use stuck in a rack behind a dealer. A defender made a better job. We have got to get records and the customer can see them and buy them."

**Executive Turntable**

- Continued from page 6

Stuart Yahn will head Epic's regional promotion department on the West Coast. Yahn, who had been Los Angeles promotion manager for Mercury Records, will cover the Los Angeles, San Francisco, Denver and Seattle markets for Epic and Crossroads Records. He will report to Epic's West Coast sales manager, John Culshaw, leaving the company in October to be BBC's head of television music. His successor is Ray Minshull, who joined Decca in 1957.

H. Minton Francis has joined The Richmond Organization (TRO) as executive director (see separate story). He will concentrate on developing optimum business procedures and means of internal communications in line with the TRO's concept of total music publishing. -- Chuck Dunaway, disc jockey on the staff of KILT, Houston, has resigned to become national promotion man for Ahisko Records.

**MGM, Macy's Brown Pitch Lures 1,000**

**NEW YORK -- A joint promotion with store manager Charles Brown, "by MGM Records and Macy's, drew more than 1,000 customers to the Gimbels store Wednesday (9) for a half-hour visit of the "Sing Out on Broadway" show. An estimated 800 copies of MGM's original album were sold during the performance. The albums were accompanied by each member of the cast.

A nine-by-nine-foot replica of the store's perch is set up in the background for the performance. An additional five-by-five foot blowup is hanging from the ceiling in the Macy's Fifth Floor Record Department.

Macy's ran a full-page ad in the newspaper before the show to fore the performance, advertising the special event and the album. Macy's has been working out to work with this promotion at Macy's New Rochelle store.

**Quinnipiac College Sets 1st Jazz Fest; May Join IFF**

NEW HAVEN, Conn.—The first Quinnipiac College Intercollegiate Jazz Festival is scheduled here for the spring, 1968, with an eye toward converting the event into an Intercollegiate Jazz Festival complex in 1969. On the festival's advisory board is Stan Kenton, Dave Brubeck, Woody Herman, Clark Terry, the late Stan Kenton's student and successor, Stanley Dance; John Hammond, of the Jubilee Records and the Davis Channel of 3, Hartford, Conn.; Hardy Downey, of personnel at WCCX, Renaissance, Conn., and Rocky Clark, New Haven College's most recent director.

Bob Yde, director of the intercollegiate Jazz Festival, said, "It is in the best interest of all to have Quinnipiac involved in the IFF in 1969. This is a mandate showing what important national proportions the IFF is taking on," said Yde.

The Quinnipiac Festival will be conducted through the school's student council. All jazz aggregations and vocal groups from schools throughout New England and the Northeast are eligible to enter.

Festival officials indicated that the Quinnipiac event will be a part of the school's jazz workshop and it's annual Quinnipiac Jazz Festival, Villa nova, Pa., and the New Haven Festival for the Arts.

Long-range plans call for the winners of the Quinnipiac event in 1968 to travel to the IFF finals in mid-1969 as part of the three-day competition with groups representing schools across the nation. Quinnipiac brings in the only group of intercollegiate festivals under the umbrella. The aim of the IFF is to promote college and junior college students in jazz and to help develop jazz talent among young people. At least one place for the Quinnipiac event will be set aside, according to Ed Lush, public relations director for the school.

**Salvation, Village Discothque, Opens**

NEW YORK — Salvation, formerly the Village Discothque, has been rechristened a "salvation" and "discot" in response to the city's newly imposed noise ordinance in Greenwich Village.

The latest offering to Village nightlife has a sunken dance floor that can accommodate some 150-200 people and a small area with tables. A bar is located up front, and a number of booths and disk are played by the acts. The lighting was prepared at the New York Home of Benefice Inc., and the operation is managed by the same.
UNDERGROUND EXPLOSION!!!

NILSSON

"YOU CAN'T DO THAT"

"10 LITTLE INDIANS"

New super-hero of the teen underground setting the coast right on its inner ear with his electrifying new single.

RCA VICTOR

And the shock wave is spreading... SPREADING... SPREADING!
Redding, Perry Sedge and Sam and Dave. "The most phenomenal of all, though," said Ertegun, "was the Temptations, who were making a sweep of both the r&b and pop fields.

And the new groups are Concerned, Ertegun said that in any instance he's seen singles sales of 60,000 copies matched by album sales of 90,000 to 100,000 by the same group. "The Cream, for example, sold a million copies of the LP but their single release didn't quite make it." He also predicted that the first two or three singles of each album will sell more copies than their entire albums.

The Awareness of LPs

The groups are setting up their own style of album presentation, said Ertegun. They seem to feel that the long, limber liner notes to stress art work, decoration, color and photography. Another reason for the inroads being made by the LP, according to Ertegun, is that many artists have LPs which run from six to seven minutes, which cannot be put on a single, which means the only showcase. "And because of this," said Ertegun, "the record labels are beginning to change the broadcasting business." Stations, which never before played records that ran over three minutes, are now spinning these extended sides and thus giving more exposure to new product ever before.

Alboro First

Now that the Columbia potential has become so great, Ertegun plotting LP's the label's new groups even before the first single is released. He plans to be ready with albums by such groups as the Vagrants and Aesop's Fables even before their singles take off.

In addition to the r&b artists and Berry's groups, Ertegun is continuing to build the album catalog of such standard artists as Les Brown, Stan Kenton, the Micro-Bears, Bobby Darin, BenF and Bill, as well as his jazz roster.

Ertegun is on the Cotopaxi this week discussing forming an album with Sergio Mendes, who is free to record for Atlantic even though he signed to A&M Records.

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"Honey Pot"
c/w "Calypsoul" #9285
RCA VICTOR

Al Hirt's
Sweet Soul
Single
Wes Montgomery's A&M's new jazz band could easily qualify for the title of "Mr. Octave." Having developed a clever style of playing two notes simultaneously, Montgomery's cleanly executed lines propelled him onto the national scene with a program of popular, rather than jazz-written melodies.

The 44-year-old musician from Indianapolis says that he hadn't experimented with octaves, "but probably wouldn't be any different" from his contemporaries. One reason he is so delighted with his new record affiliation is "the company's young and exciting personnel." He had thought about using octaves in places of single line notes," Wes said, after a session at Memory Lane, a major room in Los Angeles. Montgomery admits that he had this idea for a new fingering style for a long time, but it wasn't quite sure what it would evolve into. "I thought it would be very simple because it's similar to single lines; you just add another note. But he found that it would be very easy, but it's just the opposite because of your fingering positions. I had a lot of thoughts going at first, but very little sound. But you shouldn't be able to keep telling myself that it's not possible, it became harder than I imagined.

Montgomery explained that while playing the E and G strings—that's an octave form—he would decrement the fourth string. When he hit the E strings, he would play the fourth, with only the two free ones vibrating. "If they're blocked or deadened somewhere, you won't get the sound. You have to be able to move your fingers between them properly," he said, "otherwise if you give a little, it gets really horrible. You wouldn't want to hear it. You must be careful, if you want to work with him, you must love me. He must make sure the sound is right when you play the E strings, he would play the fourth, with only the two free ones vibrating. "If they're blocked or deadened somewhere, you won't get the sound. You have to be able to move your fingers between them properly," he said, "otherwise if you give a little, it gets really horrible. You wouldn't want to hear it. You must be careful, if you want to work with him, you must love me. He must make sure the sound is right.

It was rather surprising to hear this practitioner of one of the most demanding of all string techniques. His career is at its zenith, he is working more clubs than ever before. His recordings have appeared on almost all the major record labels and have been an outstanding hit. He is a master of the instrument and has a profound understanding of its capabilities. Montgomery is currently working with a quartet, having added a second player to the lineup. He has also been experimenting with a new technique, "the fingerpicking technique." This technique involves the use of the fingers to pluck the strings, as opposed to the traditional use of a pick or plectrum. The result is a delicate, nuanced sound that is very effective in accompanying other instruments. His recent recordings have shown a marked improvement in his technique, and he is now regarded as one of the leading exponents of the instrument. Montgomery's performances are always a delight to listen to, and his music is a testament to his skill and creativity.

Actually, Montgomery stays away from his instrument even on the record or printing. "The instrument takes so much out of me at night. On my first set, I get carried away. After that, I keep keyed up and I don't get a chance to relax. I have to be keyed up to think. I'm not keyed up at a record even. I don't feel comfortable. In clubs, most people say I play completely different. The difference is excruciating. During the night I can warm up, think, figure out the microphone. In a studio, it's like walk in, okay do."

Montgomery was a Verve artist for two years, recording under the Creed Taylor's label. He says A&M's deal was better than Verve's so he switched labels. "I didn't understand Creed's concept. I was under Creed's deal and the company. Taylor is thus able to continue recording Montgomery under his pact with the label as an independent producer in New York. Montgomery is currently working with a quartet, having added a second player to the lineup. He has also been experimenting with a new technique, "the fingerpicking technique." This technique involves the use of the fingers to pluck the strings, as opposed to the traditional use of a pick or plectrum. The result is a delicate, nuanced sound that is very effective in accompanying other instruments. His recent recordings have shown a marked improvement in his technique, and he is now regarded as one of the leading exponents of the instrument. Montgomery's performances are always a delight to listen to, and his music is a testament to his skill and creativity.

Yet it was the commercial mettle that he felt he had to develop something extraordinary in his attempt to establish himself as a commercial market. Commercial melodies alone wasn't what I imagined. Montgomery explained that while playing the E and G strings—that's an octave form—he would decrement the fourth string. When he hit the E strings, he would play the fourth, with only the two free ones vibrating. "If they're blocked or deadened somewhere, you won't get the sound. You have to be able to move your fingers between them properly," he said, "otherwise if you give a little, it gets really horrible. You wouldn't want to hear it. You must be careful, if you want to work with him, you must love me. He must make sure the sound is right."

Buying records is the grand spotlight as leader and featured instrumentalist with his guitarist, Wes Montgomery. Montgomery is a great guitarist, but his players aren't paying enough attention to his instrument. He thinks people associate with him and, unfortunately, turn out to be a part of the jazz world. "I'm not a brother," he says, "I'm just a friend. But Montgomery is currently working with a quartet, having added a second player to the lineup. He has also been experimenting with a new technique, "the fingerpicking technique." This technique involves the use of the fingers to pluck the strings, as opposed to the traditional use of a pick or plectrum. The result is a delicate, nuanced sound that is very effective in accompanying other instruments. His recent recordings have shown a marked improvement in his technique, and he is now regarded as one of the leading exponents of the instrument. Montgomery's performances are always a delight to listen to, and his music is a testament to his skill and creativity.

In his 10 years as a professional, Montgomery has never been recorded before an audience. Although he knows he can create more excitement before a small listening audience ("I've tested tunes and know which ones draw the best responses"), he says he gets more satisfaction from a microphone. If he were to be cut in the studio, he would have to be the equipment next door and the mikes in the room.
BROOK BENTON HAS THE BIG ONE ON... "LAURA"
(What's He Got That I Ain't Got?)
#0611
PRODUCED BY JIMMY BOWEN

...AND IF THERE'S ANY DOUBT ABOUT IT, CHECK WITH

WMCA NEW YORK WCFL CHICAGO WCAO BALTIMORE WQAM MIAMI KVIL DALLAS KILT HOUSTON
KNUZ HOUSTON KFJJ FT. WORTH KXOL FT. WORTH WPGC WASHINGTON, D.C. WHB KANSAS CITY
WNOX KNOXVILLE WFOM MARIETTA WAKR AKRON WHLO AKRON KJR SEATTLE WFBL SYRACUSE
WDOL ATHENS, GA. WDAK COLUMBUS, GA.

AND A RAFT OF R&B STATIONS COAST TO COAST
A&M Spurns Psychedelic Records as ‘Not in Our Bag’

LOS ANGELES — “There are five or six acid records brought here everyday,” commented A&M Records general manager Gill Friesen last week. “We turn them down. It’s just not our bag.”

Friesen said it’s just not necessary for the company to dip into the drug-flavored pop scene now. “There are blatant things being released which talk about LSD or a trip. There are also some other records which are rather abstract and leave something to the imagination,” Friesen said.

This month the company will release its largest single LP package-six titles—all without a psychedelic motif. Growth of the firm’s artist roster necessitates this “large” release which involves Bert Bacharach, Antonio Carlos Jobim, Wes Montgomery, Chalumeau Longt, the Merry-Go-Round and Jimmy Rodgers, Montgomery and Jobim are produced by Creed Taylor, the independent adman who recently became affiliated with A&M at its jazz-oriented New York stanchio.

A&M has just released Montgomery’s debut single, “A Day in the Life Of!” parts one and two, featuring Claus Ogerman’s sweeping string arrangement. While Taylor will handle, the initial jazz output, co-owner Herb Alpert will cut newly signed pianist Pete Jolly. The company’s own recording studio (on the company’s LaBrea Avenue lot) will be ready for sessions in mid-October.

John Rosica, the A&M New York promotion chief will also take on the responsibility of national promotion man for Taylor’s efforts, with special emphasis on rock and jazz stations.

On Thursday (10) Alpert and the Tijuana Brass leave for a 25-city concert tour, encompassing first-time appearances at Fillmore’s, Winterland, Oakland, Rochester, Iowa and Ohio State fairs.

Production Firm Is Formed by Yorey

NEW YORK—Bob Yorey, an independent producer, has formed New Image Productions. Yorey is seeking young songwriters and groups for his new company. It will stress rock product, but will also handle other types of music.

Mercury Family Names Seaboard

EAST HARTFORD, Conn.—Seaboard Distributors has been named to handle the entire Mercury Record Corp. family of labels. Seaboard will swing a separate sales and promotion staff to the Mercury line, a move considered unique in independent distribution.

The firm, a division of Roskin Distributors, has handled the Mercury, Philips and Limelight labels. Trinity Records had Smash and Fontana product. Joel Roskin, owner of the distributorship, said Ed O’Keefe has been added to the staff to promote Mercury, Philips, Smash, Fontana and Limelight.

Herb Eddy, another new man, and Lester Deuel will handle sales of Mercury Corp. product.

Paupers Get Rich Buildup by MGM

NEW YORK—MGM Records launched a promotion campaign behind the Paupers last week to give the Verve/Forecast group the same national attention that helped the Every Mother’s Son group. The campaign includes a two-week, nine-city tour to perform at cocktail parties for the press and deejays. The group, whose latest single is “Magic People,” will visit Seattle, San Francisco, Los Angeles, Dallas, Houston, Chicago, Philadelphia, Boston and Detroit.

Golden Names London Distrib

NEW YORK — Golden Records has named London Records of Canada Ltd. Canadian distributor. The label also has set a release of 15 LP’s including three new record and game sets.

Golden Records is a subsidiary of A. A. Records Inc. The label’s president, J. J. Masser will travel to Canada soon to map the exclusive distribution plan for Golden with Foster Jamieson, president of London Records of Canada Ltd.

Breed Disk on Acta

NEW YORK—The American Breed’s recording of “Don’t Forget Me” is on the Acta label, not Atea, as was reported in the Billboard last week.
'Chicago Sound' May Make Director Co. Chi. Bound

CHICAGO—The emergence of a "Chicago Sound" has prompted Russ Robbins to consider moving his Milwaukee-based Director Corp. here. The firm is expanding into film producing and expects to set up New York and Hollywood offices. It has also launched Target Records and will shortly go into music publishing.

"We know it's happening in Chicago. Most of our sessions are cut there now," said Robbins. One of his groups, the Shag, cut a Capitol single at Chess Records' recording studio last week with Lex DeAngelo producing. The record is "Stop and Listen," back with "Melissa." Robbins, who has been negotiating with Bill Traut at Diesel Productions here, has several groups under wraps and is talking with others. The Shappell's have previously released records. A new group, the Barques, will cut an LP this week for national distribution. Private Property is yet another new group Robbins is developing and singer Alia Houson will soon cut a single.

Director Corp. hopes to have its first film, a television pilot suitable for movie theater distribution, out in September. Other firms will be more varied. "We are rewriting one four-year-old script originally written for Monty Woolley," Robbins said.

Mendel Sharp is heading the Hollywood office and Diana Brown will be in the office in New York.

ASCAP Adds 9 Artist-Writers

NEW YORK—Mamas and the Papas and the Doors writer-performers have been elected to membership in ASCAP. The writer-members of the Mamas and the Papas are Dennis Doberz, John A. Phillips and Mrs. Gillian Phillips. John Demmore, Robert A. Kriger, Raymond D. Manzarek and Jim Morrison are the Doors' writer-members.

Other new writer-members are Bobbie Gentry and Joan Baez. Jay E. Lo, co-writer of "Yellow Balloon," has also been added.

L. A. Cleffers' Local Against Tax Bite Bid

LOS ANGELES—Musicians Union local 47 is opposed to a proposed 10 per cent tax on tickets at Music Center events. Union president John Tranchella, in writing to the chairman of the Los Angeles County Board of Supervisors, which must approve the measure, noted that higher priced tickets would create smaller audiences by denying the less wealthy an opportunity to participate in the city's cultural life.

Form Dawn, Dianne

MONTGOMERY, Ala.—Two labels, Dawn and Dianne, have been formed here. The former is pop and the latter country. In the complex is a new BMI publishing company, Caradon Music. Owner is Mitchell G. Bush. Michael Pritchard is manager and A&R director, and Bill M. Bush is general office manager.

TALENT TEST BY MOBIL OIL

NEW YORK—Mobil Oil Corp., as part of Mayor John Lindsay's summer project, has launched a citywide amateur talent contest. Operation Search—and first prize will be a Bell Records contract. Preliminary contests are scheduled for the city's five boroughs. Finals will be in September. Only 10-year-olds can enter. A week's paid engagement at the Blacken discotheque also goes to the winner.

K&R, Nelson Tie

NEW YORK—Koppelman & Rubin will produce Rick Nelson's dates on Decca. First release under the new contract is "Sunrise on a Sunday Morning," written by John Boylan, a K&R contract writer. The song will make its debut over ABC-TV's "Malibu U." a teen variety show which stars Nelson.

Monmouth Drops Stereo to Mono

NEW YORK—The Monmouth-Evergreen line, which had a $5.79 stereo and $4.79 monaural list, has equalized its price at $4.79. Two album packages, which had listed for $7.79 in mono and $9.79 in stereo, will both list at the mono price. The label specializes in Broadway show music and big band sounds of the 1930's and 1940's. According to Bill Borden, head of the label, a substantial demand for mono still exists, and the label will continue to press mono product indefinitely.

2 Flaharty Masters Bought by Phillips

CHICAGO— Phillips Records has acquired two masters—"Hey, Conductor," by Sonny Flaharty and the Mark V and "A Goddess in Many Ways," by the Tuesday Club—and will release singles immediately.

The Flaharty work was acquired from Cincinnati producer Shad O'Shay and colleague Ray Allen. The other master was purchased from Marty Cooper and Ray Ruff, Little Darlin' Music, Beverly Hills, Calif.
Groups and expenses.

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HOLLYWOOD, Calif.—Vox is launching a country-wide band hunt under the slogan "Win a Movie Contract." Promoted in co-operation with the record production firm Ben Katz in the winning group will be flown to Hollywood with all expenses paid and will appear in a future Katzman movie to be produced by MGM. The contest will be held through September. Vox dealers will act as talent headquarters for their areas. Groups will be required to tape an excerpt which must register at a Vox outlet. After signing an application.

Everything sounds better on...

AMERICAN
crystaLine
recording tape
manufactured by
GREENTREE Electronics
supplier of the world's finest recording tapes to the record, music and tape cartridge industry

**Instrument Center Facing Doom by Wreckers**

because of the dealers’ failure to act in concert.

The search is not yet set, but the sweet sound of guitar picking heard along 48th Street is soon to give way to the shattering sounds of bulldozers and wrecking crews as the Rockefellers plan for the erection of mammoth office buildings contiguous to Rockefeller Center.

Forty-eight Street, over the past 50 years, has become the home of some 40 instrument dealers, service companies and music teachers, and has garnered a worldwide reputation as a definitive musical outlet. Also, the section is located in the heart of the city’s theater and nightclub district and near Local 802 of the American Federation of Musicians. The Rockefellers have approached several, but not all of the dealers, with lease offers. No plans have been officially announced for the construction of the office buildings, but it is known that the Rockefellers are buying up pieces of property along the street. One by one, buildings are being emptied. Leases are not being renewed

**Vox Backing Vast Rock Combo Quest**

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**Display Offer From Oak Publ.**

NEW YORK — Oak Publications is offering a counter-top song-book display rack free with an order of six assorted titles. Such an order also qualifies the dealer for a 46 per cent discount. The display is offered only until the supply lasts.


For the fall season, Oak has just issued "Country Blues Guitar" and "Folk Style Autoharp" instructional books. All are available from Oak Publications.

More Ravi Music

**LOS ANGELES — Capitol, on its Capitol of the World series, has released a new album by sitar master Ravi Shankar. The release is called "Two Raga Moods."**

The label has also just issued "Duets From India," by sarodists Viliyat and Bismillah Khan with tabla accompaniment.

AUGUST 19, 1967, BILLBOARD
Ode to Billie Joe/Bobbie Gentry

Her name is Bobbie Gentry... the year's fastest-rising talent. She wrote a song... Ode to Billie Joe... it's only been out three weeks. It's already #7

Her name is Bobbie Gentry.
FRANKIE VALLI—I MAKE A FOOL OF MYSELF (Prod. Bob Crewe) (Writers: Crewe-Grasso) (Saturday, BMI)—Right in the bag of his recent smash "Can't Take My Eyes Off You," this potent ballad will meet with the same play and sales success. "September Rain." (Saturday, BMI.) Phillips 46484

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

EVERY MOTHER'S SON—PUT YOUR MIND AT EASE (Prod. Wes Farrell) (Writers: L & D Lar- der) (Pocket Full of Tunes-Toobi-Ain, BMI)—The smooth blending group of "Come On Down to My Boat" fame have another hot winner in this interesting beat ballad, well-performed, arranged and produced. "Pocket Full of Tunes" (Toobi-Ain, BMI.) MGM 13788

RAE CHARLES—IN THE HEAT OF THE NIGHT (Prod. T.C.) (Writers: Jones-Bergman) (United Artists, ASCAP)—The film title tune gets a blockbuster blues reading by Charles, his follow up to "Here We Go Again." Penned by Quincy Jones and Mark Withers, its a sly, serious ballad capturing the feel of the emotion-packed film. "Something's Got to Change." (Tangerine, BMI.) ABC 10970

KEITH—SUGAR MAN (Prod. Jerry Ross) (Writers: Randall/Linzer) (Screen Gems-Columbia, BMI)—The "Daylight Saving Time" man strikes back with a sales-packed topper for the former hit. This infectious rocker has traces of the Mo Doody sound and should prove a giant for Keith. "Easy as Pie." (Singleton & Act Three, BMI.) Mercury 72175

ELVIS PRESLEY—THERE'S ALWAYS ME (Writer: Don Robertson) (Gladys, ASCAP)—One of Presley's most potent, sensitive and commercial entries. Penned by Don Robertson, the plaintive ballad fits all programming and could prove another "Love Me Tender" for Presley. "Judy" (Progressive/Presley/McDaniel, BMI.) RCA Victor 9287

HERMAN'S HERMITS—MUSEUM (Prod. Mickie Most) (Writer: Leitch) (Peer, Int, BMI)—Change of pace for the group is this whole-dressed easy rocker with off-beat lyric and rhythm backing. Strong follow-up to "Don't Go Out Into The Rain." "Last Bus Home." (Manske, BMI.) MCM 13787

BIL CODY—LITTLE OLED MAN (UPHTIG—EVERYTHING'S ALRIGHT) (Prod. Fred Smith) (Writers: May-Wonder-Cosby) (Jeben, BMI)—"Uphit serves as background for a zany piece of comedy routine only as Cody can perform it. His first single should prove a fast smash with the multitude of Cosby fans. "Touche Hun." (Routledge, BMI.) 4762

PERCY SLEDGE—JUST OUT OF REACH (OF YOUR Two Empty Arms) (Writer: Stewart (Four Star, BMI)—Another song to confirm Sledge's reputation as a top rhythm ballad writer. His last release "Uptown" hit both the r&b and Hot 100 charts with this emotion-packed blues ballad performed to soulful perfection. "Hear 'n' Reach." (Quincy & Pronto, BMI.) Atlantic 2434

JIMMY JONES—39-21-40 (A Papa Don Prod.) (Writer: Johnson) (Minift, BMI)—Almost a big hit by the Showmen, the clever piece of rock material has all the earmarks of a strong follow-up to the well-donesome Jones version. Strong chart entry. "Personal Property." (Papa Don, BMI.) Bell 682

NILSSON—YOU CAN'T DO THAT (Prod. Rick Jarrard) (Writers: Lennon-McCain-Madsen) (E-Music, BMI)—Clever Beatle material, with mentions of their hits throughout, serves as a hot piece of material for the West Coast newcomers. Loaded with teen sales appeal it should fast establish both performer and disk as top chart items. "Ten Little Indians." (Dunbar, BMI.) RCA Victor 9298

S. N. AND THE CY—THE PLPREESSUR OF YOUR COMPANY (Writer: Eddie Cobbs) (Equinox, BMI)—Producer-composer and former member of the Four Preps, Ed Cobb has a sure-fire winner in this smooth group with a fresh sound that should rocket. "Me Me." (Columbia, BMI.) Sunburst 771

All records submitted for review should be addressed to Record Review Department, Billboard, 165 W. 46th Street, New York, N. Y. 10036.
Talent

Four Tops Combine Soft Sell
And Hard Rock at Grove Date

LOS ANGELES — The Four Tops made their debut at the Cocoanut Grove Tuesday (8) with a program of soft and hard rock tunes. The set included hits like “9 Million Dreams” and “Feelin’ Good” and the hard beat.

Brown & Broaden Singing Canvas

WESTBURY, L. I. — Brown & Broaden performed on Monday night (7) at the Westbury Music Fair, where the group's repertoire was highlighted by the inclusion of the popular “Mothers of Africa.” The versatile combination of guitar, bass, and vocals created a warm and soulful atmosphere that resonated with the audience.

Herman’s Hermits & Noone In a Singing Production

PHILADELPHIA — The Philadelphia Folk Festival will stage its annual event on the Aug. 25-27 weekend at the Old Pool Farm in nearby Upper Darby Township. The festival, held over the Fourth of July weekend, offers a variety of musical performances.

Folk Fest & Workshops to Adorn Philly Countryside

The University of Pennsylvania and the Philadelphia Folk Festival are teaming up to offer folk workshops and concerts throughout the year.

UA Contract Gives Goldsboro ‘Go’ on Pub., Production Firms

NEW YORK — Bobby Goldsboro's new contract with United Artists Records allows him to operate his own publishing firm, as well as his production company.

Under the agreement, Goldsboro's Nadran Publishing Company will handle Goldsboro's songwriting and production activities.

Trini Lopez, the popular Latin singer, has joined the Atlantic Records roster, and his new album, "The Latin Beat," is scheduled for release in September.

Belafonte Concerts Setting Brisk City and Money Race

NEW YORK — Harry Belafonte, currently on a concert tour of the United States and Canada, is expected to bring in a steady stream of top grossers. Top ticket for his concerts is $5.00.

At the Saratoga Performing Arts Center, where he will open his season June 29-30, Belafonte grossed $1,075,270.72.

In Rochester, at the Masonic Auditorium, where he appeared for three nights (July 1-3), the gross was $1,075,270.72.

Belafonte’s concerts are expected to gross $1,075,270.72.
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HOW LONG
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(Tajma)

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Mel Carter

(Liberty)

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Wayne Newton

(Capitol)

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Al Cohn

(UA LP)

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The Hechmans

(UA)

MY SUMMER LOVE
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(Alto)

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Tony Randall

(Mercury LP)

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Classical Music

Korvette's Rothfeld Urges Mfrs. To Rechannel Mono Product

*Continued from page 1*

said, "A number of companies feel they must cater to purists who want stereo to achieve true stereo of classical recordings. I say, where a company is concerned with the mass market, they have mono records available for Qualiton's 4-Pkg. Set Filled With Performances of Quality.

NEW YORK—Virtuoso performances highlight the latest United States release of Qualiton Records. Sebestyen Pesai, a top-notch organist, delivers a fine recital of contemporary Hungarian and French music, including two sections of "Toccatas." The other Hungarian pieces are the "Pastoral" from the "Harmonies" and "Quasi Dance" from "Six Organ Pieces." Giessner, a well-known organist of Pal Kadou, Rudolf Marx: "Regazioni," and Gabor Lissy's "Pastoral." Messiaen's "Meditation IX" is also available, and "La Nativite du Seigneur" leads the French selection. All records were well recorded and are worth a hearing.

Four young pianists are featured in the fourth album. The four-prize winners in last year's International Litz-Barron Competition in Budapest, they apparently considerable distinction well indicating a good future. Immo Amal, second-prize winner, leads off with a fresh and poetic reading of Beethoven's "Symphony No. 1." Gabriela Tomljan, a third-prize winner, presents a vivid rendering of Haydn's Piano Concerto in C minor. Fourth-prize winner Jiri Cermak of Czechoslovakia also plays Haydn and Mozart. Miss Liss in Kadosa's "Concerto" No. 2 and three selections from Bartok's "Mikrokosmos" and Miss Kiss in Liszt's "Funeralies" are also part of the program.

FRED KIRBY

CONCERT REVIEW

It's Elemental to Steinberg

LENNOX, Mass.—William Steinberg, now in his third season with the Boston Symphony, in com- mended with the Pittsburgh Symphony conductor of the Pittsburgh Symphony concert at Carnegie Hall, and Wellerstein, also head of the Budapest Philharmonic Society, with his orchestra, will perform in this program at Tanglewood Festival Thursday evening, and not only the audience present but the evening itself was an impressionable experience. A dynamic storm struck toward the end of "Piano Concerto No. 3" with Theodore Lettvin as soloist and the lights went out for about 10 seconds. Steinberg and the Boston did not miss a note and continued when the lights were restored as if nothing had happened. The audience, however, responded with a roaring ovation.

And a split second after the final note was struck, the silence was broken with a loud clap of thunder, acting as a classical encore.

Lettvin, a veteran pianist with impressive concert credentials, showed a superlative technical ability and demonstrated a deep understanding of the music. The Boston Symphony's No. 8 and No. 5 were performed according to the customary tradition of the Boston Symphony and the orchestra.

AARON STERNFIELD

187 Concerts by Philharmonic

NEW YORK—The 187-concert season, 1966-67 season of the Philharmonic Orchestra, opened at the Philharmonic Hall subscription performance and "Promenade" concerts. The regular Philharmonic Hall subscription performances and "Promenade" concerts in 1965-66 were a success. The 1964-65 season, the last of 12 free New York concerts, also included the 1965-66 season, which was a success. The "Promenade" concerts in Lincoln Center "76 concerts, eight Young People's Concerts, five Lincoln Center series, and a special pre-season recital.

Leonard Bernstein, music director, conducted 73 performances, including 55 during the 12 weeks of subscription concerts. William Steinberg and his orchestra and the Philharmonic's "Promenade" concerts, the last of 12 free New York concerts, also included the 1965-66 season, which was a success. The "Promenade" concerts in Lincoln Center "76 concerts, eight Young People's Concerts, five Lincoln Center series, and a special pre-season recital.

15 for Mozart

Loren Maazel, music director, conducted 15 of the subscription performances, including 11 during the subscription season. All subscription concerts were conducted by Charles Munch, Alfred Wallenstein, Leon Mach, and Jacek Sowiacki, and 11 of his 12 subscription performances. Adolph Kastelleit conducted 19 "Promenades" and two special Saturday night concerts.

LEONARD BERNSTEIN conducts soloists Isaac Stern and the Israel Philharmonic in a rehearsal of Mendelssohn's "Violin Concerto" at the Kennedy Center performance to commemorate Mende-

Other concerts by the Philharmonic Society included: a concert in the Lincoln Center "76 concerts, eight Young People's Concerts, five Lincoln Center series, and a special pre-season recital.

CBS Foundation Forms Fund Honoring Casals

MARLBORO, Vt.—The CBS Foundation has established a CBS Foundation Endowment Fund of Pablo Casals. The initial contribution was $10,000. The foundation will encourage a young cellist to attend the Marlboro Music Festival each season.

Casals, who is celebrating his 90th birthday this year, has long been recorded for Columbia Records but is also recorded as conductor and cellist at Marlboro, where he has been engaged for seven seasons since 1960.

Earlier this summer, Columbia recorded Casals conducting the Marlboro Festival Orchestra in Mozart's Symphony No. 4 (Jupiter), Symphonies No. 39 (Haffner) and "Elsie kleine nachtmusik," and Haydn's "Symphonies Nos. 94 and 95."

Finnish Rudi Beck, artistic director of the festival, has been recorded by Columbia in Schubert's "Pi-ano Quintet in A (Trouby)" with violinist Jaime Laredo, violinist Philip Neugebauer, cellist Leslie Parnas, and Julius Levine in a Marlboro performance of Schubert's "Quintet in C." In its "Music from Marlboro" series, Columbia in recent years has commemorated Casals birthdays through such concerts as: including the conductor leading Bach's "Brandenburg Concerts," 1966, and a pairing of Beethoven's "Symphony No. 9" with "Symphonies Nos. 4 and 5." The other disks included songs written by Casals.

Classical Notes

Finnish Raymond Lewenthal will give his all-Listz concert in New York Thursday (24) during the spring season. The program will consist of music by Franz Liszt, including "Dante's Waltzes," with soprano Mary Edwards Paetz, mezzo-soprano Kaye Enoch, mezzo-soprano Florence Harvey and baritone Sean Barker, and pianists Alan Rowan and John Rosenthal. The program, "Vesper" throughout the concerts, will be performed on Tuesday (22) by organist Richard Elssasser and the Toronto Symphony. Mezzo-soprano Beverley Willis will give her first prize in the women's division of the 1967 New York Young Opera Singers Contest in Sofia, Bulgaria, with a program Boston's "Carmen."

Max Rudolf conducted the Cincinnati Symphony in Symphony No. 9 of the Long Beach Festival, a performance accompanied by Anne Walter, Patricia Bell, and Dorothy Ewell on Sunday. On Monday, Solti conducted the orchestra, and conducted an all-Gershwin program with the Cincinnati on Sunday (6). Soloists were pianists: Maria Callas, soprano; Maria Feller; and William Bar- field. Guadagno was discovered with Kunz and the Cincinnati on Sunday (13). Among the soloists on the Aug. 5, 1967, program, the soloists were pianists: Rudolf Serkin, merit of the year, and Louise Loder; cellists Leslie Parnas, Robert Dol- vater and Lloyd Smith; violinists Paul Halvorsen, Donald Wellstein, Manchul Shin, and Ingrid von Westhagen; and cellists: Boris Krylov, Crystine Levine and Geraldine Kan. Soprano Hanne-Kohne Kaune sang Leonor and tenor George Shieffer in Mozart's "The Magic Flute." First American performance of the orchestral work "Fidelio at Thelma's Garden," by J.S. Bach, conducted by with Erich Leinsdorf and the Boston Symphony Orchestra; the soloists were Miss Noelle, Tom Krause, and Daniel Barenboim. Soprano Maria Arroyo leaves for returns to Radio in Italian opera and the season in West Ger- many and Italy after singing "Aida" on Saturday (26) during the (Continued on page 31)

Solos of vocalists were soloists Sarratt, Endre, Gyllian, Jennifer Allmander, and Nadja Wiorkowska; tenors John Kell, John McCollum, George Shirley, Jesse Thomas, Richard Ollendorf, and Robert Bigelow; baritones, Brueckner, John Blevins, and David Freeman; mezzo-soprano Marilyn Horne, Joanne Simon, Shirley Verrett and Beverly Wolf, soprano Li Li Kao, tenor Dieter Fischer-Dieskau, Gerard Souzay and David Watkin, baritones Simon Etting and basses Nicolai Ghiaurov, Yi-Wen See, Joa- nioined and Tom Paul. Richard Elssasser and the Toronto Symphony. Mezzo-soprano Beverley Willis will give her first prize in the women's division of the 1967 New York Young Opera Singers Contest in Sofia, Bulgaria, with a program Boston's "Carmen."

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## Autumn LP's

For Teldec

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### Best Selling Classical LP's

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<th>Title</th>
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<tr>
<td>RCA</td>
<td>The Very Best of Tchaikovsky</td>
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*Updated from page 28*
LOS ANGELES — KFWB, Westinghouse's West Coast flagship since Dec. 28, has zeroed in on a market general manager Jim Lightfoot believes has not been serviced here. The station's programming is now geared to playing music by popular artists, rather than playing the top 40 pop singles on a repetitive basis.

Formerly an exclusive top charting outlet, KFWB is now playing from 40 to 50 per cent album tracks, in addition to airing national singles plus new singles titles.

Lightfoot, the 30-year-old executive who runs the operation, feels his station is possibly the first in the nation, certainly the first in this region, to gear its programming toward becoming an "adult rock 'n' roll" station, where the emphasis is on presenting a broad sweep of popular music by popular artists.

Lightfoot explains his modus operandi as "When the Supremes have a hit, KBFJ, and KRLA play it. But the Supremes have a hit, too, so we have a hit, too, so we play it. We play 'Mountain Greenery' from that album. KMFQ, the leading middle-of-the-road station, won't play it because it's too contemporary, KELA, another top 40 station, probably won't play it, too, but if we want to keep people coming to our station, we have to play it. So we'll give it a broad base." 

Study Sophisticated Lightfoot pointed out that market research has become so sophisticated, a station can focus on a particular market. For KFWB, this audience is the 18-46 crowd. Most people our age have grown up with contemporary music. They don't want to be screamed at, so we're giving them a fun station.

When I was a disk jockey, single were the big thing (they had all gimmicks and the beat was best). People were operated on the theory that most people wanted to hear them play the top 40 hits. Now, over. Nowadays, people are all personal, and they want to have professional musicians, not guys who can't sing a damn. You have to have imagination to play the top hits. If you have an audience, you want to keep people coming to your station. It's not the record anymore; it's the personal presentation. You have to punch the button on our station, it's a hit artist not a hit record.

In essence, what the station is doing is that it has been a hit since the past several months, to expose more songs in albums by acts who are not, per se, a hit artist, or established artists. The general manager believes there is a gap between KMFQ's Easy Listening format (which plays only pop and rock tunes) and the KJH-KRLA big bash format. He's been trying to totally eliminate non-hit tunes from LPs.

Says on Product In order to formulate its music programming, a management meeting is held with all new releases and new products for the playing schedule. On this occasion, all the station's artists, management, and personal appearance appointments are scheduled for 13 to 5 p.m. daily. The format is broken down into two categories: pop and standard artists. Koplefeinstein surveys 12 record dealers each week to compile best-selling single LP information. "Each location (more than a distributor's branch) is weighted to the degree of importance for that station in the market," Lightfoot explained.

The new playlist is aired 1 p.m. Tuesday, with each LP (five per day) playing its own show, but returning (Continued on page 28). "The general complaint of the Negro in today's radio is that he has to put in the time. The executive producer of some other station of the top 40 stations was heard to say, 'It's a hit. I don't care. It's the only one that's been heard, the only one that stars on the charts, but it's just not a hit.'" 

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Luttman Double Play Wins Pitching Game NEW YORK — The secret of getting more than one chance to play on radio stations is double coverage, has been outlined by a promotion man Ken Luttman. Luttman believes that "(when) newspapers or magazines are interested, that Ken Luttman never lets a record just sit in a program director's hands. 

No sooner does the program director receive a copy of the book, "Hummingbird," a single by the Doors or Freddy Scott, than Luttman is already on his way to a carefully selected group of one-stop and end stations. He visits each station a dozen of them each week. And other 21 are checked by phone each week, 25 different ones the next week. "Because there's so many records being turned out today, and only a limited number can be played by a radio station ... you have to exploit every available avenue to promote your record, and also keep with dealers to find out what's being sold, why should a record survive?"

Too, co-ordinating record sales with airplay solves the old problem in the industry of non-available stock. Luttman has been described as a promotion man with a million ideas. He promotes in Philadelphia, New York, Boston and almost in between. A couple of weeks ago, he helped promote a record in Miami. But cross promotion between dealers and radio stations is a new idea today. It's felt, "It's too hard to get airplay. If a deejay or a radio station says they don't like a particular record of mine, I just can't take that for an answer."

Record promotion is no longer the old boys' game. If you hand a deejay a record and say if he gets a chance to listen to it, and that doesn't happen, you had better do something else. Luttman is the man and in Cleveland. You have to get the dealers and one-stop interested in the record, too.

System Works Luttman's system evidently works. He handles accounts like White Whale Records, United Artists, Stax Records, the and the artists he covers includes the Doors, the O'Jays, the Sylvers, Freddie Scott, and Dee Dee Warwick.

(Continued on page 29).

MURRAY THE K SAYS An Age of Maturity for Hot 100 NEW YORK — Music has surpassed its presentation on Top 100 radio in quality, belief WOR-FM air personality Murray The K. "I saw it coming in 1965," he said. "Music has reached a maturity level and understanding of ideas and people. In radio are still treating it as if it were for junior hoppers.

One reason why music has matured, especially rock music, is that writer-producer-artist teams are able to earn much more money from the individual writers and performers and the record industry is able to earn much more money at the same time. With this type of financial situation, a performer is willing to spend much more time with me in the studio. The production is different, he said, from the Phil Spector crooner days to the current first producer kings. The evolution was from the ador producer to the independent producer. Now you have the producer who is a writer and performer, too. Like Simon & Garfunkel Everybody is trying something different today. Johnny Rivers and Roy Orbison have both told me that they're working on something entirely new in music.

Kaufman is planning something new in music himself. "Feeling that musical theater and TV music is the way to go, he has become a grown stag in their presentation of organizing new to the Warner Brothers shows. The "Brazilian Courtship" and "The Italian Cousin," both WPX-FM in New York on Sept. 22 and repeated Oct. 9, were presented by Kaufman, and "The Broadway musical, "Call Me Madam," directed by a TV star Show," which was on TV for 13 days, directing a Frank Sands television film, the Red Buttons TV series, etc.

The new Kaufman TV special will use music in combination with the story, Gallin called "I'm in love with the idea that the show will have a story thread, Kaufman said.

Kaufman started his radio career with Murray The K. Day in WMGM in a talk show. He later worked with Eva Gabor on a talk show, then Virginia Graham. Afterwards, he had a show on "The Morgans," a show which he switched to deejay work on WMCA, staying there till 1954. When he moved to WINS, leaving the station, the show was put on a musical, an all-news format. When he first started an evening deejay show, the Airman had never been as sophisticated to reach the kids. Later, when I started on WOR-FM, people said I was too young to handle a sophisticated show."
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(No. R-4762)
**Distribs Aid KHJ-TV in Building 'Bridges'**

**LOS ANGELES —** What does a station do to contemplate changing its programming face? KHJ-TV asked record distributors for assistance in modernizing the musical bridges between programs.

**KHJ-TV, the RKO General outlet, which will expand its September and de-emphasize live programming at the end of motion picture fare, has been asking distributors in its music library with instrumental versions of currently popular and past hits, to make moves such as "Move," "Swing," and are

**WCMC-TV's DANCE SHOW**

**PHILADELPHIA—** WCMC-TV, Channel 40 in Wildwood, N.J., will show the next in a series of sponsored by Lit Brothers of Philadelphia, chassis by Parnell of Broadcast Productions here, artists wishing to appear on the show such as Bobby Darin, will beam to Philadelphia at phone call of 6-8984.

**More Power to WQIK in Fla.**

**JACKSONVILLE, Fla. —** WQIK, a country music station that has had No. 1 in ratings, will gain an even larger audience within the next two weeks, as it goes to 50,000 watts. The stronger signal, said manager Marshall Rowland, will blanket the East Coast from Charleston, S. C., to Cape Kennedy. The station has just added former Decca Records artist Glenn Reeves to its air personality roster.

**KBUC-FM to Bow**

**SAN ANTONIO **— Tom Turner, owner of the last available FM radio station here in about six weeks. The city has seven FM stations in operation at present.

To be known as KBUC-FM, the station will feature a country music format, as is being featured by KBUC. The station will be licensed to the city of Terrell Hills.

**in." The emphasis is on sounds of "now and then." Ramsey Lewis' "In Crowd" is an example, the station points out.

The outlet plans three daily live music shows this fall. The first called "Tempo," one show to go to Maria Cole at best. Currently being developed are plans for great cultural coverage on both news and feature periods.

KHJ-TV has been a leading independent station catering to fans of the big discotech dance shows and programs, with later hours.

Both kinds of shows have exposed contemporary big beat sounds. National recording station identifications, bridges and intros are also due for a more upbeat flavor.

**KSON Follows Pattern to Success**

**BY BILL WILLIAMS**

SAN DIEGO—KSON is one of the "most-high-profile" country music operations in America, and therein lies part of the station's success, according to President Dan McKinnon.

"The success of radio format "country music" are two big ingredients," McKinnon said. Last year KSON, the San Diego Country Music Association for having the best promotional job in America for country music.

KSON is one of the early format country stations in the nation. KSON is a compact operation which almost literately operates in a fishbowl. The station is now located in a shopping center in a suburban area of the city, and functions inside a series of glass panels where all shoppers may see it. McKinnon's list of the country pre-recorded stations, have made money ever since. The two now

**'Joe Franklin' Show to Go Syndicated**

**NEW YORK —** "The Joe Franklin Show" will be a six-hour-long TV interview program which has featured many record artists, entertainers, actors, jazz, and pop music fields, will go into national syndication. Show will be syndicated in the U.S. and internationally by the World-Journal Enterprises, a subsidiary of Spectrum Productions, Inc., a subsidiary of the Continental Inv. Corp. Hardie Friedberg, formerly with the Radio and TV Programs of America, has been named president of Spectrum Ltd.

Franklin, a long time New York radio and TV personality, has been heard and seen locally for 14 years. His show is on WOR and WOR-TV.

**KITS TO DJ'S ACCENT LORBER**

**NEW YORK —** Dick jockeys around the nation are being sent custom-designed promotion pieces from MGM Records to establish the Alan Lorber Orchestra on the WOR label. Kit includes label cymbals. The drive on Lorber's new LP will also include a major advertising campaign, airing of 30 and 60-second spots, a series of taped telephone interviews.

**WGPL-FM in Gospel Play**

**WINSTON-SALEM, N. C.—** With a call letters from WAFR-FM, the new WGPL-FM launched religious previously broadcast middle-of-the-road music, but Vice-President Bernard Milti felt the station could serve a better need in the market. There are 300 churches within the coverage area of Winston-Salem, Greensboro and High Point, he said.

WGPL-FM, part of the Holitone Family, with a separate staff, headed by Don Money, formerly manager of WLXN, and assistant manager Wilbur Golforth, Sister station WLXN runs program 24 hours a day.

**Wooten to Do Show for GI's**

**SEATTLE —** On Aug. 28, KAYO program director and air personality Joe Wooten will do a two-hour country music deejay show over the 17-station Armed Forces network—only one week. The show, previously known as Wooten's Roundup, as Wooten begins a three-week tour of Vietnam. He will also do a one-hour show the following week.

The shows will be heard by 1.5 million GIs via KAYO and Wooten to bring country music to the Hearts and Minds of the American GI's in Vietnam, in particular Wooten's son Ronald stationed with the military, he can hear the trip at his own expense.

**Hawaii Calls' in Switch to KHVV**

**HONOLULU —** "Hawaii Calls," now in its 334 via Mutual Network and 100 other radio across the U.S., has been switched to KHVV here. The show originates from four Waikiki hotels on successive Saturdays—The Monaco, Banyan Lanai, the Royal Hawaiian, the Palm and the Ilikai. Mickey McGuinn, originator and producer-narrator; Ben Kalman is musical director.

**Joe Franklin**

**NEW YORK —** "The Joe Franklin Show" will be a six-hour-long TV interview program which has featured many record artists, entertainers, actors, jazz, and pop music fields, will go into national syndication. Show will be syndicated in the U.S. and internationally by the World-Journal Enterprises, a subsidiary of Spectrum Productions, Inc., a subsidiary of the Continental Inv. Corp. Hardie Friedberg, formerly with the Radio and TV Programs of America, has been named president of Spectrum Ltd.

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**Radio-TV programming**

**AUGUST 19, 1967, BILLBOARD**
THE YIDDISH ARE COMING!

Presented by

BOB BOOKER & GEORGE FOSTER

FROM VERVE

Verve Records is a division of Metro-Goldwyn-Mayer Inc.
### Billboard Special Survey Week Ending 6/19/67

**Top Selling R&B Singles**

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Title</th>
<th>Artist, Label, No. &amp; P.</th>
<th>No. 1</th>
<th>No. 2</th>
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<tbody>
<tr>
<td>1</td>
<td>I WAS MADE TO LOVE HER</td>
<td>New Orleans, Tara 4479 (Jubilee)</td>
<td>1</td>
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<td>I'LL CALL YOU</td>
<td>New Orleans, Tara 4497 (Jubilee)</td>
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<td>3</td>
<td>I'LL DO IT FOR YOU</td>
<td>New Orleans, Tara 4526 (Jubilee)</td>
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**Billboard Special Survey Week Ending 6/19/67

**Top Selling R&B LPs**

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<tbody>
<tr>
<td>1</td>
<td>NEVER LOVED A MAN THE WAY I LOVE YOU</td>
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<td>2</td>
<td>WITH A LITTLE HELP FROM MY FRIENDS</td>
<td>Sam Cooke, King 5290 (Soul)</td>
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<td>3</td>
<td>TEMPTATIONS</td>
<td>William Bell, Atlantic 4251 (Brunswick)</td>
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<td>GET UP, STAND UP</td>
<td>Bob Marley, Fostex 1187 (Brunswick)</td>
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<td>BE A MAN</td>
<td>Solomon Burke, Atlantic 4251 (Brunswick)</td>
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<td>6</td>
<td>GOOD TIMES</td>
<td>James Brown, King 5271 (Soul)</td>
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<td>JUMP UP AND DOWN</td>
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<td>DON'T MESS WITH MY HUSTLE</td>
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**Radio-TV Mart**

**KFWB Adult Rock 'n Roll Outlet**

- Continued from page 32

- It's not just the radio stations that are making changes. Billboard has been keeping track of the changes in the music industry.

**Top Selling R&B Singles**

<table>
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<tr>
<th>Week Ending</th>
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**Ken Lutman**

- Continued from page 32

- One of the trends that has been noticeable is the rise in the popularity of rock music. Billboard has been tracking the changes in the music industry.

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</table>
THESE ARE WHAT IT'S ALL ABOUT!

IT'S A HAPPENING WORLD / The Tokens WB-1685
TRAINGLE / The Beau Brummels WB-1692
THE LIVE KINKS / The Kinks R-6260
IT'S A HAPPENING WORLD / The Tokens WB-1685
TRAINGLE / The Beau Brummels WB-1692
THE LIVE KINKS / The Kinks R-6260

UNDERGROUND / The Electric Prunes R-6262
GARDEN OF JOY / The Jim Kweskin Jug Band R-6266
ARE YOU EXPERIENCED? / The Jimi Hendrix Experience R-6261

www.americanradiohistory.com
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<td>King</td>
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<td>Stevie Wonder</td>
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THIS GREAT NEW ALBUM MEANS

a lot of dollars more!

STEREO

LEROY HOLMES
and His Orchestra

"FOR A FEW DOLLARS MORE"

and other MOTION PICTURE THEMES

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All records submitted for review should be addressed to Billboard, 165 W. 46th Street, Record Review Department, New York, N. Y. 10036.

**POP SPOTLIGHT**
**THESE YEARS**
Matt Monro, Capitol T-7081 (N) S 7081 (S)
Matt Monro has another winner in this collection of songs from his first six albums, including some of today's top tunes. Whether singing as in "The Voice," and a particularly wonderful version of "Yesterday," or in soft ballad style as in "It's Now or Never," Monro is in top form. It will appeal to Monro's fans, and it is a must for all pop libraries.

**POP SPOTLIGHT**
**FOR YOUR LOVE**
Peaches & Herb, Duke 3003 (N) S 4005 (S)
"The Love I Need," by Peaches & Herb, is a delightful dance hit. The rhythm and vocals are well-timed, and the overall sound is pleasant. This single is sure to be a hit, and it is a good addition to any collection.

**POP SPOTLIGHT**
**JUST BEYOND THE MOON**
Tex Ritter, Capitol T-7280 (N) S 7280 (S)
Tex Ritter's new album, "Just Beyond the Moon," is a collection of country and western songs. The album features songs like "I'm Gonna Love You Again," "The Last Roundup," and "The Fool Who Tried." Ritter's voice is clear and passionate, and his performances are captivating.

**CLASSICAL SPOTLIGHT**
**VIVALDI: THE FOUR SEASONS**
The New Philharmonic Orch., (Stokowski). London SPC-21015 (S)
"The Four Seasons" is a masterwork of early music. Giovanni Battista Vivaldi's four seasons depicts the changing moods of nature. The album is a beautiful representation of this classic work.

**JAZZ SPOTLIGHT**
**BRAVO BRUBECK!**
Dave Brubeck, Columbia CL 2699 (N) S 7495 (S)
Dave Brubeck's "Braavo Brubeck!" is a collection of jazz standards, including "Take Five," "In a Silent Way," and "Take the A Train." Brubeck's unique playing style and the synergy of his quartet make this album a must for jazz enthusiasts.

**JAZZ SPOTLIGHT**
**I'M MOVIN' ON!**
Jimmy Smith. Blue Note BLP 4235 (N) SLP 4435 (S)
Jimmy Smith is at the peak of his career on "I'm Movin' On!" The album features Smith's signature Hammond B-3 organ and his fiery solos. The overall sound is bluesy and soulful, making it a standout in the jazz genre.

**JAZZ SPOTLIGHT**
**SUPER SOUL**
Richard (Grobey) Holmes, Prestige. ( gpu) LP 7477 (N) S 7477 (S)
"Super Soul" is a collection of soul and gospel music by Richard "Grobey" Holmes. The album includes songs like "Sweet Soul," "Blessed," and "I'm Just a Sinner." Holmes' powerful vocals and uplifting messages make this album a treasure for lovers of soul and gospel.

**POP SPOTLIGHT**
**THE EVERY BROTHERS SING**
The Every Brothers, Warner Bros. 1706 (N) S 1706 (S)
The Every Brothers, the popular gospel group, come back with a new album, "The Every Brothers Sing." The album features classic gospel songs with a modern twist. The brothers' harmonious singing and powerful vocals make this album a must for gospel fans.

**POP SPOTLIGHT**
**THE EARTH**
The Sun Sebastian Strings, Warner Bros. 1705 (N) S 1705 (S)
"The Earth" is a collection of classical music performed by the Sun Sebastian Strings. The album features works by Mozart, Beethoven, and other classical composers. The strings are beautifully played, making this album a delight for classical music lovers.

**POP SPECIAL MERIT**
**CARSON'S ON THE POP SHEET**
Johnnie Cash & June Carter, Columbia CL 3728 (N) S 9328 (S)
"Carson's on the Pop Sheet" is a collection of pop and country music by Johnnie Cash and June Carter. The album features classic songs like "Ring of Fire," "I Walk the Line," and "These Are My People." Cash and Carter's powerful voices and heartwarming songs make this album a true gem.
REACH FOR THE STARS

ON 4 TRACK AND 8 TRACK

LIBERTY STEREO-TAPE CARTRIDGES
NEW ACTION ALBUMS

NO NATIONAL BREAKOUT ALBUMS THIS WEEK

★ NEW ACTION LP's

Three new albums, out yesterday on Billboard's Top LP's chart, have been relegated to getting slant shies aside by dealers in these martials.

STAX/VOLT REVIEW LIVE IN LONDON, VOL. 1

Various Artists, Stax 721 (M); 5 721 (S); 833-0071-1.

STAX/VOLT REVIEW LIVE IN PARIS, VOL. 2

Various Artists, Stax 722 (M); 5 722 (S); 833-0072-1.

BACK TO BACK

McKee & Booker & The M.G.'s, Stax 720 (M); 5 720 (S); 833-0070-2; 833-0070-5.

SOLU FINGER

Danny Brails, Arista 1003 (AU); (No Stereo) 140-01003-3.

COWBOYS & COLORED PEOPLE

Flip Williams, Atlantic 8149 (M); 5 8149 (S); 180-0114-F-3; 180-0114-P-5.

YAMA YAMA MAN

George Sigal, Phillips PHK 200-242 (M); 5 PHK 200-242 (S); 120-00014-2; 120-00014-3.

THE BEST OF JOE TEX

Atlantic 8144 (M); 5 8144 (S); 180-01144-3.

BEAT GOES ON

Herbie Mann, Atlantic 1483 (M); 5 1483 (S); 180-01143-2; 180-01143-3.

BEE GEES FIRST...

Atco 33-223 (M); 5 33-223 (S); 175-07236-3; 175-07236-5.

CAPT. BEEFHEART & HIS MAGIC BAND (SAFE AS MILK)

Reed Block 1001 (M); 5 805 3000 (S); 239-00001-3.

LOW PRICE CLASSICAL

SPOTLIGHT

LIZZI, A FEAST SYMPHONY Royal Philharmonic Orchestra (Beethoven); Seraphim 518-6071.

Mr. Thomas Beecher's superb interpretation of Lizzi's "Feast Symphony" contains outstanding value for the classical collector. The Royal Philharmonic, the Southern Choral Society and the gifted tenor, Alexander Trygve, have created a recording masterpiece.

LOW PRICE CLASSICAL

SPOTLIGHT

STRAYINS: THE RITE OF SPRING/PROKOFIEV: CLASSICAL SYMPHONY

New Philharmonia Orch. (Stravinsky, Dalcroze); Royal Philharmonic Orchestra (Prokofiev); London; Capitol 2E 1003 (M); (No Stereo) 2E 1003 (S); 180-01143-2; 180-01143-3.

The virtuosic accompaniment is showcased here with such distinguished voice as Karl Ehr, Merle Foxe, Elizabeth Schario, Stephen Byrd and Richard Fox who are the fine performers of this recording. A modern version of the LP contains another LP which contains the album; also is given a vital interpretation.

LOW PRICE CLASSICAL

SPOTLIGHT

THE ART OF GERALD MOORE Various Artists; Seraphim S1004 (M).

The LP contains with beautiful quality in the performance of Mozart's "Sonata in B Minor," Beethoven's "Sonata in A Major" and the "Fantasy in F" of Chopin.

LOW PRICE CLASSICAL

SPOTLIGHT

FRIED WUNDERBRICH-LYRIC TENOR

Tenor; Seraphim SD 0004 (M); 5 SD 0004 (S).

Fritz Wunderlich, who died in 1956, was one of the great tenors of his day. In this republication of songs from operas and operettas, the point is well made. His work, with a valid quality and the range of his singing in German, are memorable.

GOSSIP SPOTLIGHT

MALFIA JACKSON IN CONCERT

Columbia CL 3690 (M); CS 3690 (S).

Miss Jackson's infectious fervor inhabits this album with meaning and depth. Recorded during her two Easter Sunday concerts at Carnegie Hall last fall, these recordings are deeply moving experience. Miss Jackson gives "The Old Maid and the Thief" and "When You're in Love With a Beautiful Woman" with Children, Lena's, singing.

(Continued on page 48)
**Album Reviews**

*Continued from page 47*

**SPOKEN WORD SPOTLIGHT**

**MEN AND WOMEN OF SHAKESPEARE**

Dr. John Gilgore & Miss Irene Worth, RCA Victor Red Seal


Dr. Gilgore's commentary is informative and authoritative, and the acting is excellent.

**SOUNDTRACK SPOTLIGHT**

**THE CAPER OF THE GOLDEN BULLS**


A thrilling, exciting, exciting song, sung off the original soundtrack from the film "The Caper of the Golden Bulls." The music is excellent, and the acting is top-notch.

**INTERNATIONAL SPOTLIGHT**

**EL PESCADO DE ESTRELLAS**

Starlings. Columbia EX 1592 (M). ES 1592 (S).

This is an exciting and entertaining film about the lives of the starlings. The music is beautiful, and the acting is excellent.

**SPECIAL MERIT PICKS**

**FAITH CONSIDERED**

Giovanni Martino. CBS CL 2714 (M); CS 9514 (S).

This album is a must-hear for any fan of Italian music. The singing is excellent, and the music is beautiful.

**POP SPECIAL MERIT**

**MARGARITI**

Chuck Berry on Memphis. Mercury MG 21123 (M); SR 61123 (S).

This album is a must-hear for any fan of Chuck Berry. The music is excellent, and the singing is top-notch.

**RELIGIOUS SPOTLIGHT**

**FAITH OF OUR PARENTS**


A sunglasses-wearing Jesus Christ, as depicted in the film "The Gospel of John," is the main attraction of this album. The singing is excellent, and the music is beautiful.

**INTERNATIONAL SPOTLIGHT**

**THE HEART IN SPANISH HAREM**

Lebre& Martinez. Mercury MG 21121 (M); ES 21121 (S).

This album is a must-hear for any fan of Spanish music. The singing is excellent, and the music is beautiful.

**TOP LP's**

*Continued from page 40*

151 162  YOUR GRIEVANCES  LAMBERT 2 152 157  JOHNNY CASH'S GREATEST HITS V. 1, VOL. 2 2
153 158  SOUNDS OF SILENCE PRELUDE TO A NAME 4
154 154  THE KING'S SPEAKERS 5
155 156  REVOLVE 6
157 157  JOHN'S CRATE 7
158 149  GIMME SOME LOVIN' 8
159 168  MAN IS NOT ALONE 9
160 160  ALL THE TIME 10
161 162  WICKED PICKETT 11
162 165  THE MAGNIFICENT MAN "I'M NOT A MAN, I'M NOT A PRINCE" 12
163 146  CARRYIN' ON 13
164 155  DAVE DELL DAVE GORDON'S GREATEST HITS 14
165 167  THE VELD ANCHOR VOL. II 15
166 150  JOHNNY RIVERS' GREATEST HITS 16
167 167  DEVIL'S ANGSTER 17
168 168  WHY AM I TREATED SO BAD 18
169 157  LET'S LIVE FOR TODAY 19
170 171  THE IMPOSSIBLE DREAM 20
171 168  DAVE CLARK FIVE'S GREATEST HITS 21
172 187  MUGA MASEKELA'S LATEST 22
173 178  BRIGHTEN THE CORNER 23
174 173  YOUNGER THAN YESTERDAY 24
175 176  BEST OF THE BEACH BOYS, VOL. 1 25

*Indicates Star Performer*

AUGUST 19, 1967, BILLBOARD
A SILVER SALUTE

25th Anniversary of CAPITOL RECORDS

A Fabulous Story Of A Fabulous Company

COMING IN BILLBOARD SEPTEMBER 16

Contact Your Nearest Billboard Office

NEW YORK  CHICAGO  HOLLYWOOD  NASHVILLE  LONDON
Country Music

Hillsiders, English Country-Style Act, Signed by RCA: 4 Sides Cut

BY BILL WILLIAMS

NASHVILLE — RCA has signed this old-time English country styled to a record contract. This is the first British country act ever signed to an American label. RCA also signed Gordon Smith, manager-producer of the group, to a contract to produce their sessions.

The Hillsiders, originally brought to America to do a six-week run at the Vic, impressed Nashville act-director Clet Atkins and he signed them as a single act.

Smith said he insisted that they retain their “Hill” sound, and that under the contract he could select their material and handle the sessions.

The Hillsiders cut four sides at Victor during the past week. Additionally, Atkins will re-sign under the RCA label, an album to be cut by the group in London.

The five members of the Hillsiders' act, Butler, bass; Kenny Johnson, rhythm; Brian Hilton, lead guitar; Ronnie Bennett, steel guitar, and Brian Redman, drums, are from Liverpool where they were described as the “only kind of music now is country music.”

Smith owns his own label, Star, which is pressed and distributed by Pye, and the first country release on that label is due out this week: “Ruby, nice to Town,” by the Tumbleweeds, another Liverpool group.

Smith's operation includes recording, booking, and operating under a single unit known as the Country Music Federation, established in January of this year to spread this type of music throughout the Empire. Ron Mace handles the booking of acts in England and Mickey Hayes does the overseas booking for the 45 bands, 25 solo artists under contract to the Federation. The firm also has management contracts with Combine, Forrest Hills, Gallo.

All-Industry Award Ceremony To Be Held Oct. 20 at CMA Fete

BY BILL WILLIAMS

NASHVILLE—An all-industry awards ceremony, the first ever of its kind in country music, will be held Oct. 20 this year preceding the Country Music Association Hall of Fame presentation in Nashville.

The awards, to be given by CMA, will be donated during the 42nd anniversary celebration of the “Grand Ole Opry.”

Billboard, which was the first award-giver at the convention (1955 was the first award year) was the first to relinquish its annual presentations in favor of the all-industry plan.

Under the set-up, CMA members will select the nominees and then vote on the nominations. The outcome will be kept secret, and will be completely under the jurisdiction of an auditing firm.

On the night of the convention, there will be a banquet, the presentation of the CMA awards in all categories, and then the announcement of the Hall of Fame winner or winners.

Letters will be sent out shortly to all CMA members advising them of the mechanical aspects of the election, and disclosing that the operation and tabulation of the votes will be done by Price Waterhouse.

A multitude of awards have appeared in recent years, and CMA felt the time had come to focus the single awards more meaningfully. The awards will not be limited to any geographical area of the country, nor will anyone (CMA member or non-CMA member) be excluded.

Coupled with an outstanding show currently in the planning stages, the award ceremony will be a great night at the convention.

Smith Back To Starday

NASHVILLE—Arthur (Guitar Boogie) Smith of Charlotte, N. C., has re-signed with the Starday label after working with Dot. He previously had recorded a series of albums on Starday.

Starday previously had signed Gay Mitchell, former pop stand-out, as a country artist. Both Mitchell and Smith will be recorded at the company's Country Hall, Starday a/c chief, Hill said he would feature the “mod- ern” Smith on Starday;

Gay Mitchell's book- ing will be handled by the Moeber agency.

Smith's vocalist, Tommy Faye, also will record for Starday. The firm's music publishing concern, featuring in the music row area, has executed exclusive songwriter agreements with Ray King, Warren Robbins, George Biddle, George Morgan, Bill Atkinson and Shirley Miller.

This office is headed by Tudy Myers.

NASH. NITERY GOES COUNTRY

NASHVILLE—Another Nashville's Legenda- ry Printer's Alley has gone country. The Rainbow Room joined the Candy Pool and the Windjammer in the contest July 1.

Country music vocalist Cindy Street is playing the Rainbow and will be there through Aug. 20. This is the first break- ing...
A BRAND NEW ADDITION TO THE DECCA COUNTRY CHART PARADE
by
WEBB PIERCE

"FOOL, FOOL, FOOL"

DECCA RECORDS, A DIVISION OF MCA INC.
And Carl's red-hot Country album...

Where the blazing C&W action is.
On COLUMBIA RECORDS

AUGUST 19, 1967, BILLBOARD
Contemporary Country Music

Nashville Scene

Continued from page 50

iability. Kitty Hawkins is due for a "hot" one when she gets through step two of the CAPA campaign. Hawkins is stepping up her act and playing the Downtown Cafe, 2201 Broadway.

"Our first year, we did the international distribution while Dolph returned home and got the shot. The shot is now moving to Dolph and the Canadian market, where Dolph is headquartered in Hollywood."

Julie's first release for Columbia, "I Don't Play With Matches Anymore," also has been picked up by "Music Row". Her new album, "The Best of Julie," is due out this month.

Hour, and his wife, Anne, were in Nashville. The band recorded some new covers of singles by the new solo artists, Don Lewis, and the new band, the Dixie Cups.

Blues Whistlers, Roger and William Walker, have also been recording their own material for the past several weeks. The band, featuring a rhythm section of drums, bass, and guitar, has been working on new songs and reworking their old songs. The band plans to release a new album in the fall.

LOS ANGELES — KKH is currently running a three-week one-man show of "Listenning Lyricists' Get a Chance at KHJ". The show features a new generation of songwriters who are trying to break into the industry.

Hillsiders Act Signed by RCA

Continued from page 50

lic and Moss-Rose publishing companies.

Smith, who directs it all, is 21 years old. He credits Al Galljoe, who is also a Hillsiders member, for leading the way in this venture. Smith says, "I've always been interested in country music and I wanted to be part of it."

The station has a strong following among the country music scene in Los Angeles.

Philly Countryside

Continued from page 23

Aug. 27 closing concert along with Hixie, McCleary, and the Philadelphia Symphony's Maestro, the Journeys of the Duke of Edinburgh, held its own concert.

Folk dancing lessons will be led by William Brooks; the folk music will be performed by Dr. Kenneth S. Goldstein; and Arlo Guthrie will be the featured guest. The event will be held at the Junior Wells at the Chicago Fieldhouse.

KSON in FM Split

SAN DIEGO, Calif.—KSON, the Dan Mclnroy-operated country music powerhouse, has split its programming on FM to create a new Easy Listening format without any new call letters. The station operates with 20,000 watts. The automated operation uses Schaefer equipment.

August 19, 1967, Billboard

Circle Talent In Drake Fold

NASHVILLE — Pete Drake, president of Stop Records Inc., has acquired Circle Talent Agency from Chuck Eastman. Drake plans to continue to run the agency and will book the same talent. Additionally, the agency will book Terry Pickard of Boone Records, Larry Kinney of Stan Ross, Deanna Martin of Little Darls, The Calhoun Twins on Stop Records, Pam Gilbert of Stop Records, and the Circle.

The Circle offices have been moved into the building which now houses Stop Records Inc. and Window Music (503 18th Ave. South, both owned by Drake. Eastman had been booking Condor Candy, Joe Barlow, Leon Douglas, Billy Large, George Hiddle, the Centurians, Tommy O'Day and the Day Sisters.

Services for Clay & Wife

SHREVEPORT, La. — Four new services were held last week for Henry B. Clay, general manager of 50,000-watt WWKH, and his wife. The couple was killed Aug. 9 in a plane crash near Nevada, Mo., en route to Canada, Clay, the founder of the "Louisiana Hayride," was named one of the "most influential" by the "Weekly" magazine in Canada, and his wife, Maria, became manager of "WWKH." Two young children, ages 4 and 6, are also survived.

Flatt & Scruggs Cuts by BKG

NASHVILLE—The Flatt & Scruggs act now is under the management of Liberty Records. Flatt has continued to produce sessions by Flatt and Scruggs even after his retirement from show business. The sessions were one of six acts he retained. A Columbia spokesman would not comment on the possibility of other acts making a changeover.

Lester Flatt, following his appearance last week at the Cres- tonium Music Festival in Washington, was hospitalized at St. Peter's, Trenton, N.J., in the White House Hospital with what doctors described as a "blood clot." His condition was listed as fair.

PAMS in C&W With KCKN Pkg

DALLAS — PAMS, one of the nation's leading producers of radio and TV identification jingles, has entered the country music field with a pilot package for KCKN in Kansas City. James R. West, vice-president of PAMS, said that "this package will reach the market or C&W Country" lives up to the quality of sound and ideas for which PAMS is noted, and is noted in full color. The music package was written by John Mefford and recorded by Bob Eddy. Terry Lee is featured with a vocal group.

Circle Talent, In Drake Fold

ODE TO BILLY JOE

by JEWELL AUSBON

Not a copy but a "HIT" EXPRESS RECORDS

Miss from Mississippi Miss JEWEL AUSBON sings the song of the year "ODE TO BILLY JOE" EXPRESS RECORDS

Clements Enterprises Inc.

278 12th Ave. S., Nashville, Tenn. 37203 Ph. 2-4469
Yesteryear's Hits

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land 5 years ago and 10 years ago this week. Here's how they ranked in Billboard's charts of that time.

POP SINGLES—5 Years Ago
August 18, 1962
1. "Breaking Up Is Hard to Do—Neil Sedaka (RCA Victor)
2. "Love Letters in the Sand—Pat Boone (Dot)
3. "Together—Debbie Reynolds (Coral)
4. "Diva—Roy Orbison—Lorrie (Cadence)
5. "Searchin'—Young Blood—Castors (Atco)
6. "Bless—Paul Anka (ABC-PARAMOUNT)
7. "Rainbow—Rose Hamil (Kapp)
8. "I'm Gonna Sit Right Down—Billy Williams (Coral)
9. "White Silver Sands—Don Prado (Redyle)
10. "She Says—Jimmy Dorsey (Fratelini)

POP SINGLES—10 Years Ago
August 19, 1957
1. "Teeny Bop/Loving You—Elvis Presley (RCA Victor)
2. "Love Letters in the Sand—Pat Boone (Dot)
3. "Together—Debbie Reynolds (Coral)
4. "Diva—Roy Orbison—Lorrie (Cadence)
5. "Searchin'—Young Blood—Castors (Atco)
6. "Bless—Paul Anka (ABC-PARAMOUNT)
7. "Rainbow—Rose Hamil (Kapp)
8. "I'm Gonna Sit Right Down—Billy Williams (Coral)
9. "White Silver Sands—Don Prado (Redyle)
10. "She Says—Jimmy Dorsey (Fratelini)
Dressed Up U.S. Reissues Get Mixed Sales Action in Mexico

By KEVIN M. KELLEGHAN

MEXICO CITY — Previously released American material, repackaged, dressed up and advertised for resale here for reissues, gets mixed consumer reaction.

Such albums with titles beginning “The Best of” and “Greatest Hits” and “Gretest Hits of...” and others are often ignored by the Mexican record buying public.

But record companies risk little money by trying. And in several instances, reissues have received a fair amount of effort and certainly without much expense.

Capitol de Mexico has 15 Nat King Cole albums, many of which are consistently good sellers. 

Unexpected Bonanza

And Discos Peerless has found reissues of Mexican favorites an unexpected bonanza. Peerless has set up a special promotion on radio, offering several sets of “The Best of...” Mexican favorites. A set of three records is offered in an all-white box, the great success here is that the listener calls the station during the program. The set is then delivered to the listener’s home.

“We’re using this plan to spearhead promotion of the same albums later in stores,” says Heinz Knipper, the Philips promotion manager for “Salsa have been fantastic.” The program gets a heavy slice of the promotion budget.

Peerless has 12 such specials on the market now, plans three more during the next five months. Included are offerings by Albo Rizzello, Guillermo Alvarez, several of Pedro Infante, Ramon Palomar and Marischa favorites without voice.

CBS (Columbia) however, feels reissues make little difference in sales. “We analyze the pack-

age and catalog to use for future planning,” says Real Bejarano, “to see where it fits into our catalog of the same artist.” CBS launches an American super-cassette series every four months, during which time the set has had better success doing an album with 12 hits of an artist over his entire career.”

Currently among Capitol’s catalog are the best of Frank Sinatra, Al Martino, Jackie Gillooly, Guy Lombardo, George Shearing, Andy Gibson and many others.

The far, Capitol de Mexico has not released collections of hits of local artists. Among CBS collections are double disk albums of Glenn Miller and Tommy Dorsey.

Caution on Collection

“We are very careful about offering a collection of hits of one artist,” Bejarano says, “for several reasons. First, we don’t have the time. Second, we’ve found it’s better to offer an album of hits, just get the one orientation. Then if we have had better success doing an album with 12 hits of an artist over his entire career.”

ONE OF THE BIGGEST SUCCESS in the sales promotion campaign of Jean-Paul Cans whose song, “Un Amour,” a finalist in the Rose de France song contest, has made a big impact through Philips’ daily Radio Luxembourg programs. Cans is the Philips booking studio, the yacht, Jeanne, in Cannes with film actress and Philips recording star Mireille Darc.

Liberty to Launch Sunset in U. K.; Plans Cassette Entry

LONDON — Liberty will launch its cassette stock, set in the United Kingdom before Christmas and will probably tend to enter the cassette market

next while attending the Philips sales meeting here with a strong team of his company’s executives.

Worldwide clearance for the Sunset trademark had now been obtained, but Liberty does not plan to launch any of its other labels such as Imperial under their own labels.

The advent of Sunset will make available a major catalog of low-price albums, including Chippmunk repertory and the Husna Ranch product in West Germany. For example, Yogi Bear, Huckleberry Hound, etc. Bennett hopes to have the first Liberty cassette available by the end of the year, following the distribution deal with Philips of the day.

Managing Director Leslie Gould said, “Liberty has changed its distribution for one reason only because it thinks Philips can do a better job. EMI did not do it in the U.S. with Liberty, but we have got to do a better job. It’s up to our sales force to prove it. We are independent of the right company.”

Liberty booking director in Britain, Bob Reissdorf, revealed that of the company’s U. S. catalog of 500 albums, a basic selection of 38 only would be released in Britain. Initially, it would not issue material that EMI was distributing during its 12-month sell-off period for Liberty product.

The label’s first album released since it went independent Friday (18), “U.S. 1955,” in the Fifth Dimension, “Phenome-

non,” by P. J. Proby, and “The Ventures Play Golden Hits” included.

Vikki Carr’s follow-up, “It Made Me Cry,” was released yesterday entitled “There I Go.”

How Mexico Airs Hippie Disks

MEXICO CITY — Lyrics in songs about drugs, sex, consciousness or sexual freedoms are ignored by radio only in the first week.

The city’s principal rock station, Radio La Voz de Mexico, plays any U.S. hit without censur-

ed but only in its original form.

“Radio programmers—and the listeners—have no problem with the lyrics, the music, comments a Capitol de Mexico executive. They’re still quite in-

nocent here. They think, ‘Let’s Start a Saturday Night’ with Police in Spanish.”

But it’s another story when U. S. vocals are trans-

lated into Spanish.

BRUSSELS

Bob McCluney of Acetel-Rose visited Brussels for three days for wide-ranging discussions with Hickey representatives in the Brussels countries. He also discussed with Pierre Meyer and Ro-

land Klinger the exploitation possi-

bilities of the catalog in this terri-

tory. Initial outcome of the talks is a special promotion project for the new Roy Orbison releases, and Molino (DO) took part in the Festival of Cine and later met with Philippe Navarre and Roland Klinger of Southern-Belgium to discuss exploitation of his new record, set for release here in September.

The World Music Group in Brussels is sub-publishing the new Gigolo Classics re-

lease, “La Rosa Nera” and is also planning strong promotions for the Spanish乡村 music, “World Fell Down.” There are new five different versions of the Cannibal Adderlflower song “Mercy, Mercy, Mercy” on the market here. World Music has acquired “Reggio,” the win-

ning song in the Brazil’s top

(Continued on page 58)
International News Reports

No UA Deal

—Immediate

LONDON—Immediate Records, which is distributed in Billboard to the effect that the label has concluded a deal with United Artists Records. The Immediate statement, signed by Ken Meaks, said that while UA is "holding tapes of P. P. Arnold's 'The First Cut Is the Deepest' and the Small Faces 'Here Come the Nice,' these are wrong takes and consequent the press notices regarding the release of these titles should be disregarded." The statement added that a writ has been served on United Artists Ltd. and United Artists Records Ltd. relating to the distribution of Immediate's records by UA in North America, and also from distributing Immediate's records in North America.

'Isle' Sinks Plan To Take U.K. to UN Over Pirate

LONDON—The Isle of Man's Parliament has voted thumbs down on a plan to take Britain to the United Nations over Pirates. The plan was aimed to stop Britain from alienating the broadcast business by forming a private radio station anchored in the Irish Sea.

The lower Chamber gave an 18-6 vote against the measure, and condemned British interference in the island's internal matters. However, the government moved to keep the dispute in the Common wealth by bringing it up before Commonwealth prime ministers.

CBS Distributes Salvador, Rigolo

PARIS—Through an agreement signed with Herni Salvador on July 27, CBS has taken over distribution of all product on Salvador's Rigolo label. Distribution was formerly handled by the Compagnies Européennes du Disque, an affiliate of Barclay Records. The agreement is retroactive and all previous Henry Salva
dor recordings, including "Pat en," "Zoror," "Pikabou," "Le Lion," "Mia-Mia," and "Syracuse," will now be available through CBS.

The Salvador catalog also includes recordings by Aurely, Jacquelin, Boyer, Tiny Yong and Les Brellets.

Fermata in Mexico

—Tizoc to Distribute

MEXICO CITY — Enrique Lebendiger, owner of Fermata (Brazil) was here to launch the Fermata label in Mexico. Distribution will be through Tizoc Records here. In the new arrangement, Tizoc and Fermata are distributed by Tizoc.

Lebendiger will send 30 Brazilian artists to Mexico, both group and single performers for club dates in coming months. He is seeking new Mexican talent and Mexican composers for Fermata label.

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

Aug. 18: Polish Day—singers will perform foreign versions of Polish songs.
Aug. 19: "No Frontiers For Songs"—singers will perform any song from their repertoire in any language.
Aug. 20: The Festival will be covered by the radio services of 13 countries and will be televised by Polish TV. Festival guest stars will be Caterina Valente and Udo Jungen.

Artists competing are:

Deina Baden (Rumania);
Ankita Balde (LUX.);
Gerda Bendorf (Austria);
Trew Dohns (Holland);
Jacqueline Ditos (France);
Emilience (Monaco);
Nour Fawzi (Tun-
isia);
Jose Fernandez (Mexico);
Marianne Gesessey (Switzer-
land);
Zafrir Hadzimanov (Yug-
oslavia);
Vera Harcourt (Bar-
bados);
Francesca Jacobovici (Greece);
Laia Kinnunen (Fin-
ev);
Junko Koiz (Hungary);
Karin Krog (Norway);
Donald

Ogerman Jaunt Turns Into Work

MUNICH—Claus Ogerman, on vacation in Europe, was featured in a 30-minute live interview on Bavarian Radio. The network also recorded a 60-minute program, "The Ogerman Story," featuring his arrangements and compositions in interpretations by Frank Sinatra, Antonio Carlos Jobim, Sammy Davis Jr. and Ray An
thony.

Ogerman left Munich for Salzburg, Austria to attend the music festival there which featured Svatoslav Richter, Her-
bert von Karajan, and the Cleveland Symphony Orchestra. Later he planned business calls in Vienna, Lugano, Hamburg and London.

Caterina Valente to Star in Berlin Fest

BERLIN—Caterina Valente will be the featured artist for the opening of the 1967 Zoppo Jazz and Pop Music Festival on Aug. 17. It will be her first appearance in Western Europe. Her 30-minute perform-
ance will be carried live by International News, the Communist bloc television network.

Laurence (Canada); Leland (USA); Jenny Luna (Italy); Janis Marden (UK); Peter Morgan (Cuba); Minu Nicolea (Bulgaria); Dickie Rock (Eire); Peter Robin (West Germany); Christof Schulte (East Germany); Gertrud Splitt (Den-mark); and Mary Spiteri (Malta).

Reps From 31 Nations To Judge Polish Fest

SOPOT, Poland—Representatives from 31 countries will form the jury for the Seventh International Music Festival at Sopot from Aug. 17 to 20.

The final day of the Festival will be a Records Day in which artists will present the latest hits of various recording companies. Ten disk firms have announced their participation and the jury in this case will be formed by representatives of CBS (France), Balkantone (Bulgaria), N. V. Phonogram (Holland), Artia- Supraphon (Czechoslovakia), Polskie Nagrania (Poland) and Produkcja Gramofoniczna Poca (Yugoslavia).

The first three days of the Festival are programmed as follows:
Aug. 17: International Day—singers will perform songs in their own languages, written specially for the Festival by composers from their own countries.

SEPTEMBER SPECIAL

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Europe

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- Modern Photography
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4th edition of the national
FESTIVAL OF ROSES
ROME,
OCT. 3-5, 1967

Message No. 1, to publishers: 8 songs of the total 24 can be non-Italian copyrights. Just provide them with Italian lyrics, don't publish them until Sept. 30, and submit your candidate participation in the only Italian music event of the Autumn.

Your song could be performed by an Italian as well as an international star, even by a singer from your country.

Contact: I.S.A.—Piazzale Clodio 61—
Rome, Italy. Tel.: 35.39.96
Gen. Mgr.: Maria Luisa Pisan.

AMERICAN DECCA ARTISTS Sam and Bill found a receptionist threesome awaiting them at London Airport when they arrived for a promotional visit. Left to right are Tony Hall of T.M.E.; Sam; Mike Stogan, American Decca’s European representative; Bill, and promoter Dru Harvey.

Copyrigh 57 Material
VENEICE always exercises a deep fascination for the world-wide public.
Master recordings of two hit songs dedicated to this famous Italian city are still available for some territories:

"VENZIA NO" (non cumbia mio) - Venice Never Changes — and
"NIGHT GONDOLA SERENADE"

For deals and requests of sample records, please apply to:
PEER EDIZIONI MUSICALI srl.
Piazza Pattera 2, 1 20122 Milano, Italy
Tel.: 864.038

FRANK and Marky, Dave Davies, and Tommy James and the Shondells.

mills for October release under the titles "The Best of the Beach Boys" and "A Kind of Hard All Over the Place." The latter is a collection of songs which, like the former, were recorded in California, San Francisco, etc. "What's the Difference" will be given to Latin psychedelic.

WOLFGANG SPAHR

THE MUSIC CAPITALS OF THE WORLD

From page 56

with Epic. Summit Distributors held a big party at their offices recently in New York, hosted by partners Jack White and Seymour Stein. White, of course, was on his home town. Cameron is "neither for nor out." He's a graduate of Taft High School and got his start in the music business when with friends he arranged a 1962 Chicago Kidney Harvest Festival at Garfield Park. Times, a major daily newspaper. Featuring on an LP called "For the First Time," from which two singles have been extracted.

General American Records’ Jim Mills has signed a deal from the road company of "Fiddler on the Roof" to a writer-producer contract. They are Mark Beyker and Rene Tetro, who also write as a duo.

WCF's Jerry O. Bishop presided over a "National Buskin Week" celebration at the Chestnut Aug. 3 - 9.

Selig could not be reached by appointment, but was scheduled for Sunday (14).

The Pleasure Seekers, an all-girl band from Grove, Poole, are booked into Trade Halls in Manchester (21) Wednesday and the Northern Echo in Barnsley (22) Thursday.

The Checkmates, who did a live album for Capitol last year at the London Palladium, have decided to play the same thing during their current tour. Their appearance at the Grand Ballroom, a psychedelic bazaar, on Friday and Saturday (11-12).

CRK/TV personality Bobby Seymour is hosting a series of Celebrity Nights at the Upper Deck of the RoosterTail on Mondays. He opened Monday (7) with the Railroaders, Don Jackson and Dan Stanfield, a promotion manager here, Larry Benjamins, is booking the Pauper to meet disc jockers and the press at the RoosterTail Hotel Wednesday (16).

The band performed at the University of Detroit on Saturday (26). "Brezina Rug Sounds," a chamber orchestra Tuesday. They also made its first Michigan appearance at the Fifth Dimension in Cleveland. The group then played the Cleveland Auditorium and the Detroit Convention Center Saturday (24). . . . The Monotone Records label is available here Aug. 25.28.

LOIS LORANT ALBANY

IRELAND

Record Industry will distribute a new specialized rock label, specializing in traditional material. The first LP in a composite affair, featuring such artists as Brian Kennedy, the Paddy Celadon Band, Cell B and Bride Livery, was released in the fall of last year. The band will tour the United Kingdom and Ireland this time of almost an hour, and was pressed by Quality of Swanes, who distributed the album. The group had in Irish hit several years ago, and also in the US, before they signed with their present label. The group plan to tour the US and Canada in the near future. The first album was released in the fall of last year.

Another feature of the album will be the inclusion of one of the band's hit songs, "Stoned," which has been a hit in Ireland for several years.

The album will be released in August. The group plan to tour the US and Canada in the near future. The first album was released in the fall of last year. The group plan to tour the US and Canada in the near future.

HAGUEN

German Vogue in Cologne released the second singles by Nyan Benston, Ingrid Winkler, Chris and

FRANK and Marky, Dave Davies, and Tommy James and the Shondells.
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<tr>
<th>Country</th>
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<td><strong>Week 5</strong></td>
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**Week 5**

- "There's a New Love" by Bob Dylan
- "I Need You" by Simon & Garfunkel
- "The Sound of Music" by Placido Domingo
- "My Way" by Frank Sinatra
- "Can't Help Myself" by Four Tops

**Week 4**

- "What a Wonderful World" by Louis Armstrong
- "Let the Music Play" by The Monkees
- "Yesterday" by The Beatles
- "I Will Follow You" by The Rolling Stones
- "Take It Easy" by The Eagles

**Week 3**

- "A House Is Not a Home" by Cass Elliot
- "I Can't Help Myself" by The Four Tops
- "The Sound of Music" by Placido Domingo
- "My Way" by Frank Sinatra
- "Can't Help Myself" by Four Tops

**Week 2**

- "What a Wonderful World" by Louis Armstrong
- "Let the Music Play" by The Monkees
- "Yesterday" by The Beatles
- "I Will Follow You" by The Rolling Stones
- "Take It Easy" by The Eagles

**Week 1**

- "There's a New Love" by Bob Dylan
- "I Need You" by Simon & Garfunkel
- "The Sound of Music" by Placido Domingo
- "My Way" by Frank Sinatra
- "Can't Help Myself" by Four Tops

**Last Week**

- "What a Wonderful World" by Louis Armstrong
- "Let the Music Play" by The Monkees
- "Yesterday" by The Beatles
- "I Will Follow You" by The Rolling Stones
- "Take It Easy" by The Eagles

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**Billboard MUSIC**

(Updated for the latest chart)

**JAPAN**

- "Let's Talk" by The Monkees
- "Hello, Dolly!" by Barbra Streisand
- "I Can't Help Myself" by The Four Tops
- "The Sound of Music" by Placido Domingo
- "My Way" by Frank Sinatra

**ITALY**

- "What a Wonderful World" by Louis Armstrong
- "Let the Music Play" by The Monkees
- "Yesterday" by The Beatles
- "I Will Follow You" by The Rolling Stones
- "Take It Easy" by The Eagles

**FRANCE**

- "There's a New Love" by Bob Dylan
- "I Need You" by Simon & Garfunkel
- "The Sound of Music" by Placido Domingo
- "My Way" by Frank Sinatra
- "Can't Help Myself" by Four Tops

**GERMANY**

- "What a Wonderful World" by Louis Armstrong
- "Let the Music Play" by The Monkees
- "Yesterday" by The Beatles
- "I Will Follow You" by The Rolling Stones
- "Take It Easy" by The Eagles

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**From The Music Capitals of the World**

- "Let's Talk" by The Monkees
- "Hello, Dolly!" by Barbra Streisand
- "I Can't Help Myself" by The Four Tops
- "The Sound of Music" by Placido Domingo
- "My Way" by Frank Sinatra

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**Contact Information**

For more information, visit www.americanradiohistory.com

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**Billboard**

August 19, 1967

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**Billboard HITS OF THE WORLD**

59
TAPE CARTRIDGE TIPS
by Larry Finley

TOP-SELLING 8 & 4 TRACK STEREO TAPE CARTRIDGES . . . FROM ITCC'S CATALOG

'New' Car Tapes Drafting New Marketing Highways

BY RAY BRACK

CHICAGO—Car Tapes, Inc., world's largest manufacturer and new location, is mapping new directions for the high-speed cassette industry.

The new president is James Levitus, former Muntz marketing vice-president. Levitus, with a background in automobile parts merchandising, became Muntz's assistant in 1963, moved to the West Coast the next year and last year was recently accepted and the post as president of Car Tapes, Inc. vacated by Harry Beckerman.

One of Levitus' first steps was to move Car Tapes West Coast headquarters to larger facilities at 16725 Rosco Boulevard, Van Nuys, Calif. That operation is under the direction of Lennie Kasko. Last week Levitus was in charge of the Chicago headquarters from slowly dying "record row" on South Michigan Avenue at 320 W. Ohio Street. The firm has 15,000 square feet of space with direct access to both the "Loop" and the airport.

New Marketing Ideas

As for the new marketing ideas, Levitus said:

"We are immediately going to emphasize the excellent processing equipment, which, in addition to handling the billing accounts receivable, sales analysis and inventory control, will also be made applicable for inventory control at the retail level for our accounts.

"We are offering our accounts—primarily national firms—to purchase our tape selection in large lot. Different color ticket labels will be printed for each lot of the year. There's no better way to see if you're turning over merchandise.

"For our mass-merchandisers accounts, we're putting together package deals that are promotional ideas; we're providing special racks and all types of in-store display equipment.

"And we're going to do something about advertising. If you stop 10 people on a street corner and ask them about tape cartridges, nine of them will tell you they don't know what you mean. There has been virtually no advertising of the tape cartridge industry. We estimate 50 percent of the units sold have been by personal recommendation to be educational. We're preparing ads for our accounts that will dramatically illustrate the simplicity of the tape cartridge, its advantages over other media. These are the advertising messages that we'll be looking at.

"4 & 8's Run Equally

Levitus reported that Car Tapes' sales of 4-and 8-track cartridges are running about equally explained. He said:

"We don't expect much of a change for the next six months. Many accounts are using 4-track as a year-end. And there are a lot of 4-track players out there. As this 50-50 sales ratio begins to fade, Levitus said, he expects to see the cassette not 8-track—come on strongest.

"Levitus also observed that currently about 80 percent of all tape cartridges are moving through non-music outlets. He estimates that 10 car units are being sold to each home unit, and these sales are primarily through automotive stores or automotive dealers.

"A couple of large chains tried to get their car units in their own entertainment departments and failed miserably," he said.

"Car Tapes does not handle playback equipment but Levitus said he is interested in ways (Continued on page 62)

Mobile Stereo Puts Mats on Cafe Menu

CLEVELAND — For one tape cartridge dealer here, the phrase "the best way to man's heart is through his stomach" is clicking sales at the cash register.

Charles Lombardo, owner of Mobile Stereo, a three-store chain, has priced 100,000 mats for use in local restaurants. In three months, Lombardo has sold 50,000 mats to nearly 20 restaurants.

"It's a direct method," Lombardo said, "to reach the consumer when he is in a relaxed atmosphere. While the mats essentially are advertising, he continued. "They're presented in an educational and informative manner. They serve to acquaint the consumer with 4 and 8-track cartridges.

"These mats have been quite co-operative. Lombardo said, because (1) the mats are not hard sell and they are informative and (2) the restaurant can use the mats for advertising. Mobile Stereo provides the mats free of charge, while mats bought at retail cost the customer about a half-cent apiece.

Mobile Stereo stocks both 4 and 8-track equipment and cartridges. "We used to sell more fours than eights," Lombardo said. "But now we sell an equal amount of both." Lombardo said the chain sells 250-300 units a month. "During the past six months," he said, "business has been up 50 percent over the comparable 1966 period. Within the next year we're planning on opening seven more stores.

SEARS, ROEBUCK will market under its own name Crompton's 8-track automobile tape cartridge unit. The player will be labeled Sears Sold State Eight.

4-Tracks Solid in Far East: Muntz

LOS ANGELES — Tourists and American servicemen visiting Hong Kong are buying 4-track CARtridge players, reports Earl Muntz, who returned last week from a business junket to the Far East.

Muntz' sales outpost, Muntz Electronics, is selling the model M-30 for 250 Hong Kong dollars. The unit retails domestically for $199.95. The Hong Kong store advertises the product on English-speaking radio stations and in the daily China Mail newspaper. The Hong Kong facility was opened earlier this year in the Ocean Terminal Building.
**PlayTape Into Italy With Consorti Deal**

**ROME** The 2-track PlayTape system developed by Frank Stanton has moved into the Italian market through a distribution agreement with the Etec & Nino Consorti Co. Not only will Rome firm market the full PlayTape line of machine and CARtridges from its four offices throughout the country—Rome, Milan, Bologne, and Naples—but distribute a wide library of 2-track cartridges featuring major Italian artists singing in Italian.

**ITCC Issues Series by Scepter-Wand**

**NEW YORK**—International Tape Cartridge Corp. rushed out last week a special series of variety pack CARtridges from the Scepter-Wand Records catalog. The deal for the material was negotiated by ITCC president Larry Finley with Marvin Schlacher, vice-president of the label.

Four cartridges, available in 4 and 8-track, include artists such as Don and the Goodtimes, Wilson Pickett, the Shirelles, the Isley Brothers, Burt Munro, Big Maybelle, Chuck Jackson, Maxine Brown and J. J. Barnes. ITCC is also issuing two new cartridges featuring Donna Warlick.

The PlayTape library already features 24 U. S. labels. The Italian move by PlayTape president Stanton is another step in his move to blanket the world with the 2-track system. "PlayTape will, in time, develop a multi-lingual library that should be tops in this area, too," Stating plans to incorporate these multi-lingual cartridges as part of the firm's "cultural line," Stanton added that for "the student of music, an American hit sung in some 20 different languages, and backed by as many different musical arrangements, should prove an enlightening experience."

Stanton recently announced plans for educational cartridges, as well as a "single" cartridge featuring only two tunes. The firm expects to have stereo cartridges in its system available this fall. The system's library now includes such labels as MGM, ABC, Warner Bros./Reprise, Capitol, Chess and Mo- town.

**Lib. Distrib Moves**

**LOS ANGELES**—Liberty's company- owned distributing branch has moved to new quarters at 1924 N. Orange Drive, adjacent to the headquarters complex on Sunset Boulevard in Hollywood. The branch had previously been on Pico Boulevard several miles away.

**IMPORT MANUFACTURER JAUBERT** of Paris has launched the first 4-track stereo EP cartridge on the French market, through a licensing agreement with Musicine. The first three cartridges duplicated by Jaubert shown are from Musicine's Bel Air catalog and features Paul Mauriat, Rita Zanai and Nino Ferrer. The cartridges retail at $2.60. The Jaubert company is negotiating with other French record companies to duplicate its product under license.

**From The Music Capital of the World**

NEW YORK Carla Thoun, Stax artist, has signed with the Ashley-Famous Agency. . . . Aliza Kahlil, singer on the Jubilee label, in Israel for a two-week tour of Army bases. . . . Ivan Mogal's Pit Productions produced Frank Sinatra Jr.'s upcoming RCA Victor release, "Building With a Steeple" and "I've Been Lookin" . . . Blues singer B. B. King begins a tour of Europe Sept. 20. He'll do a solo and pick up side musicians in each country he visits. . . . United Artist Records' Serenadly Singers set for the Fort- wayne Country Club, Akron, Ohio, Friday and Saturday (18-19). . . .


**Mike Gross**

**ON ITS WAY TO BECOMING ONE OF THE HOTTEST SELLERS OF ALL TIME**

**BOBBIE GENTRY**

**EXCLUSIVE AS A CARTRIDGE SINGLE FROM MUNTZ!**

**MUNTZ STEREO-PAK**

*Exclusive As A Cartridge Single From Muntz!*

**MUNTZ STEREO-PAK**

**7715 Densmore Ave., Van Nuys, Calif. 91406 (213) 989-5000**
LOS ANGELES — Modern Tape Corp., owned by the Crown/Kent disk operation, is expanding into 8-track and cassette duplication. The firm recently opened its own 4-track CATrtridge duplicating facility.

Equipment which is capable of duplicating both configurations is being installed. It was custom built by a local manufacturer.

Paul Bihari, one of the firm's owners, said the reason for going into the new configurations was based on a "demand for rhythm and blues material. The Modern Records-Kent catalogs are a strong representation of R&B material from the 1940's through the 1950's. In Los Angeles, 4-track rhythm and blues is big. Everywhere else we were told 'If you come out in 8 we'll give you big orders,'" Bihari said.

The executive admits there is no demand for 4-track in cassettes now, but adds that "it's the coming thing and we want to be in it by the time it breaks loose. Cassettes are really big overseas."

To meet the new production demands, Modern Tape, located in the firm's factory along with its recording studio, disk pressing plant and album printing operation, will hire up to 15 employees to wind, splice and load the 8-track and cassette units.

As it has been doing with 4-track, Modern will offer custom duplication in the systems. Initially, the 8-track and cassette duplication will be spun off one master capable of running up to 40 slaves.

New Car Tapes
- Continued from page 60

housing the merchandise. The firm inventories all the important tape cartridge lines.

I look for 8-track and 4-track pricing to be identical in the long run," he said. "An excellent price for cartridges is $5.98." Levitus is hopeful that manufacturers will inject stability into cartridge pricing. "We have to depend on manufacturers to give us room to operate."

For interested retailers, Levitus suggested, "We can put a dealer into the cartridge business for $1,000, but I recommend a minimum of 300 to 500 tapes as beginning inventory. A lot of old-fashioned contractors. I also recommend that they have a player handy for demonstration."
New for August on RCA STEREO CARTRIDGE TAPES

Stereo RCA Victor

The Best of Eddy Arnold

Super Time Bottle West

Ed Ames Time, Time

Los Indios Tabajaras

In the Mod

Blue Side

Longsomes Jim Reeves

Munch Conducts Berlioz

I’m a Believer

Georgy Girl

Up and Away The Kingsmen

New RCA Stereo 8 Variety Packs

Multi-Artist Tapes Specially Programmed for Added Listening Pleasure

8-Track Cartridge Tape: The System Available For Home-Listening That’s Also Detroit-Approved For The New-Model Cars
Why Dealer Should Be Needle Expert

Second in a series of articles on increasing needle profits.

CHICAGO—The route to more money through needle sales is through becoming known throughout your neighborhood as a "needle expert," for as such you'll probably be unique in the area. In the continuing world of phonograph needles, there are few knowledgeable dealers and far fewer informed customers.

The profit potential of needles, should you secure the traffic through your new reputation for needle knowledge-ability, is extensive. The Fidelitone Co. recently reported:

"Since 1959, 23 million phonograph sets and over 1 billion records have been sold. More than 5 million sets and 200 million records are being sold every year. . . . The figures are bound to double annually."

Fidelitones also cites these figures:

Phonograph needles can provide up to 200 per cent markup.
One store averaged $16,000 profit annually on 10 square feet of needle selling space, the highest profit producer of all departments.

The dealer, Fidelitone advises, should remind all record buyers that the phonograph needle is the only link between the record and the phonograph. If the needle has worn two flat spots where it comes in contact with the record groove, imperfect, distorted sound will be the result. Most needle companies have prepared large, dramatic illustrations of how needles wear. Such illustrations at point of sale or display provide tremendous needle sale impetus.

(Continued on page 66)

Wurlitzer Has 1st Quarter Loss

CHICAGO — For the first quarter—April, May and June—The Wurlitzer Co. reported a net loss of $78,853 against a 22 per cent increase in sales. Compared with last year's $103,041.51, sales were $121,270.156. Earnings last year were $80,083. Chairman R. C. Rolfling said the increased sales and improved operating efficiencies were not sufficient to offset increased costs of labor and materials.

N. Y. Instrument Center Doomed

*Continued from page 16*

Meanwhile, more property is demolished. Reliable sources say that within one year all property will be taken over. Without a unified and concerted effort to establish a new musical instrument center, New York's music row will be relegated to neighborhood shops.

(Continued on page 66)

Walco Joins Mono Warning

CHICAGO — Walco Electronics Co., a major manufacturer of phonograph needles, has aided with the positions of several other such firms which have in recent weeks cautioned against indiscriminate play of stereo records on monaural phonographs.

Said President H. A. Rodkin exclusively to Billboard:

"The stereo-mono issue came to the attention of the industry at the time stereo burst on the scene and frantic efforts were undertaken to convert existing mono sets to stereo. At that time, it proved completely impractical to offer stereo records to be played with the then existing mono equipment. Cartridges had entirely too much tone arm pressure, ranging from 8 to 14 grams, and stylus tip radii of 1 mil were completely unacceptable for the stereo record grooves.

"Today, the issue has come to the fore again, and I disagree completely with the assertion by the Columbia Records spokes-

man that stereo records may be played on mono equipment without damage. The problem is that monaural cartridges do not have the vertical compliance and can damage stereo records as a consequence. Moreover, it would be necessary to define 'today's mono record players. Tone arm pressure associated with the playback of mono records is usually considerably higher than the lighter weight stereo cartridges. This heavier weight, coupled with a tip radius of .0007, which would be needed to play stereo records, combine to produce an undue wear. This would result in a point of contact between the needle and groove, creating the possibility for rapid groove damage and deterioration of the record.

"Not knowing the tone arm weight of the many hundreds of thousands of record players still in operation, it would seem to me to be a highly unsafe prac-

(Continued on page 66)
FRED GRANGER, executive vice-president of the Music Operators of America (MOA), as he addressed the recent meeting of the Missouri Coin Machine Council, John Masters, president of the Missouri group and an MOA director, is at left.

Mo. Operators Query Granger on Copyright

By EARL PAIGE

KANSAS CITY, Mo.—Although it appears unlikely that a new copyright law will emerge from the current session of Congress, Music Operators of America (MOA) executive vice-president Fred Granger is still peppered with questions about the impending legislation whenever MOA officials visit during a current tour.

Here last week in a meeting with the Missouri Coin Machine Council, Granger again stated, “In all probability the copyright bill won't pass this year. But we still have no reason to believe the Senate won’t go along with the industry-backed bill already passed by the House.”

A current snag in the Senate only amplifies Granger's view. Although the Senate has passed copyright overhead, as the House did with H. R. 2521, the Senate bill cannot agree on the traditional extension bill which preserves copyrights that are expiring.

Extension Song

The original copyright law written in 1909 carried two 26-year extensions, and since 1934 Congress has been passing extension bills to keep copyrights from falling into public domain. But this year, the Senate is starting on the point of including community antenna television systems (CATV) in the extension.

Moreover, the eventual agreement between the Senate and House on total copyright revision could cause some degree hinges on CATV extension since the House bill excluded all CATV. Bills (proposed August 12, 1967).

But while operators may not be subject to changes in copyright law until Jan. 1, 1969 (provided next year’s 90th Congress drafts the law), the copyright law of 1967 is on its way.

Since all operators are buying what all the one stops recommend, all the programming is the same. The records at Joe’s Bar are the same as the records at Joe’s Bar. The location owner could just as well be doing the programming.

“Because of the system, the creative stream is too narrow. The fringe record that could do well on a jukebox never is exposed to the operator.”

“Today, the one-stops no longer are as centralization, but they offer title strip service, they have special long distance phone lines and offer overnight shipping services.

“Certainly the record companies and the one-stop are the logical link to the operator and today the make their operation much more one stop, hoping it filters on.”

Operator Is Hurt

“If someone were to buy it would be the operator. He has not taken the initiative in re-establishing the relationship with the record manufacturers. The one-stops have not taken the initiative and has set up some special committee to deal with record companies. The one stop is hurt by this system because of his very function is to program jukeboxes.”

Program Set

For W. Va. Annual Meet

CHARLESTON, W. Va.—The West Virginia Music and Vending Association’s annual convention and exhibit here Sept. 12-13 will feature the last time one official at the industry’s two major trade shows. The legislative directors of the Music Operators of America (MOA) and the National Automatic Merchandising Association (NAMA) are representing the MOA will be Elwood Moore—President Fred Granger. He is scheduled to speak on Saturday afternoon. During the same meeting, the machine will be manufactured by a new firm, New-House.

New Disk Vendor

Coming to Market

By RAY BRACK

CHICAGO — A “Jack London” type inventor from the Bahamas has developed a new 45-rpm record vender which he and his backers believe will succeed where other such units have failed. The unit, a, 10-selection, totally mechanical machine, incorporates a revolutionary mechanical dual-screen unit-slug rejector that is also the brain child of the vendor’s inventor, Jack Moore.

“National Rejected is Designed in looking at this system,” Moore said here last week, “and we’re going to St. Louis from here.”

“Dilly-Disc”

Moore said he has spent $50,000 and two years developing his vender, which he and his wife dubbed “Dilly-Disc.” The price of the machine to operators is expected to be around $550. “It will begin in four to six months,” Moore said. The machine will be manufactured by a new firm, New-House.

Newport Sales, headquartered in Chicago, Principles, all from the Bahamas, has developed a direct vendor. The firm manager and president, and sales manager, and Dave Gorowitz, secretary treasurer, is a former professional man and well-known inventor and Gorowitz is a builder and real estate developer.

“We’re now seeking distributors,” Gorowitz said. “We are definitely interested in setting up dentists and retired couples as distributors. We want the pros.”

Tests

“Nothing wrong with the machine, said Moore. “The only thing electrical about it is the relays. One of the three units must be in Wichita, Kan. and they’ve had no mechanical problems. The mechanism is simple, with a minimum of moving parts. It’s trouble-free as a vending machine can be.”

The machine holds 200 singles.

Gordon Acquires Scopitone Rights

CHICAGO — The rights to Scopitone, surrendered by financially floundering Tel-A-Sign, Inc., have been acquired by J. Cameron Gordon from Cameron, French developer of the machine.

Gordon has established a new firm, Cameron International, Ltd., and will market a revamped, big-screen film machine. Cameron International has secured space at the Music Operators of America (MOA) trade show and will unveil its concept this week.

Gordon’s move, his second, coincides with the announcement that David Rosen will again exhibit his Italian-made Cinemobile at the MOA show. Rosen’s machine offers the potential choice of either a film or a record. Rosen said he’ll take double the space he had at last year’s show to ensure that all operators get a chance to examine the display units.

Rowe Manufacturing is currently planning a major promotional campaign for its year-old PhonoVue film-synchronizer attachment for jukeboxes and will again display it prominently at the show. Rowe’s unit has proved to be a healthy hybrid, reportedly doing profitably in 2,000 U. S. spots. And the firm is mapping aggressive export plans for the unit—to be reported in full in Billboard next week.

And Rock-Ola, which has been patiently perfecting its film unit, is expected to display at least a prototype in the show. Many observers, including Gordon, believe that a quality unit from Rock-Ola, coupled with the success many operators are achieving with Rowe’s PhonoVue, could go far in bringing the film concept back into favor with the trade.

A sexy import, Scopitone’s romance with the U.S. coin machine industry has been tempestuous. She had a lot of early appeal and promise. But she was expensive, temperamental, and the was chilly disregarded.

Scopitone was bought to the U.S. by a Florida combine in the early 1960’s, sold to A. A. Steiger and Tel-A-Sign in 1965 and turned over to a re-financed Tel-A-Sign and Jack Gordon early this year. During these past two years Scopitones were reported to be losing money. Much of the blame was laid to the fact that the original financing was not properly planned.

Rowe released two operators. The operators lost money, they lost confidence in the concept.

Why not? ex-Sen. Moore, president, entered the picture this year, he changed the Scopitone name to “Theatre 16.” That name remains the property (Continued on page 71)
**Vender Shipments Up 11%**

**CHICAGO** — Setting an all-time record, U. S. vending machine manufacturers shipped $216,518,000 of equipment last year, an 11 per cent increase over the 1965 record. In 1965, $195,843,000 worth of machines left the factories. The figures were compiled by the U. S. Bureau of the Census, which conducts an annual study undertaken by the National Automatic Merchandising Association (NAMA). The NAMA released the figures last week. The shipment figures were $200 million for the first time in 1966. A total of 634,371 units contributed to that dollar volume last year, compared to 629,067 in 1965.

**Beverage machine shipments** in 1966 were up 7 per cent to $141,060,000 from 1965’s $131,510,000.

**Cans**

Production of single- and multipurpose indoor and outdoor beverage machines increased from 26,837 in 1965 to 27,417 units in 1966. Dollar volume shipped went from $23,656,000 to $27,104,099. Single- and multipurpose group sales increased from $18,535 in 1965 to $19,154 in 1966. For the same period the production of the instant, liquid concentrate and bag-in-box beverage machine has declined. In 1963, 7,374 were manufactured; in 1964, 6,224; and in 1965, 1,389.

As expected, the study showed a marked increase in the production of canned beverage venders. The total reached a new all-time high of 36,870 units, up from 29,086. In 1964, 12,331 were manufactured. And 21 times as many can venders were shipped last year than in 1962, when only 1,693 went to distributors.

**Bulk Drink**

The number of bottle vender machines shipped decreased, while other types of cold beverage venders advanced slightly. Confection and food machine production was up 32 per cent to $13,824,000 from $10,687,000 in 1965. Candy bar machine shipments during the year hit 58,321 compared to 51,669 in 1965. Bulk vending machine shipments dropped to 161,063 units in 1966 from 164,099 last year. Dollar volume dropped from $22,234,000 in 1965 to $19,329,000 last year.

Cigarette machine production also lagged, going from 62,810 units in 1965 to 63,986 units last year. Dollar value decreased from $22,234,000 in 1965 to $22,112,000. Portable cigarette machine production dropped from $19,590,000 in 1965 to $18,022,000 last year. Dollar value dropped from $19,590,000 in 1965 to $18,022,000 last year.

The Bureau of the Census did not include manufacturers whose shipments totaled less than 500,000, but their production figures were included. The study included both domestic and export shipments of new machines. No used equipment was included.

Totals since 1955 look like this:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Shipments</th>
<th>Total Value</th>
</tr>
</thead>
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<tr>
<td>1966</td>
<td>1,389,371</td>
<td>$216,518,000</td>
</tr>
<tr>
<td>1955</td>
<td>634,371</td>
<td>$195,843,000</td>
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<tr>
<td>1954</td>
<td>629,067</td>
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<td>1953</td>
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<tr>
<td>1952</td>
<td>617,786</td>
<td>$162,000,000</td>
</tr>
<tr>
<td>1951</td>
<td>613,456</td>
<td>$151,000,000</td>
</tr>
<tr>
<td>1950</td>
<td>609,127</td>
<td>$140,000,000</td>
</tr>
<tr>
<td>1949</td>
<td>605,809</td>
<td>$130,000,000</td>
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<tr>
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<td>601,522</td>
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<td>584,513</td>
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</tr>
<tr>
<td>1943</td>
<td>580,269</td>
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</tr>
<tr>
<td>1942</td>
<td>575,926</td>
<td>$60,000,000</td>
</tr>
</tbody>
</table>

**Coming Events**

Aug. 16 — New York State Operators Association, annual meeting, New Marina Steak House at Cedar Point, Sandusky, Ohio.

Aug. 18-20 — New England Fruit Vending Dealers Association, annual meeting, Normandy Inn, Boston.

Aug. 23-Aug. 25 — New York State Operators Association, annual convention, Hartford, Conn.

Aug. 28 — Michigan Tobacco & Confectionary Association, annual convention, Bay City, Mich.


Aug. 29-31 — Wisconsin Vending Operators Association, Inc., annual convention, Oshkosh, Wis.

Aug. 29-31 — Illinois State Vending Operators Association, annual convention, Motor Hotel, Chicago.


Aug. 31 — New Jersey State Vending Operators Association, annual convention, Atlantic City.

Sept. 5 — New York State Operators Association, annual convention, New Marina Steak House, Cedar Point, Sandusky, Ohio.


Sept. 20-22 — Pennsylvania State Vending Operators Association, annual convention, Oshkosh, Wis.

Sept. 21-24 — Wisconsin State Vending Operators Association, annual convention, Oshkosh, Wis.


Oct. 5-6 — Missouri Automatic Merchandising Council, annual convention, Kansas City.

NYBVA Meetings

NEW YORK — A meeting of the New York Bulk Vendors Association is scheduled for Monday (16) at the Shelton Tenney Inn, Grand Central Parkway, East Elmhurst, N. Y. Tentative plans call for a two-day meeting and an evening meet- ing for a smorgasbord dinner at 6 p.m., with the business meeting to get under way at 8 p.m. A report on action to be taken on the slug problem is expected to be aired. Roger Folz is president, and the newly elected vice-presidents are CDR. Vincent Resnick and Raphael Lawson of Lawson Novelty, of New York City. Folz is secretary and treasurer is Art Bianco.
N. C. Bulk Operators Create 'Gummy' Award for Lawmaker

By DIANE GUNTER

CHARLOTTE, N. C. — The movie industry has its gala evening for Oscar presentations. And now the bulk vending industry has its "Gummy" presentations.

That's what former State Rep. Carl Howard dubbed the gold-plated bubble gum machine table lamps presented to four legislators at a North Carolina Secretary of State for their help in passing the amendment to the sales tax laws to exempt 1-cent vending machines from the provision of the act.


Another lamp will be given to Lt. Gov. Ralph Scott at a later date.

NORTH CAROLINA SECRETARY OF STATE Thad Eure (left), with certified copy of Chapter 756, Session Laws of 1967, which contained a sales tax exemption for 1 cent purchases through vending machines. At right, Lee Smith, Southern Acorn Sales, Charlotte, N. C. and head of Carolina Bulk Vendors Association. Representative James B. Voigler, dean of the Mecklenburg delegation, is in center.

150 Attend Dinner

About 150 people attended the appreciation dinner given by the Carolinas Bulk Vendors Association.

They heard words of praise for the way the association had handled efforts to amend the law and for the efforts of association President Lee Smith, Southern Acorn Sales, Charlotte, N. C. and his business partner Jack Thompson.

Representative Vogler called the job done by Smith, Thompson and the association "one of the most effective pieces of informing" he had ever seen.

Sen. Ed Kemp said the bill exempting the 1-cent vending machines from paying the State's 1-cent sales tax was passed "solely on its merits." He said the law got on the books inadvertently. He said he was sure the Legislature never intended to impose a sales tax which couldn't be passed on to the consumer, since that is the whole concept of a sales tax.

Banshees of Pistachios

Robert Blackwell, who was introduced as a graduate of West Point, said, "Lee Smith is the best tactician I've ever run across."

He did chide Smith good-naturedly about all of the men who got into trouble for the red smears on collars and handkerchiefs as a result of eating the pistachio nuts the association passed out by the bushel.

He said he was glad to have his name on the bills "since it was one of the few of my bills that got passed.

Commenting on the job Smith did on behalf of the bills, Secretary of State Eure said, "Every time I would turn around there was Lee and that black bag. No one knows how many bags of pistachio nuts came out of that black bag. But all the work was in the cause of equity."

Oak Donates

Each of the lamps, provided by Oak Manufacturing Co., Los Angeles, bore a different inscription, chosen by the association to be in keeping with the man to whom it was presented.

Each recipient was provided with a key to the machine so he could use the same pennies over again. And each was provided with a postage paid card to reorder gum, Smith said the industry guarantees a lifetime supply.

Five-pound bags of the famed pistachio nuts have been sent to the wives of the legislators.

Dr. Leslie Frecking, past president of the Southeastern District of the Lutheran Church, Missouri Synod, made the closing talk.

Special guests included Bill Ervin, president of the North Carolina Association for Men.

SCHOENBACH CO.
Manufacturers Representative Acorn - Amco Distributor

MACHINES...

GREAT MONEY MAKER
ACME ELECTRIC MACHINE

SINGLE .......... $5.75
4 and up ... $2.80
Batteries 1.25 each

HOT HOT
10c VEND ITEMS
(per 200 ord. value)
Clipbrads ......... $9.88
Leather calendars . . $5.50
Hangers ......... 2.50
Towels ........ 1.50
Ant. Med. ....... 7.00
Finishes ........ 2.50

HOT 5c VEND ITEMS
(per 200 ord. value)
Emblems & Badges .. $2.00
Signed cards ..... $1.00
Bows & Keystyles .. $1.50
American trims 1.00

Pay M.S. 619.00

Everyone for the operator.

SCHOENBACH CO.
718 Lincoln Bl., Brooklyn 16, N.Y.
1815 Pershing S.E.

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

COINMEN IN THE NEWS

(Continued from page 26)

BULK VENDING OPERATORS
Now You Can Save
75%

on service costs.

Drop us a card today for advance information to be

VICTOR VENDING
CORP.
5703-13 W. Grand Ave.
Chicago, Ill. 60639

VICTOR VENDING
CORP.
5703-13 W. Grand Ave.
Chicago, Ill. 60639

HEADQUARTERS

NEW ITEMS
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.

PENNY KING
Company
3236 WILSON ST. • FITZPATRICK, PA.
World's Largest Selection of Capsules and Charms
From Factories in Hong Kong & U.S.A.

Copyrighted material
Jukeboxes, Radio Stations & Record Shops—Worlds Apart

By EARL PAIGE

CHICAGO — A survey last week revealed a lack of professional co-ordination between the radio station, the record retailer and the jukebox programmer. A survey last week revealed a lack of professional co-ordination between the radio station, the record retailer and the jukebox programmer. A survey last week revealed a lack of professional co-ordination between the radio station, the record retailer and the jukebox programmer. A survey last week revealed a lack of professional co-ordination between the radio station, the record retailer and the jukebox programmer. A survey last week revealed a lack of professional co-ordination between the radio station, the record retailer and the jukebox programmer.

“We maintain a survey of the records that turn the meters over on our jukeboxes,” said William Cannon, Cannon Coin Machine Co., Haddonfield, N. J., “and this list seldom jibes with the local radio station charts.”

“The predominance of rock music on radio stations tits their charts in that direction. This is not true on jukeboxes because we have so many tavern locations where adult programming is required.” We’re encountering a man with a hot diamond in his hand but the radio stations pump records out for free.”

A Retail View

A number of jukebox operators, like John Masters, Missouri Valley Amusement Co., Lee’s Summit, Mo., are also record retailers. Masters, who owns Hit Record Shop as part of his overall operation in the suburban Kansas City area, said, “We use the shop in the shop and on the jukebox route are entirely different.

We go by the radio charts to stock singles for the shop because the only people who buy singles here are teenagers. Adults buy long plays. We also look at the radio charts when we’re programming teen songs on the route, but our adult locations are entirely different. A somewhat stronger pattern of radio route co-ordination emerges when operators like Masters consider teen spots. At Western Automatic Music, Inc., Chicago, program manager Margaret Christiansen said, “I’m very much influenced by the radio charts when I program teen locations.”

“The teen locations will stay with a record as long as it’s on the WCFL or WLS charts and then it drops off play when it goes off the charts,” she explained. “But when a record comes off the teen spots it often times goes right on in the adult location.”

Chart Analysis

Margaret, unlike jukebox programmers who report they are more wary of radio lists, has even worked out her own guide lines. “I kept a two month record on WCFL and WLS. WCFL puts about three and a half new records on its Top 30 each week and three made it to the Top 20,” she said. “WLS puts on about six and a half a week on its Top 40 list and three of these made it into the Top 20.”

Eddie England, England Amusement Co., Purdy, Mo., said, “A man has to listen to the radio but I don’t let this influence me too much. A lot of new records hyphen on the chart’s just don’t go on the jukebox.”

Located in the southwestern part of the State, England said he must order records by phone and that he nearly always “buys blind.” “But here it’s different. I buy over 100 or 125 of some number and don’t like it when it comes in I can send them all back to the one stop. If I use the record, why of course, it’s mine, but there’s no problem here.”

Danny Broom, Broom & Anderson Amusement Co., Logan, W. Va., said, “Radio influence for me, Most of the stuff I hear is a pile of junk and I pass it up.”

Record Samples

I depend on the new releases that are listed in Billboard and Jukebox charts. The trouble with listening to records on the radio is that most of the time your mind won’t be on whether you should buy the record or not. It’s better to get samples and study them when you’re making up what you need.

Broom’s company is another firm that owns a retail outlet, in nearby Madison, W. Va. “We sell our used records in the store and they sell new ones, too. But we never discuss what records to buy. It’s two separate things,” he said.

“We know—operators follow the lists,” said George Helman, KCAT Radio, Pine Bluff, Ark. “But a lot of the time it’s the bar owners or bartenders who hear a record on our list and ask the operator to get it. We look at jukeboxes around town and see the records.”

Sandra MacLean, A-1 Amuse- ment, Rochester, N. Y., also spoke about requests from bar owners. With bar, it’s a sure spot. “I think radio stations are serviced too quickly by the record companies. It causes friction, because the bar owners and bartenders say they’ve heard a record before we can even buy it.”

“It’s awfully tough to program new records,” Sandra commented, “unless they’re big name artists. If it’s a Sinatra then you’re pretty sure it’s go. But there are artists that get on the radio right away don’t always get on the jukebox. We can’t really see the DJ’s next move.”

Jukebox Survey

A number of radio station people were asked to fill in a form re- garding their jukebox operation. “We try to get as broad a picture as possible,” said Con Hanlin, WYSL Radio, Buffoalo, N. Y. “I used to do a Juke- box survey when I was at another station and have been thinking about it here.”

“We sample record shops, the distributors and the one stop, but I think the jukebox operator is the most underated part of the record business and it shouldn’t be this way.”

In Erie, Pa., Jim Conners, WJET Radio, agreed, “I guess the jukebox business is the only phase of the whole record pro- gramming field that radio stations have no communication with. I wish we could compare notes with the jukebox people.”

Different Worlds

“Two different worlds,” said Cannon, when asked specifically about the radio-route co-ordination. “Whoever hears of a radio station playing a record as it drops down the chart? When it drops off the radio chart it’s gone.”

“Nowhere is the stock and trade for radio stations. It’s their life blood. This is not true of jukeboxes. A record can be only on the radio charts and be a top record for its. And not all the good fringe records are ex- pected on radio.”

“…This is another part of it.”

But George Wolff, WMAQ Radio Chicago, was surprised when asked if his station ever worked with local jukebox operators. “Why not?” he asked.

“We have two jukebox opera- tors here. But we never discuss the records and what looks good.”

But Gratt Bishop, WSMD, LaPlata, Md., held a different view. “I don’t think the jukebox operators around here follow the charts. They’re probably three or four months behind us. We give them our Top 10 and off the chart and yet we never have a request for them. In her analysis of this station, Margaret said, “I watched for a period of two weeks. We had 13 different No. 1 records.”

“We try to sound out the juke- box operators by working through the distributors and one stop. We give them our Top 10 and off the chart and yet we never have a request for them.”

On the other side, Iris Helich-

er, record promotion director at Helicher Bros., Inc., said, “We certainly keep operators in- formed. Both WDGY and KOWB here have very tight lists, like 30 play three. The opera- tors are on our mailing lists and know what goes on the printed station charts each week. “Nine times out of ten our operators in Minneapolis are ahead of the stations.”

Cincinnati

At Wurlitzer service schools con- ducted by Bob Harding at Royal Dist., Inc., were Arthur A. At- kins, Stearn Music, Cincinnati; Leon- ard A. Moore, Stearn Music, Cin- cinnati, Royal Dist.; Cincinnati; Geo. Puschl, Pusheld vending, Covington, Ky.; Phillip B. Stith, Stearn Music, Dayton, Ohio; Reubin, W. M. Music Co., Dayton, Ohio; Larry Smith, Smith Music, Huntington, W. Va.; Reubrong Spinks Vending, Dayton, Ohio; Rudy Wiesemans, Charles McAlhine and Hap Lawson, Carson Amusement Co., Dayton, Ohio.

WING PROGRAM DIRECTOR Jerry Kaye—“We were only going to give away one jukebox.”

AUGUST 19, 1957, BILLBOARD
AN EXCEPTION

Station, Operation Join
In Successful Promotion

DAYTON, Ohio — An exception to the lack of co-ordinated effort between radio sta-
tions and TV stations occurred at WING Radio, Dayton, Ohio, recently, when the outlet gave
radio promotions for TV programs.

"They’re not thumping through Bill-
board’s Coin Machine News when the idea struck me," said program director George L. Kaye.
"We got together with Dick Rich and Bob Lams at Gem Music Co.

We used a sound effect that simulated the sound of a coin being inserted in a
jukebox, then the exaggerated sounds of gears meshing to-gether before the contest record
came on over the air.

"We actually had kids coming into the station asking where our contest
was. It was terrific. We played three different Monkee records and the
listener who identified the correct record won a jukebox full of his own.

"At first we only considered going with one jukebox. But the

Mo. Operators Query
Granger on Copyright

• Continued from page 67

more and more interested and come
for the Monkees. We have no ques-
tions for Granger all the time.

In answering one such query (as to how the $8 fee outlined in the House proposal is divided) Granger said, "Each of the song
licensing agencies, this would indicatel this, of course, etc. and BMI, would have to file yearly claims with the Register of Copyrights.

He is a passive trustee for the
funds collected from operators who pay the fee, and the
recipients of the certificates for jukeboxes.

"The operator’s obligation is
fulfilled when he purchased the certificate. From then on, the
U. S. District Court can
not alter the Register of Copyrights handle it. The $8 fee covers all li-
terest. The fee is $6 to ASCAP and
BMI amount.

"There has been some ques-
tion about artists making their own separate deals, but our position is that the $8 fee covers all interest. The fee is ample and fair is equitable," Granger said, in answering another ques-
tion.

"As for transferring certifi-
cates, again, this would be an

The idea was so terrific I asked Gem
Music; if we could get more boxes. We finally gave away five before the receipt.

Reconditioned Units

At Gem Music, Rich ex-
plained that the jukeboxes were reconditioned older models.

"We got a good jukebox, called the 4100, and said, ‘I guess they’re worth about $100 to $105 on the used

market considering what we put into them.

"WING furnished 40 top
models and glitzed out the other 60.

"We got a box for our company over the air and was mentioned in the news-
paper ads.

"The way it worked, we
received the cheap box and we got our names men-
tioned around. Maybe some new location and we will get a new spot from this time on.

"Any real calls from the kids? No," Rich said, "Oh, I think one of them has a fine
blow out and we helped the kids on that was all.

Vending News Digest

• Continued from page 68

Another Cigarette Filter Invention

ATLANTA—Another inventor has come up with a new idea for a
cigarette filter, Jon Beam, who claims his filter is 90 per cent ef-
fective. So far, as one developer by Columbia University, is
using an ordinary gelatin capsule, similar to those used for medi-
cine. Since gelatin is water-resistant, Beam plans to use plastic.

As with other companies, Beam's filter, which utilizes no fibers, chemicals or paper, works on a system in which some must make a sharp, 180-
degree turn. "The impurities carried in the smoke can’t make that a tight a turn and are trapped," he explained.

Canteen in Delicatessen Business

CHICAGO—A chain of delicatessens in selected Wards retail
stores will be opened by Canteen Corp. Known as "Country Cus-
tome," the outlet boasts of gourmet food and specialty items will be
under the supervision of Canteen's own merchandise, preparation, sales and promotion. The first of these outlets is now open here in
Wards' State and Adams Street store.

FTC Orders Tar, Nicotine Tests

WASHINGTON—The Federal Trade Commission has ordered the
National American Tobacco Company, which

California Cigarette Tax Goes Up

LOS ANGELES—Gov. Ronald Reagan signed the State's
$943.3 million dollar budget— the largest for any State in the nation's history—
and raised the cigarette tax from 3 cents a pack to 7 cents.

The increase went into effect Aug. 1. The October increase will be
for local governments.

The city and county portion of the 7-cent increase, as explained by
Sid Applewhite, director of the National Automatic Merchandising
Association, would only go to those cities which do not
impose their own cigarette tax. Charter cities—such as Los Angeles,
which is a 4-cent city—will not be forced to do their own taxes.

Cigarette Tax for Riot Damage

LANSING, Mich.—With the State's proposed $1.1 billion budget
knocked out of whack by the Detroit riots, some Michigan legislators are reconsidering a 3-cent boost in the State cigarette tax. The 3-cent hike proposal was ap-

Pennsiames William Bogle

PENNSAUKEN, N. J.—William J. Bogle has been named
vice-president in charge of vending operations for the Pepsi-Cola

JUPITER

sales of Ametro Enterprises Inc., 3401 N.W. 265th St.,
Miami, Florida. 33142
(Continued on page 75)

ACES HIGH!

JUPITER

Sales of America

Division of Texan Enterprises Inc.

(Continued on page 22)

Port Lavaca, Tex.; Don R. Stans, Texas Amusement Assoc., Houston; Amos G. Glines, United Vending Machine Co., Fort Lavaca; Tony Lloyd E. Felder, Gulf Coast Distrib.

PHILADELPHIA

William S. Fishman, president of
the National American Tobacco

927-1967

our motto for 40 years

There’s No Substitute for QUALITY

(Continued on page 74)
Easier installation and faster service make the new Rowe AMI Wall-Ette a collector's dream. Its high-speed service-on-the-spot means greater profits for you. Saves a minimum of five minutes service time per box. On a 12-box location you'll save an hour's labor.

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

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

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

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

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

ROWE MANUFACTURING
Troy Hills Road, Whippany, New Jersey
*U. S. Patent No. 3,153,180
Gordon Acquires Scopitone Rights

- Continued from page 67 of Tel-A-Sign, and Gordon will have to invest another. He outlined a promotional program that would hopefully put the color-film machine into its right niche in the U.S. coin machine industry.

But in late July the Securities and Exchange Commission ordered suspension in trading of Tel-A-Sign shares through Aug. 4. And on July 31, a federal bankruptcy referee gave Tel-A-Sign one week to file a petition for reorganization under the federal bankruptcy laws. This action came after three creditors asked that a receiver be appointed for Tel-A-Sign. The company now has until Aug. 30 to establish new lines of credit.

Gordon made known his latest move after two weeks of talks with Camera in Paris. In addition to Scopitone patent rights, Gordon acquired rights to more than 1,000 film negatives by U.S. and international recording artists, most not yet released here.

Gordon said he has set up film production deals in the United Kingdom, France, Germany, Italy, Japan, the Benelux countries and the U.S. He has opened offices at 515 Madison Avenue in New York City and has begun to supply parts and service for Scopitone machines.

Gordon reported that he has new financial backing. He will not take coin machine distributors for his revamped Scopitone machine but intends to market it through movie projectors wholesalers, "because they know what the motion pictures look like." Jukebox operators, Gordon said, are the logical operators of the equipment, however.

Rosen, meanwhile, reports that he has been running tests on Cinemubox in large cities, rural communities and resorts.

"By every test, Cinemubox proved to be a real entertainment stimulation," he said. "The patterns stayed longer, new customers were attracted, and the money brought in by the motion pictures was all plus money. The jukebox take was never hurt. In fact, it increased in most situations. And the movie take was all plus business. These figures are based on fact. Collections at each location are carefully audited and certified, and we will be happy to open our books to any doubting Thomas. We have nothing to hide."

Rosen said the machine has been improved through tests following last year's MOA show. "The machines now comply with the assembly lines at the Incoventi plant in Milan, Italy, and represent a better machine that will stand up to every test and under every condition and situation," Rosen said.

Cointin In The News

- Continued from page 71

$50,000 to members of the only all-Negro string quartet, Fishman, who was impressed with the talents of the group, donated the entire $50,000 himself. He then left for a fishing expedition to the Arctic Circle at Great Bear Lake in the Northwest Territory. 

Measnam Scott, veteran operator, served as chairman for the testimonial dinner staged at Palermo's Cafe in honor of Magistrate Lewis Mongeluzzi. Scott was the driving force behind the dinner which attracted 1,000 persons, ... National Association of Coin Laundry Equipment Operators named Charles Tucker Associates, Inc., local agency to handle national public relations advertising and merchandising... The local trade extended condolences to the family of Thomas Aron, who died last Saturday night at the age of 81. He was founder of the Atron Vending Co. based in North Philadelpia. Surviving are his widow, Ida, a son, two daughters, and seven grandchildren. He was one of the pioneers in the industry.

Vendo Co. launched its new branch office in the Interstate Industrial Park at nearby Bellmawr, N. J., with a grand opening. The company appointed Paul Munn as sales representative, and Jack Kenney as branch manager. John Allan was named service correspondent, and Bill Rosebrook was named service representative who will represent the company as field service representative.

Maurie H. Orodenker

DEPTROIT

Leonard Pfieger was honored at a party for the staff of Cigaret Service Co. Pfieger has been in the business 55 years. Cigaret Service, also celebrating its 50th anniversary, operates some 2,000 machines, including cigarette and candy venders and jukeboxes. President Benny Kost Sr. and the firm was founded by the late M. L. Howes and Cole Shoemaker in 1917 and entered cigarette vending in 1927. H. F. REVES

PONTLAND, OR.

The following officers and board members were elected at a recent meeting of the Northwest Automatic Vendors Council (covering Oregon, Alaska and Washington): president, Keith McQuade, Clark's Ferry Concession; Seattle, Wash.; treasurer, Richard Reeder, Canton Co. of Oregon, Portland, Ore.; secretary William O'Boyle, the Vendo Co., Portland, Ore.

(Continued on page 78)

KANSAS DELEGATION. From left, Ronnie Cate, Floyd Tawney, A. L. (Lou) Placek and Harlan Wingrave. A review of the Kansas association is being discussed.

MOA PRESIDENT James Tolisano addresses meeting.

HAPPY WIVES also held a clonave at Hilton Inn get-together.

AUGUST 19, 1967, BILLBOARD
**New Equipment**

**Moran School Eyes U.S. Aid**

KANSAS CITY, Mo., — Jack Moran told operators at the Missouri Machine Council meeting last week that he understood the U.S. Department of Labor, Bureau of Old Age and Survivors Welfare is conducting a survey to determine the extent of the need for training machines for coin-operated equipment. “We should know in a short time if we can obtain a federal contract to train men and if branches of the Institute of Coin Operators now in Denver can be set up in Atlanta.”

Moran, who now has another 26 men in class at his training center, said, “I think there is a need for at least 3,000 more coin machines mechanics. I get calls all day long from operators desperate for men. The people who take care of this manpower Development and Training Administration (MDTA) work agree that at least 850 men could be absorbed in this industry.”

**Five-Day Enforced Holiday For Milwaukee Operators**

MILWAUKEE, Wis., — Both City commission and vending machine operators came through the recent inner-city riots relatively unscathed. Damage to equipment on location was minimal. Because of strict new regulations and prompt shutting of all drinking gat and liquor stores throughout the county, operators here took an enforced vacation for five days. United, Inc., the Wurlitzer distributor here, however, suffered considerable plate glass window breakage. Shattered almost in the center of the riot area, the firm was one of the first to feel the wrath of the brick throwers.

**Meeting**

An emergency meeting of the board of directors of the Milwaukee Phonograph Operators Association was held Friday (4) to assess the situation. No specific recommendations or proposals were made from the session. But all agreed that the mayor’s quick action in shutting down the entire city and its suburbs until the violence was controlled was the proper thing to do.

**Short Hours**

Jerome (Red) Jacomet, Red’s Grocery, Milwaukee’s leading coin distributor, damaged his equipment at all. “But for five days parley, the district public couldn’t play juice boxes, games or buy cigarettes from us. We were out of business. But it will all even up in the long run.”

**Short Hours**

According to Doug Opitz, Wisconsin Novelty Co., naturally collections going to be down all over the area. We have all lost five days of business. In the core area, the taverns and restaurants actually closed on Sunday night and the rest followed suit the next day. Now that thecter are being relaxed things are improving, but we’re still running short hours. It will take several weeks to at least until things come back to normal.

---

**Campbell—Pool Table**

Slide-in drawers are said to assure quick, easy conversion from coin to non-coin operation in this new table in the Campbell—Pool line. Other features include three-quarter-inch cast slate bed, walnut Formica tips, molded gum rubber cushions, 20 and 25-cent coin slots, fast ball return, 100 per cent wool rubber-backed billiard cloth. Sizes available are 44 inches by 76 inches and 36 inches by 96 inches. The firm is located at 224 Eleanor Street, Kalamazoo, Mich.

**New Disk Vender for Market**

- **Continued from page 67**

Empty weight is 80 pounds. It measures 21 inches wide, 17 inches deep and 37 inches high, and may be wall or floor-mounted. Moore is a jazz pianist and with his wife formerly owned a calypso record label in the Bahamas. He said they got their idea for a compact record vender while sitting in a Bahamian bar on Christmas Eve several years ago.

The machine will accept up to six quarters; may be adjusted for pricing variations in 25-cent increments.

**Rack Jobbers**

Bloem said the firm has already received about 30 orders for the vender from a major rack jobber and another from a批发商 who is looking into contacting others. He expressed interest in unveiling the unit at the National Association of Record Merchandisers convention in early September.

“We’ve researched the field carefully and learned that rack jobbers, because of the piffle problem, are completely disinclined with singles,” Bloem said. “A vending machine that really works seems to be the answer.”

A number of 45-45,000 record venders have been marketed in recent years. None have gained wide distribution or sales, however. Most have reportedly been plagued with flaws in design or mechanical operation.

**Rowe Lists More ‘Pairs’**

- **Continued from page 71**


George Klysys, director of the Phonovue program for AMI, said that he will make regular announcements of new records tailored to Phonovue cartridges.

**Association Work Gained Tax Break**

LINCOLN, Neb. — Operators of jukeboxes and amusement games in this State are exempted from Nebraska’s first sales tax. A committee composed of Eddie Zoricaki, H. Z. Vending & Sales Co., Grand Island; Harry Taylor, Amusement Service, Lincoln; and Howard Ellis, Coin-A-Matic Monte Carlo, Omaha worked on gaining the exemption. All are members of Coin Operated Industries of Nebraska.

The tax commission ruled that jukeboxes and amusement games…do not dispense a tangible item and are therefore exempt from the 3 per cent sales tax. The commission also ruled that jukeboxes and amusement games do not constitute “paid admissions,” and are furthermore exempt in this area.

AUGUST 19, 1967, BILLBOARD
Introducing the new ROCK-OLA ULTRA and Centura Phonographs

We'll put

1. Harry R. Sanders
   SANDERS DISTRIBUTING COMPANY
   Nashville, Tennessee 37203
2. Gilbert K. Kitt
   EMPIRE DISTRIBUTING, INC.
   Chicago, Illinois 60622
3. J. A. Wallace
   WALLACE & WALLACE MUSIC, INC.
   Oak Hill, West Virginia 25901
4. Joseph H. McCormick
   MUSICAL SALES, INC.
   St. Louis, Missouri 63103
5. Michael J. Stanley
   M. J. STANLEY COMPANY
   Bellevue, Washington 98004
6. Victor Conte
   VICTOR CONTE SALES, INC.
   Utica, New York 13501
7. Joseph Ash
   ACTIVE AMUSEMENT MACHINES
   Philadelphia, Pennsylvania 19130
8. Hymie Zorinsky
   H. Z. VENDING & SALES CO., INC.
   Omaha, Nebraska 68190
9. Thomas Greco - Frank Greco
   GRECO AMUSEMENT CO., INC.
   Gloversville, New York 12422
10. Remo C. Hager
    TULSA AUTOMATIC MUSIC CO.
    Tulsa, Oklahoma 74127
    S. L. STIEBEL COMPANY
    Louisville, Kentucky 40202
12. Joe Robbins
    EMPIRE DISTRIBUTING, INC.
    Chicago, Illinois 60622
13. Eli Ross,
    ELI ROSS DISTRIBUTORS, INC.
    Miami, Florida 33150
14. Harry Hoffman
    GENERAL VENDING SALES CORP.
    Baltimore, Maryland 21201
15. Earl Montgomery
    S & M DISTRIBUTING CO., INC.
    Memphis, Tennessee 38105
16. Peter Geritz
    MOUNTAIN DISTRIBUTORS
    Denver, Colorado 80205
17. Robert E. Nims
    A.M.A. DISTRIBUTORS, INC.
    New Orleans, Louisiana 70130
18. Albert Simon
    ALBERT SIMON, INC.
    New York, New York 10036
    FRANCO DISTRIBUTING CO., INC.
    Montgomery, Alabama 36104
20. A. Lu Plочек
    BIRD MUSIC DISTRIBUTORS, INC.
    Manhattan, Kansas
21. Abe Swann
    STATE MUSIC DISTRIBUTORS, INC.
    Dallas, Texas 75226
22. Harry R. Brack
    H. B. BRACK
    Butte, Montana 59701
23. Joseph H. Show
    ACE-HI DISTRIBUTORS
    Lockwood, New York 14218
24. Anne Holliker
    ADVANCE MUSIC, INC.
    Minneapolis, Minnesota 55426
them all together

AT OUR OPEN HOUSE AUGUST 14-19

See how we're going all-out for you with the fantastic ROCK-OLA Ultra and Centura Phonographs featuring All-New Beauty...All-out Accessibility

Watch for OPEN HOUSE announcements at these ROCK-OLA Canadian Distributors:

LANIEL AMUSEMENT INC.
151 Rockland Road
Town of Mount Royal
Montreal 1A, Quebec, Canada

NEW-WAY SALES COMPANY
1257-61 Queen Street, W.
Toronto, Ontario, Canada

WINNIPEG COIN MACHINE CO.
768 Notre Dame Avenue
Winnipeg, Manitoba, Canada

VAN DUSEN BROTHERS
10528-123rd Street
Edmonton, Alberta, Canada
(Bronches)

VAN DUSEN BROTHERS
723-10th Avenue, S.W.
Calgary, Alberta, Canada

SELECT MUSIC COMPANY
1803 Commercial Blvd.
Vancouver 4, B.C., Canada

25 Norman Goldstein
MONEIOE COIN MACHINE
Cleveland, Ohio 44114

26 David Stern
SEACOAST DISTRIBUTORS
Elizabeth, New Jersey 07201

27 E. S. Rothrock
AMUSEMENT DISTRIBUTORS, INC.
Houston, Texas 77003

28 Lawrence F. LeStourgeon
LESTOURGEON DISTRIBUTING CO.
Charlotte, North Carolina 28201

29 J. D. Lazor
B. D. LAZAR COMPANY
Pittsburgh, Pennsylvania 15219

30 E. M. Hudson
VENDING MACHINE EXCHANGE
Bristol, Virginia 24201

31 Morris Piha
GREATER SOUTHERN DISTRIBUTING
Atlanta, Georgia 30312

32 Joseph Grillo
FLOWER CITY DISTRIBUTORS, INC.
Rochester, New York 14609

33 A. A. Conford, Eldon Kingston
BEST DISTRIBUTING COMPANY
Salt Lake City, Utah

34 A. Granio
GLOBE AUTOMATIC VENDING
Quincy, Massachusetts 02169

35 Carl Marchetti, Jr.
M D DISTRIBUTORS, INC.
San Francisco, California

36 Joel Kaufman
VALLEY VENDORS CORPORATION
Phoenix, Arizona 85003

37 Joel Kaufman
VAN DUSEN BROTHERS
10528-123rd Street
Edmonton, Alberta, Canada

Copyrighted material
**Stereotyped Programming--Its Causes and Corrections**

*Continued from page 57*

...stills, pretty soon he won’t bother with opening your packages at all.

Several companies have been servicing him with samples. Cannon said. One manufacturer has expanded his radio disk Jockey service to include jukebox operators. "They play in five singles, some short biographical notes and title strips along with a picture of an album by the artist."

"We have been very much influenced by this approach and always program the records. In one case it got us started buy- ing a particular artist we had never heard of before."

"These records are not available on the market as singles and this gives us a little bit of exclusivity. This is the function of a jukebox, to provide distinctive and individual programming you can’t get anywhere else.

"Little LPs"...is this why the Little LP should be important to operators and they certainly are important in our operation. We program everything we can find suitable in Little LPs and have analyzed how they play on our meters.

We know, for example," Cannon said, "that Little LPs can add another 10 per cent to revenue. This is on top. This means you can double your profits because the overhead and everything else has already been taken care of.

I think the record companies could probably profitably exclude the big sellers when they make up Little LPs," Cannon said, contradicting one criticism often aimed at the 7-inch versions of long play.

"I know some operators think the record companies would be wise to come out with a Little LP and some people think the Little LP should capitalize on the current hit. But you can’t work this way. If an artist has several hits the chances are these records are already on the jukebox. If you want the Little LP if it duplicates certain singles already on your box.

"One thing most operators fail to realize is that Little LPs have to be changed as often as singles. This is probably the most consistent mistake operators make with Little LPs," Cannon stated.

Alton Covers

Cannon thinks that operators also fail to realize the promotional advantages in Little LP covers. "A lot of art goes into record jackets. Remember how New Orleans has its place in the paperback book world when they came out with distinctive Little LP covers?"

When you change the Little LP operator is given a fresh cover around your promotion display and this stirs up interest in the jukebox. The customer sees a cover that interests him and he checks out the Little LP record.

Cannon said that he thinks record companies are beginning to see how important the jukebox operator is and allotted to the number of major labels signing up for this year’s MOA convention at the Pick Congress Hotel in Chicago Oct. 27-29.

MOA Concessions

"I know we’re a very diversified industry today. We have amusement parks, including film machines, parts and so many areas in the show that the record company must feel lost because it takes some ingenuity to make a record and end up appearing in an ad that creates such a vast excitement as the MOA.

"You know the operator is coming to look at the new jukebox and the display equipment but will be too busy looking for a cover. You have to make the whole package attractive and it’s so easy...We are concerned about the record company and our seminars each year on records have been creating more and more interest.

"We’re buying 45 cent of the singles and the whole top album business is built off of the success of hit singles so I am sure the record companies are realizing the importance of the jukebox market.

**N. C. Bulk Ops**

*Continued from page 69*


**Five-Day Holiday**

*Continued from page 73*

normal. We had a couple of machines damaged, but none of them so badly that they can’t be repaired. Several of our properties were hit by fires, too. What can we do about it? Just wait for the whole thing to blow over.

**Morgan School**

*Continued from page 73*

...normal. This means we have 1 per cent who could be hired outright.

"You need mechanics and we need students and teachers. But it must all go through the MDTA channels until we get a federal program going. I hope that will be soon," Morgan said.

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**Coming Events**

*Continued from page 68*

blind fall meeting, Ten Tara Hunt. Oct. 27-29—Music Operators of America’s annual convention and trade show, Pick Congress Hotel, Chicago.


Nov. 1-3—National Vendors Association, directors meeting, Laredo, Tex.

Nov. 5-6—National Vendors Association, directors meeting, Baltimore, Md.

Nov. 6-7—Music Operators of America, annual convention and trade show, John Marshall Hotel, Richmond.


April 26-30, 1968—Generals Trade Exposition, Hannover, West Germany.

**Granger Speaker At Ohio Meet**

SANDUSKY, Ohio — Fred Granger, executive vice-presi- dent of the Music Operators of America, will be chief speaker at the annual meeting here of the Northwest Music Operators Association on Aug. 22.

Granger will report to the group on association busi- ness and discuss the group’s plans for the coming year and the association’s plans to attend the annual meeting in West Virginia.

**Coimmen In The News**

*Continued from page 74*

treasurer, Robert Imler, Canton Food & Vending Service, Tacoma, Wash.


**DENVER**

At Draco Sales Co. the follow- ing are the regular personnel service school conducted by L. W. Hoover and G. R. Kline.

Owen Anglin and Jack Hackett, Spokane Street Music Co., and Colo- rado Springs, Charles Gibb, Galesville, R. E. Evans, and Calvin Druckman, Acme Cigarette Service.

when answering ads . . .

**Say You Saw It In**

Billboard

**Billboard**

**August 19, 1967, BILLBOARD**

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**Coinmen In The News**

*Continued from page 74*

- Treasurer Robert Imler, Canton Food & Vending Service, Tacoma, Wash.


**DENVER**

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Owen Anglin and Jack Hackett, Spokane Street Music Co., and Colo- rado Springs, Charles Gibb, Galesville, R. E. Evans, and Calvin Druckman, Acme Cigarette Service.
Finger-Tip
Credit System

The Wurlitzer Playrak is the only credit system that can be set on location at the flip of a lever to any pricing combination per coin ... from one to fifteen plays. Two consecutive quarters give the same credits as a half dollar. These features — plus circuit-breaker protection for the coils in case of coin switch failure due to bent coins or variations in line voltage — have made Playrak the best accepted credit system in the industry ... a typical Wurlitzer quality feature.

WURLITZER Playrak
**POP SPOTLIGHT**

**BILL COSBY SINGS/SILVER THROAT**

Bill Cosby, Warner Bros. (1969)

Bill Cosby, who has been a steady disk worker with his comedy albums, returns here to vocal and turns it into a winner. Yes, he's got a pretty face and a sense of style that gives the material an added sparkle. "Silver Throat" and "Sparkle" are both defined for big play.

**POP SPOTLIGHT**

**REVOLUTION!**

Paul Revere & the Raiders, Columbia CL 2271 (AI: CS 9521) (S)

The muscle chart song of Paul Revere and the Raiders should continue with this track for Columbia. Another hit single "Make Use of Her" will be another in Columbia's hit parade. A hit single "Honeymoon in Spain" and "I Know What You Mean" is in store for the group. "Revolution!" is a hit single that will go down in history.

**POP SPOTLIGHT**

**LUSH LIFE**

Nancy Wilson, Capitol T 2757 (AI: ST 2757) (S)

Another gem and her selling album for Columbia's hit single Nancy Wilson. Her style is superb as her vocals in the song "Look at the Stars" and "She Has a Way" are all new tones.

**POP SPOTLIGHT**

**THE BYRDS GREATEST HITS**

Columbia C 2716 (AI: CS 9514) (S)

The hit collection package should hit the charts in short order as this two-foggy group is proving in a string of their top single that they are here to stay. With songs like "Turn! Turn! Turn!" and "Mr. Tambourine Man", they are a definite pick for the No. 1 hit album.

**WELCOME TO MY WORLD**

Dean Martin, Reprise 2-2500 (AI: RS 5320) (S)

Dean Martin hits the country trail with "Welcome to My World". The Green Green Grass of Home" and a Nashville-oriented "Bee Gees". And his harmonizing treatment of "Little Ole Mine Ore" is pulling middle-of-the-road sales.

**COMEDY SPOTLIGHT**

**THE THINGS I LOVE**

Jim Nabors, Columbia CL 2703 (AI: CS 9503) (S)

Nabors (Jim Nabors) follows up his previous hit record with what promises to be another hit. His harmonizing of the songs is better than in any romantic collections. "Crazy Train" is the hit song on every number. This should be their third major hit album in succession.

**TONIGHT CARMEN**

Marty Robbins, Columbia CL 2715 (AI: CS 9515) (S)

Marty Robbins, who topped a No. 1 country hit with his "Tobacco Road" and "Sugar Bowl" and the second title on "Sugar Bowl" is a hit single that is hitting the charts from coast to coast. "Tobacco Road" is the hit song on every number.

**POPPY SPOTLIGHT**

**TIME ALONE WILL TELL**

Jerry Vale, Columbia CL 2684 (AI: CS 9498) (S)

Jerry Vale has been an exciting ballad singer with style and in this album, "My Guy Mohamed" and "The Days" are hits that are in the top ten. "I Can't Help Myself" and "We're Young" are also hits that are in the top ten.

**POP SPOTLIGHT**

**GOLDEN HITS BY THE VENTURES**

Liberty LSP 2053 (AI: LST 2053) (S)

The Ventures always hit high on the charts, and they'll continue to do so with this album. "One False Move" and "Mona Lisa" are hits that are in the top ten. "Apache" and "Teen Party" are hits that are in the top ten.