NEW YORK—Monaural records took a sales tumble since the recent mono-stereo price equalization, and the increase in stereo dollar volume has not offset the mono decline. Reports are now indicating that a definite trend back to mono is occurring.

According to Billboard's Record Market Research division, the industry was hit with a 5.9 per cent drop in dollar sales in non-rock outlets. These figures reflect sales activity in RMR's seventh period (July 19-30, 1967), as compared to the previous four weeks (May 22-June 7). Dollar volume for the seventh period was reported at $17,678,850, against $18,778,750 for period six.

NARM Meet Seen As a Blockbuster

LANCASTER, Pa.—NARM's Mid-Year meeting, scheduled at the Host Farm here Sept. 5-8, shapes up as the biggest in the organization's history. As of Friday (1) registration hit 732—a solid representation from all over the nation and mirroring every segment of the record and tape cartridge industries. It is known that in addition to the full schedule of seminars and events planned by Executive Director Isidore Malamed, there is likely to be an examination of the advisability of holding distributor meetings in conjunction with next year's NARM Mid-Year conference.

Malamed is hopeful of holding some discussion (Continued on page 10)

Take a Look Fund's Workshop for Poor

NEW YORK—The Take a Look Foundation, spearheaded by music publisher and producer Clyde Otis, with four other industry executives, is about to launch an all-out entertainment industry workshop program nationwide, which will seek to "inspire, foster, channel and direct the activities of underprivileged communities toward constructive and creative pursuits."

The foundation has already achieved both national prominence and extensive co-operation from radio stations nationwide. Four singles have already been released with foundation backing and a fifth is being set for distribution by a new company, MSR Records. Two of the four are currently on the charts—Aretha Frank- lin's "Take a Look" and Johnny Wright's "American Dream."

As letters pour into the offices of Otis and the record companies involved, Otis says he is overwhelmed by the support he is receiving. "The proof of the massive co-operation we're receiving is the reaction to Aretha Franklin's record," Otis said. "For a record with a hit and a long dead (Continued on page 10)

Stereo occurring. The International Music-Record Newsweekly

Stereo Up But No Doctor

By HANK FOX

Unit sales suffered a more severe setback, with the number of albums purchased slipping from 4,432,100 to 3,601,960—a drop of 18.7 per cent. While mono sales picture is one of general decline, the product still accounts for a major percentage of industry sales. Dealers report that 42.1 per cent of their business after the price (Continued on page 10)

Clyde Franklin, president, Warner Bros. Records, are the Association, hits and hits and hits again. Their new Warner album, "Insight Out" (W/WLS 1806), contains both Billboard's No. 1 single for 1967, "Who's" and their newest 45 (also from the album), "Never My Love." Producer Ben Peskove has the Association clicking along as the hottest group in America (Advertisement)

NASHVILLE—The music industry is proceeding with long-term plans for new construction and expansion of facilities, following action by the Nashville Planning Commission in rezoning a wide area of the commercial music section.

A motion by the planning commission, and anticipated action by the Metropolitan Council, has spurred a multi-million dollar program of growth. This includes new recording studios, publishing offices, clubs and apartment space.

The change will extend the commercial zone by some 12 square blocks. As noted earlier in Billboard, an ordinance providing for advance acquisition of right-oway for the proposed "Music City Boulevard" (now 16th Avenue) had been approved already by the Planning Commission.

The two ordinances, rezoning and property acquisition have already started the process turning. At least two major recording companies have blueprints for expansion, and negotiations are under way as a result (Continued on page 46)
For Ann.

Glenn Yarbrough's new single

honey and wine

"Ain't You Glad You're Livin', Joe" #9309

A strong coupling from his new album "Honey and Wine"
LPM/LSP-3860, dedicated to his wife.

RCA VICTOR

www.americanradiohistory.com
A&M Pubs' Disk Production Unit

LOS ANGELES — A&M's publishing company has formed a disk production unit to record and distribute A&M's records to record companies—to help introduce its copyrights.

Record companies are hungry for record production explains Irving-Armi Music general manager Chuck Kaye. "The music publishers now are realizing that a lot of contemporary acts to write their own songs. "Publishers need to develop their own copyrights," Kaye says. He and Tony Asher, are involved in several projects for their regular publishing activities.

"The days of just running with the established publishing operations are over," Kaye says, "the publishers have become more aggressive and are taking action." Irving-Armi Productions recently purchased the old Los Angeles Garden Club for A&M, the Storybook People for Dunhill, Tanglewood, Fantasy, Warner Bros., Linda Ball for Jerden.

The publishing operation works on several levels: supplying material to the mother company and some outside interests. "Windy," the collaboration Kaye and Asher did together, is among the top A&M copyrights. There have been 12 covers of "Windy" in the past 10 months.

Publishing seeks to sign writers who can also develop into artists and producers. Smokey Robinson has a new deal with the two-thirds of the Parade, a rock group on A&M, are Almo writers. Roger Nichols, who heads his own trio, is another scribe. Almo, who also wrote with Tommy LiPuma her producer.

"Six percent of the company's copyrights are credited to its songwriters, which is comparable to the 10 percent of the TJB and Baja Mar琳a Band. "Spanish Flea" by Moby Grape, is a second outstanding example. When A&M purchased the Dave Cash Production company, the move was critical to track. It has also recently signed Wanda Jackson whose LP of his songs is due for release this fall. Many of his titles are expected to be published by A&M. His Smothers Brothers, Glenn Yarbrough and the former Kingston Trio, He has recently completed a pilot TV script for Chad and Jeremy. The Irving-Armi team, in addition to Kaye and Hubert, in- teracts with John Koze and Joel Sill, professional managers, who work closely with the writers.

"The old days of a big commercial class and material having an audience are no more," Kaye says. "The companies are anxious, they want to see developing talent and let the record companies promote the recordings. When they need help we can go with independent promotion guys," says Kaye. "We're looking for flexible writers with a commercial flair. We're opposed to someone who writes in one specific bag like "Singing in the Rain."" The growin output is geared for top 40 exposure, it has developed 12 songs within the past six months which jazzman Creed Taylor has signed up. Musicians are interested in aiming at a national audience.

Promo Parley Held by MGM

ST. LOUIS — Plans for a new all-Rock event called "Parley" scheduled at MGM Records' third annual Promotion Men's Convention at the Tan-Tan Country Club Resort from Thursday (31) through Monday (4). The MGM's new push group for the fall, performed on Saturday in front of a large audience.

The convention was ad- duced by MGM president Frank Mancini, director of promotion; "The Rock era is now here," Harold Berkman, international sales manager, has announced. Robert J. Bbee, LP promotion manager.

Monument in Scandinavia

LOS ANGELES — Monument Music Scandinavia has been formed by the American record label with Jorgen Hagen hired as manager to oversee publishing activities in Sweden, Norway, Denmark and Finland. The new company in Copen- hagen will be opened as a part of the label's new- comer's nine publishing firms. Kleinert was formerly associated with the leading publishing firm in Denmark.

On another international note, the new representative of ATA Productions in Sydney and Lady Gaga with the late voice artist Judy Stone, is scheduled to meet with Monument special- ists in London. The company is in charge of the planned concert for the vocalists here to promote the band's current U.S. and worldwide hit record. The company also has representatives in Australia, Canada, and Europe. Their first visit to Monument is "And the Trouble With Me Is You."

Lib. Own Producers In Charts' Spotlight

LOS ANGELES—Liberty is hitting the charts with pop record producer Billy Rich has written a song about "I Ain't Mad At You." The record is a part of the band's debut album, "I Ain't Mad At You." The band has been gaining attention for their energetic stage presence and catchy melodies.

Paul Produced Single on London

NEW YORK—London's pre- sumed single release includes the first of a scheduled series produced by Les Paul for the label. "I Ain't Mad At You" is a soulful track that has gained attention among music enthusiasts.

Chess Conventions To Jump 'With 18 LP's

CHICAGO—In a series of meetings at St. Louis, Chicago, and New Orleans, Chess Producing Corp. will introduce 18 new al- bums under its Chess, Checker and Cadet labels. The conventions are regular meetings attended by the record's buyers, sales managers, and other associated companies. The first meeting will be held Sept. 9-10, at the Fairmont Hotel in San Francisco, with Western distributors in attendance. Southern distributors will be attending the second meet- ing at the Royal Orleans Hotel in New Orleans on Dec. 12-13. The Midwest meeting will be held Sept. 15 at the Holiday Inn in Chicago.

Buddy Rich (on World Peace) with Bird Man. Buddy Rich (on Blue Note in New York) have kept a steady stream of new and old records.

But it's been the company's style, often offering a single and a single that has come to define the band's sound. Previously, the band's label success withJohnny Rivers, the Fifth Dimension, Cher and Gary Lewis, for example, were all outside arrangements. "We like working with outside producers," Bled- soe said, "but we like the feel of being strong with our- selves."

Laurie Marks

NEW YORK—Laurie Rec- ords has bought the master for the Counterpart record "A Thousand Love Songs" and "Mind Over Mind."
CHICAGO—During 10 days of distributor meetings, the Mercury Record Corporation, Phillips and Midwestern AirConditioned, 39 LP, and announced continued publishing and ad exposure.

At meetings here, in New York and Los Angeles, executives of H. Steinberg informed distributors that the sales drive will continue well into the next market. And in this market, they have been able to sign contracts with major distributors.

Mercury, describing the business as "a $900 million industry," said that its sales force will be increased to 250 and that "sales at retail will hit $1 billion annually within a decade.

Though competition between the existing 1,200 record com- panies is fierce, Steinberg said, the complexities of the record industry are such that "it may be that only companies that can hold the top shelf of the market will survive.

In the face of rumors about possible Mercury Record's own move into distribution, Steinberg said: "The company's plan is to keep all its record sales through its own distribution system, and to buy and sell phonograph records in the marketplace." This concept gives us a series of opportunities to increase distribution within one big company operation.

By RAY BRACK


tion. But a good, well-organized operation has absolutely no meaning where the product does not appeal to the audience. When the two do, however, there is a sort of maximizing volume," Steinberg added.

Mercury introduced, in a "Mercury Sell-In 0 campaigned theme, "One for the Heart," and "Jazz Is Life." In the latter, two classical packages, Artists in the group areMembership, Melba Mauds, Lori Burton, Chuck Berry, Dick Smothers, Morty Nelson, Louis Prima, and Sonny Rollins, with Dave Dudley and Les McCann. Classical Reviews: Mercury's latest releases are "TeatroVeno-Symphony," the Schramm, and "Psalms Hungarian," with the Russian State Symphony under Stoyanoski. 

"Tomorrow Today" is the Mercury SPG series, in which seven pop, six classical and 12 budget LP's were released, in the role of Wood, Strachana, Mozambique, Debussy and Mozart.

In the latest World Swap, the release of the new record is works by Mozart, Schubert, Mahler, and Beethoven.

For more information, call 673-6441.

MANY new artists have been signed recently to Mercury, and in a few instances, major artists have been signed to Mercury, and in a few instances, major artists have been signed or publicized by Mercury.

Rory Bourke takes over as product manager at Smash, the division of Smash, which was started by John Newhouse, who was the head of Smash's promotions department. "There will be a lot more of Smash's promotion department. "There will be a lot more of Smash's promotion department. 

Lou Dennis joins Warner-Reprise as East Coast field sales manager. He was formerly product sales manager for Smash and Fontana Records in Chicago. "Gene Simon and Jackie Mills have been working with Warner-Independent, East Coast as regional sales. "Lou Dennis was previously with MCA Records. "Mills was formerly a record director for 20th Fox Records. "Company produces commercial recordings and radio station jingles.

Barbara Chrestensen takes over as press coordinator for Epic Records. She has been in charge of the Epic's consumer and trade public relations, and has helped handled such acts as Dolly Parton, Caetano Veloso and Belle and Sebastian.

Stan Edis has been appointed field sales and merchandising representative for Jay-Gee and its subsidiary labels. He will work with record merchants in setting up in-store promotion and point-of-purchase displays. He will also work on promotional efforts for Jay-Gee's touring acts.

R. D. Summer has been named purchasing agent for RCA Victor Records. He replaces Robert A. Brade, who joins the corporate purchasing staff of the Radio Corp. of America.
Percy Faith has what it takes today.

Today's Themes For Young Lovers
Percy Faith
His Orchestra and Chorus

INCLUDING:
THE 59TH STREET BRIDGE SONG
RELEASE ME
SOMETHIN’ STUPID
MARY IN THE MORNING
WINDY

Today’s top themes in the new style that makes them glisten.

Percy had what it took yesterday.

The first Faith album of top themes—just certified a million-dollar seller by the RIAA.

Percy Faith has what it takes. Everyday. On COLUMBIA RECORDS.
Name Shortage Hits Jukeboxes

By RAY BRACK

CHICAGO—The prolonged shortage of easy-listening single hits has led to the establishment of Sinatra and Alpert exceptions—has created a programming problem for disc jockeys on their 80 and 100-disc machines in "adult" locations.

A spot check of one-stop and operators indicated that the absence of Tony Bennett, Andy Williams, Barbra Streisand, Nancy Wilson, Johnny Mathis and others on the Hot 100 chart has been sorely felt. Such has been stated aloud with Sinatra, Alpert, etc., in the carpeted lounge where the group music from the cocktail four ore. Many operators report that this type location represents 80 per cent of their stops.

One-stop that deal extensively with the satisfaction at the apparent resurgence of such releases. Frank Sinatra, Dean Martin, Freddie Franklin and Barbra Streisand had hit 100 singles together on the Hot 100 chart. Jack Jones were Bobbing Un- der the arch, but others with Morgan, Herb Alpert, Roger Williams, Trini Lopez and Johnny Mathis and others had strong hit 80 protests. The national rumors of Bobbie Granty No. 1 single was getting programming picture, and we've been a bit alike. This is the best selection of adult jukebox programming product in two years," said Fred Sipriasi, owner of Siger One-Stop here. (Continued on page 21)

What's Up at C/P? Stock, Speculation

NEW YORK—The dramatic rise of Cameo/Parkway stock on the American Stock Exchange—from a little more than $2 a share to nearly $6 in just a month—is one of the most talked of Wall Street and a source of speculation in the music industry.

A partial answer was given this week when Cameo/Parkway recently bought the majority of the stock from William Bowen for a reported $1.80 a share in a private transaction.

Cameo/Parkway stock, which is trading at $6.50 and higher, has also been the subject of a $5,000,000 damage suit filed by a Newark, N. J., holding company and its major stockholders against Cameo in Federal District Court here.

The company, Bankers Life & Casualty Co., and eight individuals charge a breach of contract.

Singleton Snares 2

NEW YORK—Shelby Singleton has acquired two masters for his newest label, "Dancing to the Beat." The label is owned by Mona, and the master, "If It's Not One Thing," by Oscar Irvin was bought from Mec, pro- ducer, Bobby Smith.

Big 3 Broadening Its Horizon in Pop Field

NEW YORK—The Big 3 (Miller, Fests & Robbins) is stepping up its activity in the pop field. One of the signings of Jimmy Rodaliffe and Bobby Scott is an exclusive writer for the group. In the pop direction are the signing of a young writer, Richard Delvy and the East Coast staff appointment of Tony Hasson.

Delvy will cover the new signings and plans for the return in volved record production deals for the Big 3. He will operate from the West Coast office of Hastings Music Corp., a Big 3 subsidiary.

Delvy will work closely with professional talent and Ford projects, as well as other major projects Wally Schuerer in finding and promoting new entertainment acts in the pop and country.

The agreement includes world-wide distribution and a co-publishing arrangement with Hurricane Staking Music (BMI), which will be actively administered.

Three albums will be released late next month under the new pact featuring and collaborators, Tony Morris, and a Mexican mariachi band. A single LP release is also slated for November.

London Staying With Mono

NEW YORK—London Records plans to continue issuing mono recordings on all of its labels, including the mono pressing being discontinued by the company. London Press has announced that this will be its new low price classical Stereo line, which will continue to be stereo only.

D. H. Tolkien-Bond, London Records president, explained that all regular classical prod- uct as well as the company's pop division, which includes the H. Parrot, Press and Derran labels, will have mono and stereo versions.

Tolkien-Bond asked whether a company planning to stop producing mono records, "as we have just done, bring out 25 new mono albums and continue to support stereo." I would like to make clear again that we have abso- lutely no plans to discontinue the manufacture and marketing of monaural recordings. (Continued on page 77)
The dramatic and personal testimony of an American fighting man.

SCOTT MUNI

"LETTER TO AN UNBORN CHILD"

"23rd PSALM" #9291

THIS LETTER WAS FOUND ON THE BODY OF AN UNKNOWN SOLDIER DURING WORLD WAR II.

Produced for RCA Victor by Golden Bough Productions Ltd., N.Y.C. Manufactured and Distributed by RCA, New York, N.Y.

Single ships in this special sleeve.
Motown, U.S.A., the Convention Way: Record LP Release, Record Billings

By LORAIN ALTERMAN

DETOIT—The Motown Record Corp.'s single largest album release, 15 packages for fall, was introduced at the company's first sales convention, held at the Hotel Pontchartrain Friday to Monday (23-26). The convention theme was "Showcase '68."

Barney Ales, vice-president in charge of sales for Motown, reported a record $4 million in billings for the 15 albums were received at the party.

"This convention has been a success," Ales told Billboard. "The acceptance of the product itself has been unbelievable and the album release is our best to date."

Pointing to the tremendous growth rate of the record industry and the growth of rhythm and blues-oriented companies, Ales told the distributors, "We feel that here at Motown, we have indeed created a new sound in the world of R&B, a sound we have worked for world-wide acceptance. While many of our competitors were busy merchandising their old sound, the composers and artists were busy creating a new sound and we take great pride in its becoming the sound of young America."

The new fall release features packages by Chris Clark, the Original Spinners, Isley Brothers, San Remo Golden Strings, Gladys Knight and the Pips, Marvin Gaye and Tammi Terrell, Smokey Robinson and the Miracles, Jr. Walker and the All Stars, Martha and the Vandellas, Stevie Wonder, Temptations, the Four Tops and Diana Ross and the Supremes; (de Luxe double album package with pictures included).

Four new singles were "I'll Come Running," by the Four Tops; "From Head to Toe," by Chris Clark; "Wondering," by Stevie Wonder; "Window Shopping," by the Messengers.

A display and browser box for the new product were also shown.

Highlight

The convention highlight was the special Motown Showcase show presented Sunday (27) night at the Roostertail Supper Club.

About 500 people, including the distributors plus local dealers, radio and press saw the two-hour show featuring Earl Van Dyke and his Orchestra, the Spinners, Gladys Knight and the Pips, Willie Tyler and Lester, Chris Clark, Stevie Wonder and Diana Ross and the Supremes.

Barney Gordy Jr., Motown president, spoke before the show. He credited Smokey Robinson, a company vice-president as well as artist, for urging him to establish a national company-wide release of the Miracles' "Way Over There." He also remembered his late sister Lucy Wakefield as a creative force in the company.

Gordy pointed out that Motown demonstrated that people of all races not only can but do work together to achieve heights previously limited by lack of understanding.

Education Key

He also stated that the racial gap can be bridged by education, "I mean complete education," Gordy continued. "Educating the black about the white. Educating the white about the black. Educating the black about the white and educating the white about the black."

The entire convention proceeded smoothly. On Friday night Hal B. Cook, publisher of Billboard, gave the opening speech of the meetings.

Special Stay-in-School LP Features Stax/Volt Artists

MEMPHIS — Stax/Volt artists are featured in a special "Stay-in-School" campaign album, which is being mailed to 4,000 radio stations and deejays throughout the country. The LP includes talks by the artists as well as previously unreleased performances.

The album, which includes Otis Redding, Carla Thomas, Sam and Dave, Booker T and the MG's, William Bell, the Mar-Keys, and Rufus Thomas, was prepared, written and waxed as a public service by producers under Al Bell, company vice-president.

Vice-President Hubert Humplley, who wrote the liner notes for the pressing, invited Redding and Miss Thomas to participate with him in a forthcoming program of the Celebrity Showcase for Youth, which stages visits by show business personalities to urban poverty neighborhoods.

Roulette Spins Out Newsletter

NEW YORK—Roulette Records is shipping 5,000 copies of its new, four-page, color monthly picture newsletter which includes pictures. The newsletter is being sent to radio and television stations, newspapers, magazines, rack jobbers, retailers, trade publications, fan press, syndicated columnists, distributors and one-stops, and the firm's foreign affiliates.

The current issue includes a biography of Dinah Washington under the artist biography of the month, news of Roulette artists in "The Emissary," a front-page column, and information on the hottest new singles and album releases. At its feature of the month, the newsletter highlights jazzman Sonny Stitt and his Vantage.

Morris Levy, Roulette president, emphasizing the public relations value of the newsletter, distributed it to radio stations, noted that deejays could write the company for copies of albums at $1 each from the Roulette catalog.
ANOTHER #1 MILLION SELLER!

THE YOUNG RASCALS

HOW CAN I BE SURE

Written by Felix Cavaliere & Eddie Brigati
Published by Sliscar, BMI
Atlantic #2438

from the Young Rascals hit album Groovin'
8148/SD 8148
Sales Chill Grips Mono; Stereo Up But No Doctor

- Continued from page 1

change remains in mono disk sales. During the sixth period, mono accounted for 54.2 percent of total LP's. Retailers registered $7,447,230 in motivational product during the latest period—a 26.8 percent drop over period six. Stereo album sales during the same period, however, rose only 18.9 percent to $10,250,620.

Corresponding unit sales figures reveal a 40.7 percent decline on稿 locked-down volume. Retailers across the nation sold 1,568,170 monaural units during the seventh period, while the month before, they moved 2,654,880 LP's. Stereo unit sales were up 14.4 percent to 2,033,790.

Greatest Loss in Pop

Mono suffered its greatest loss in the pop market, with the 28.6 percent decline in unit sales compared to the previous period. However, the dollar volume of stereo sales dropped by 28.6 percent to $7,068,140. Pop stereo did rise, but it posted a 1.74 percent increase—enough to offset mono’s decline. Stereo dollar volume climbed to $9,232,820.

Classic record sales, contrary to its pop counterpart, showed sharp increases in both mono and stereo sales. Retailers reported $284,030 in mono sales during the sixth period, while last period’s sales moved up 33.8 percent to $330,900. Stereo sales during the same period were up 35.2 percent to $979,800.

Now that dealers have had time to adjust to the new price levels, a trend back toward mono buying is in the works. Dealers, however, point out that sales with much consternation, are swinging back to ordering mono. Distributors report that several major discount department chains are again stocking monaural records.

Many dealers are saying that they had acted too hastily in prejudging consumer buying habits. But several companies for spurring the panic rush. Dealers are eying record company policy statements with increasing suspicion. "There's no protection for the dealer," said one irritated retailer. "They could have phased out mono in any orderly manner by accepting returns at a later date."

This dealer, like several others, doesn't believe that a mono phase-out would really happen. ‘But several companies for spurring the panic rush. Dealers are eying record company policy statements with increasing suspicion. "There's no protection for the dealer," said one irritated retailer. "They could have phased out mono in any orderly manner by accepting returns at a later date."

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BOBBY DARIN
Sings the sound-track songs from the
20th Century-Fox Motion Picture...

DOCTOR DOLITTLE

BOBBY DARIN
SINGS
DOCTOR DOLITTLE

ATLANTIC 8154/SD8154
“Follow Me Back to LOUISVILLE”

We the People...

GOING PLACES!!!

Production: Tony Moon
Management: Ron Dillman
806 16th Ave. So.
Nashville, Tenn.

Mel Torme moved from the Eden Roc in Miami Beach after one week to Lake Tahoe for two weeks at Harvey’s. Chita Ward and the Ward Singers, who regularly appear at Disneyland in the Golden Horseshoe Casino, will work the Monterey Jazz Festival’s Saturday (16) concert. It will be their first appearance there. Disneyland is looking for the best young Disneyland band in California to play with the group set to appear at the Anaheim, Calif., park’s Sept. 30 “Disneyland Spectacular.” Six regional contests have been set in Los Angeles, Orange, San Diego counties, San Francisco, Fresno and Sacramento. Groups are required to send in a tape and photo to contest headquarters Disneyland. Finalists will be selected from each area and Disneyland representatives will visit the regional baske. The winning group will perform at the annual event along with Louis Armstrong, Teddy Buckner, Doc Seachurch and the Firehouse Five Plus Two.

Stan Kenton moved vocalist Jo Ann Hill to Las Vegas last month. She’ll be with the band at Cain’s Paradise and the Sands. She’ll be on the road with the band next month. The band is working in Canada, and then will return to Los Angeles for the annual show.

(Continued on page 14)
THE IDLE RACE IS ON!

"HERE WE GO 'ROUND THE LEMON TREE"

#55997
BY
THE IDLE RACE
From The Music Capitals of the World

HAMBURG
Metrosonne is mounting a big promotion campaign to boost rhythm and blues, and soul music sales in Germany. The company has released a "soul sampler" LP featuring top American artists and selling at 52.50. Metrosonne is following this up by releasing 15 albums of blues and soul music by such artists as Wilson Pickett, Otis Redding, Sam and Dave, Percy Sledge, Joe Tex, Solomon Burke, Reita Thomas, Carla Thomas, Booker T. and the MGs, Eddie Floyd, Johnnie Taylor, Mary Wells, Don Covay, Arthur Conley, the Righteous Brothers, Freddy Scott and Archie Franklin. The albums retail at 12.95. Stigwood-Yaskiel has just concluded an agreement with Philips Gengf at the same basis as the contract with DGG. Stigwood-Yaskiel will advise Philips on release of material from their foreign catalogs and will seek new catalogs and masters from all over the world to be placed either with Philips or Polydor. Peter Knight reports that Stigwood-Yaskiel has retained the exclusive services of Don Blocker of Tapp Records, Los Angeles, who will seek new independent masters. This will enable us to pick up records long before they make the American Top 100," says Knight, "we are already serviced regularly by the New York office of our parent company, Nemporer Artists which is headed by Nathan Weller."

James Brown plays concerts in Berlin and Frankfurt on September 15. Jazz pianist Joehnch Kahn and clarinetist Rolf Kahn joined Impulse. "Elvis Special is strongly promoting Russian singer Basia Rubakhchina who has recorded four albums of Russian folk songs. German Voguts' current top-sellers are "Puppet on a String," both single and album, by Sundie Shaw, and "Waterloo Sunset" by the Kinks. "...Manfred C (CBS) is touring Czechoslovakia. Marion (Hansa) is to record her next single in London under the supervision of Larry Page. Michael Kurscheidt of Peer-Musikverlag reports that there has been no summer let-up on sales. Action has been maintained at a high level through such copyrights as "Little Bit o' Soul," "Fuschley Central," "Green Street Green" and "Bonadre Dame" are getting extensive radio exposure. Philips has launched a new subscription offer for classical LP's featuring works by Mozart, Haydn and Brahms. The company has also initiated the first catalog subscription with a five-episodic package of the complete symphonies of Franz Schubert by the Stuttgarter Philharmoniker led by Warmuth."

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WOLFGANG SPÄHR

HELSINKI
Olavi Veta, a top-selling Finnish recording artist 10 years ago has returned to the record scene after a long illness. Reijo Hirvela has left Fimaleke to join Discophon (RCA). Reino Baekman, former publicity chief of Westerland AB, has joined the EMI organization in Stockholm. His replacement at Westerland is Christel Palma. Gene Washington and the Ram Jam Band, John Mayall's Bluesbreakers and the Tremeloes will play concerts in Minnesota and Ohio. A special LP is set for release in November. Top selling albums here, in order are "Sergeant Pepper's Lonely Hearts Club Band," "The Hard Way," "Are You Experienced?" by Jimi Hendrix, "Headquarters" by the Monkees, "More of the Monkees," and "At the Talk of the Town."

"The Finnish Folk Song Association is inviting Julie Felix to appear in the Second Helsinki Folk Song Festival on October 14 and 15... The Harlem Kiddies visited Helsinki for concert and TV appearances... Sonesta has launched a special album called "The Modern Service" and featuring spirituals sung by Wilma Mankiller, Heli Kallioniemi, Lasse Marttunen and Eddy. Two Finnish pop groups returned from successful visits to Sweden. The Blues Section played at the Geller Circle and the First appeared at the Jump In. Finnish organ-ranger Anna Runna has formed her own record company, Filmsound... Scandals is promoting the trio Ringo and the Kaisatans as the Finnish SUPPORTS."

KARI HELDALOITI

OSLO
A local version of "Perksabo" is the first "camp" record to hit the Norwegian Top 10. The recording, on Polydor, is by the Oslo Harumavikkulitet, which includes Svein Wang, Kari Dassen and Wenke Myhre backed by the orchestra of Egil Molin-Evensen. Norwegian singer in "Sussaneh" is it is the biggest local hit of the summer. Also a big hit in Norway is "Kjird Sparboe's" Trioda disk. "A new record company, Cat Music, has been launched by the director of the Funk and the Swedish label Ritva Wessenlund, Einar Schalme, who runs the Chat-Neir cabinet theatre and Luciett Alder." Ners. Company's policy will be to make recordings of songs and the spoken word and in particular the best literary material. The first LP was released last week with guest appearance at the cabaret this week. A new single by Hans and Paul was recorded live and the label is called "The Norwegian Music" label by courtesy of Metrosonne Records in Scandinavia. ESPE N ERIKEN

MADRID
Carmen Sevilla (Belter), who made a successful tour of South and Central America in Spring and Autumn, will leave her husband, composer - arranger - band leader Alfonso, after a six months stay in South America. Carmen and Alfonso have made numerous concert appearances in all South American countries. In April he will leave to make a tour of Argentina where they have signed an eight-month contract for TV shows on Channel 9 of Argentine TV. Carmen's latest record, "Whispers" Manuel Alejandro's, was the last album of the singer's songs of Carmen Sevilla and recorded by Alejandro and recorded on Hispavox. Carmen Sevilla's latest Spanish RCA representative Gil Beltran has sold over 50,000 copies of Valer's First Indian single. The disc has been described as "a change in record from Spain. Songs recorded were "La Chiquita," "El Trago," "Caminando," "El Huma de las Fabrinas" (The Snooks of the Factories), both written by Valen. "Fonsorey Records has launched its own publishing company. Ediciones Fontana with Luis Regato Bossa as managing director. Tom Jones (Columbia Espanola) appeared in Paris de Madrid on September 23. On Sept. 9, Columbia stages a reception for Jones in Madrid before his appearance on the TV show "Neche del Susbo" (Saturday Night). The Spanish group Los Angeles (Hispanavox) are completing a new album for special release in all South American countries. RCA Austro (RCA) is preparing new recordings of his latest single RCA will release a new single by Asui in October with "Nina al Rey que se Muere" (Lullaby for the Dying King) as the main title. The French star Michel Mathieu (Columbia Espanola) appeared at the opening of the Film Festival in Se- bastian, on Sept. 4... Los Castaño's are handled by Los Bravos' manager Alain Milland will have a new single this October. The group is appearing at the Doce Festival to celebrate the city's 250th anniversary and with her disc, will distribute the disc in Spain... Following the success of her first LP, released in Mexico, Karina (Hispanavox) has recorded a second album.

RAFAEL REVERTE MARTINEZ

They're shouting about the Cryin' Shames!

In Milwaukee!
In Chicago:
Over 100,000 discs sold and spreading fast.
In Record Report:
"Sleep of the week: "It Could Be We're in Love" - The Cryin' Shames (Col)
Chicago-Milwaukee smash is now attracting attention in several other cities.
We've mentioned the records before, but spreading action rates another shout.
"Could Be" will be a smash hit!

COLUMBIA RECORDS
Where the hits happen.

Brief Solos

- Continued from page 12
- "Boo!" And has been booking local groups this summer to meet financial drops in business. Owner Delano Dean's main showcase and written by John Harris. Drummer Ed Th repa now working with Dwike Mitchell - Williams in Lew (Columbia Espanola) in L.A. "...New Orleans officially thrown a huge jazz festival to celebrate the city's 250th anniversary", her Cuba in Las Vegas has been drawing big crowds to hear the city's own reat Meg band led by by Marty Markowitz. Disc "Sevenlenn" in with the Las Vegas Youth Band during his recent gig at the strip.

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

© CLARINS PHOTO MANUAL-PRINTED IN U.S.A.
SEPTEMBER 9, 1967, BILLBOARD
THE NEW CHART - SURE SINGLE & ALBUM BY PETER, PAUL & MARY

"I DIG ROCK AND ROLL MUSIC"

#7067

ANOTHER CHART IMPERATIVE FROM

WARNER BROS. RECORDS

Peter, Paul and Mary

ALBUM 1700

W/WS 1700
Back Ordered Manufacturers Believe in Bigger Markets

By BRUCE WEBER

LOS ANGELES—The amplified instrument market may look pretty big right now, but take it from the top: you haven’t seen anything yet.

Industry leaders already are projecting further growth in sales and earnings at the rate of about 10 to 20 per cent over the next 5 to 10 years. Manufacturers feel that good times could last for quite a spell.

Manufacturers admit they keep an eye on the teen market, especially where it concerns guitars. The economic effect of the teen trend over much of the country is obvious. There’s a rush to buy expensive amplified instruments. The young consumer often snubs the cheap line.

Concerts and traverses are becoming the rage.民谣 guitarists are seen playing the instrument in the ultramodern style of their choice.

A study of inventory and backorder lists show that an economic slowdown is not on the horizon. Importers and several major retailers confirm this prediction by instrument manufacturer standards.

A rising rate of spending for electric guitars, basses, amps and other “amplified gimmicks” is giving the industry reason to exude confidence.

While other businesses are running into high-flying ideas on expansion, merchandising and product, the instrument people say they now plan to spend more than they reported earlier in the year on production.

The instrument boom is rounding out its sixth year. With little visible toll from old age. Each time the unprecedented upward cycle of production is to fall off, something comes along to fix it up again.

Last year saw the president of Thomas Organ Co., the parent firm of Vox, say the amplified instrument business is about to “bust out big time.” This year, Warrigby has grown to one of the industry’s majors. “Our ear to the ground policy” has allowed the company to maintain a place that is keeping up with the amplified trend, said company officials.

Improvements in current product and development of new product are continued efforts at our Southern California facility where we feel the trend is sweeping the nation.”

Although, our representatives and engineers throughout the United States, Canada, Europe, and in other parts of the world, constantly are encouraged to report their findings on present and new instrument product and improvements.

If the trend is to continue, a spokesman for Vox declared, the industry must come up with “exposure assistance from music writers, whatever it be from major musical groups, pop ‘n’ rock, tape, artist or club stars.”

Because amplified instruments, and other sound equipment are the favorites of the host of entertainers, the spokesman explained, the consumer, too, has jumped on the bandwagon.

Conn in World Premier of New ‘Multi-Vider’

New York — Conn Corp. staged a world premier of its “Multi-Vider” musical instrument amplifier special effects unit here Aug. 24. Mel Davis, Paul Lavalle and a number of professional musicians demonstrated how the unit works on all types of wind instruments for special jazz, pop and even classical music effects.

The new unit, basically consisting of a miniature digital computer that, in combination with the instrument itself, is made up of three additional octaves—with volume, treble and instrument control on one control panel, was for the first time to dealers and distributors at the National Association of Music Merchants show in Chicago in July.

Conn says use of amplified instruments last fall with its RB Pick-Up, which amplified saxophones, clarinets, cornets, trumpets, trombones, flutes, near all woodwinds and brasses. The system may be used with existing instruments through the use of a special adapter, which incorporates the tubing a special moisture-resistant microphone which picks up the instruments sound waves. These sound waves are fed into the Multi-Vider, a small one-piece console that hangs from the musician’s belt. The controls are programmed by the musician at the touch of a switch into any combination of amplification he chooses and are in turn fed into an amplifier.

The Multi-Vider alone retails at $50, clarinets, cornets, standard winds, with standard amplifier or with Conn’s own 200” amplifier which retails at $590.

Conn says the new concept will appeal most to pop groups, young dance bands, high school and college stage bands, jazz pros and studio musicians. And in the future, Conn says, you may even find it in amplified concert and bands and orchestras.

Chicagooo—The Don Sellers Co. has added the five-string banjo to its list of instruments taught by the firm. The instruction program is headed by Dr. Nat Winston, Tennessee’s Commissioner of Mental Health, who is an accomplished musician and folklorist.

The firm, which has been teaching instruction records since it was started 10 years ago, has found the piano, organ, drum, guitar, banjo, ukulele, drums and autoharp along with the five-string banjo on its record list.

The first records were piano lessons, done by Sellers, designed specifically for a busy person unable to fit into a regular schedule of weekly lessons. This enabled the student, with simple instructions, to learn to play from regular sheet music with a home study plan. After selling the piano series to Sears, Sellers was asked to try the guitar. After more than 10 years of experience. eyes were opened. The first tapes were accepted. Sears then released the ten banjo and autoharp.

L shutdown of a record. In 1958, Pauline H. Muehlem, who heads the Sellers firm, discovered Dr. Winston while he was a music therapy expert at the Mosaic Bend Psychiatric Hospital in East Tennessee. Some of the records have been bestsellers. The beginners guitar course won a "silver record" for its sales. Frequently the records are sold at the time of the new records.

The Sellers firm had its first retail store promotion at Lyons, Ill., Chicago, in 1958 on Hammond organ record lessons. In 1960 that same store gave the firm its first promotion at Rich’s in Atlanta. The records are sold by such outlets as "Marshfield in Chi-

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

September 9, 1957, Billboard

Guitar Teach-In At Central Park

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BANNED IN BOSTON

Nothing succeeds like suppression. another chartbuster by the unsuppressable THE SAM THE SHAM REVUE

Produced by Stan Kesler
**CHART**

*THE HOT 100* (2023)

**TOP 20**

- People Are Strange (Prod. Paul Rutherford) (Writer: Doors) (Nipper, ASCAP)
- Hot on the Heels of Their Initial Smash, L fight My Fire (Chet Atkins) (Writer: Chet Atkins) (BMI)
- Unhappy Girl (Nipper, ASCAP)
- Eddie Money (Producer: Rock) (Walt Disney, ASCAP)
- I Don't Want My Love (Writer: Joe Beal, BMI)
- When Summer Is Through (Bright Time, BMI)
- Red Is Red (Proco, BMI)
- Stop Dancing With My Heart (Nipper, ASCAP)
- You're Driving Me Crazy (Writer: Terry Ballard) (BMI)
- I'll Be Your Baby Tonight (Writer: Burt Bacharach, BMI)
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**POP SPOTLIGHTS**

- Doors: People Are Strange (Prod. Paul Rutherford) (Writer: Doors) (Nipper, ASCAP)
- Hot on the Heels of Their Initial Smash, L fight My Fire (Chet Atkins) (Writer: Chet Atkins) (BMI)
- Unhappy Girl (Nipper, ASCAP)
- Eddie Money (Producer: Rock) (Walt Disney, ASCAP)
- I Don't Want My Love (Writer: Joe Beal, BMI)
- When Summer Is Through (Bright Time, BMI)
- Red Is Red (Proco, BMI)
- Stop Dancing With My Heart (Nipper, ASCAP)
- You're Driving Me Crazy (Writer: Terry Ballard) (BMI)
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**TOP 60**

- Why Do Fools Fall In Love (Prod. Tom Jones) (Writer: LaVern Baker) (Stax, ASCAP)
- Frankie LaRue's Hit of the Past Few Years (Modern Talking Ballad) (BMI)
- The Happy Man (Writer: Burt Bacharach, BMI)
- There's Something About Mary (Writer: Elton John, BMI)
- Flip: "You Need Stop and Dig While You Can" (Trousdale, BMI)
- Dumbi 4939

**EASYBEATS - FALLING OFF THE EDGE OF THE WORLD**

**GENE PINNIE - SOMETHING'S GOTTEN HOLD OF MY HEART**

**TOMMY BOYCE & BOBBY HART - SOMETIMES SHE'S A LITTLE GIRL**

**ENGLEBERT HUMPERDINCK - THE LAST WALTZ**

**ST. GEORGE & TANA - EVERYDAY**

**GOLDEN BOUGH - EVERYBODY'S GONNA BE SOMEPLACE**

**HAPPENING - WHY DO FOOLS FALL IN LOVE**

**STONE COUNTRY - TIME ISN'T ANYMORE**

**Sergio Mendes & Brasil 66 - The Frog**

**GENE & TOMMY - Kick and Me (Writer: Black) (BMI)**

**GOLDEN BOUGH - Everybody's Gonna Be Somewhere**

**CHART**

*Spotlights - Predicted to reach the top 100 1978"*

- George Harrison (Writer: George Harrison) (BMI)
- Don't Worry Baby (Writer: Brian Wilson) (BMI)
- It's Not Unusual (Writer: Tom Jones) (BMI)
- Bridge Over Troubled Water (Writer: Paul Simon) (BMI)
- The Sound of Music (Writer: Rodgers and Hammerstein) (BMI)
- We Are the World (Writer: Lionel Richie) (BMI)
- I've Been Working on the Railroad (Writer: Stephen Foster) (BMI)
- I Will Follow You (Writer: Paul Simon) (BMI)
- America the Beautiful (Writer: Howard Rock) (BMI)
- You Are My Sunshine (Writer: Tom Stacey) (BMI)

**TOP 10**

- Sonny James - It's the Little Things (Writer: Daffi) (Marvin, BMI)
- I'm in the Mood for Love (Writer:Variables) (BMI)
- Following Up His "Promises and Hearts"
- Sky's Happening with输出
- For the top
- Of the country
- Chart: "Almost Hear the Blues"
- Columbia 44283
- Tower 362

**STONELAW JACk-THIS WORLD HOLDS NOTHING**

**SONNY JAMES - IT'S THE LITTLE THINGS**

**COUNTRY SPOTLIGHTS**

**ROBERT WIRFORD - Give Me Some Room (Produced by Louis Jordan)**

**DELL CURLESS - BIG FOOT**

**CHART**

*Spotlights - Predicted to reach the top 100 COUNTRY* 1978*

- Flip: "Money's Too Good to Be True"
- "Lucky Break" (Producer: Buddy McGirt, BMI)
- "Better Get Down" (Producer: Don Carr, BMI)
- "Tear It Up" (Producer: Bob St. John, BMI)
- "The Blues" (Producer: Don Carr, BMI)

**R&B SPOTLIGHTS**

**TOP 10**

- Promised to reach the top 100 R&B SINGLES"1978*

- R&B Spotlights: Predicted to reach the top 100 R&B SINGLES"1978*

- "Promised to reach the top 100 R&B SINGLES"1978*
HOT!

BILLY VAUGHN'S
GREAT NEW ALBUM  STEREO DLP 25828  MONO DLP 3828
ODE TO BILLY JOE

HAPPENING NOW AT
NOEL HARRISON SINGS "SUZANNE"

A HAUNTING STATEMENT ON LOVE...
THE POETRY BY LEONARD COHEN...
THE PRODUCTION BY JIMMY BOWEN...
THE IMPACT OF NOEL HARRISON.

ANOTHER CHART IMPERATIVE FROM #0615

COMING...NOEL HARRISON'S FIRST ALBUM ON REPRISE "COLLAGE"
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist/Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ODE TO BILLIE JOE</td>
<td>Elvis Presley (Sun)</td>
</tr>
<tr>
<td>2</td>
<td>REFLECTIONS</td>
<td>The Righteous Brothers (Contemporary)</td>
</tr>
<tr>
<td>3</td>
<td>COME BACK WHEN YOU GROW UP</td>
<td>The Righteous Brothers (Contemporary)</td>
</tr>
<tr>
<td>4</td>
<td>BABY I LOVE YOU</td>
<td>The Righteous Brothers (Contemporary)</td>
</tr>
<tr>
<td>5</td>
<td>THE LETTER</td>
<td>The Righteous Brothers (Contemporary)</td>
</tr>
<tr>
<td>6</td>
<td>YOU NEED TO LOVE ME</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>7</td>
<td>COLD SWEAT</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>8</td>
<td>PLEASANT VALLEY SUNDAY</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>9</td>
<td>BROWN-EYED GIRL</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>10</td>
<td>THANK THE LORD FOR THE NIGHT TIME</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>11</td>
<td>YOU KNOW WHAT I MEAN</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>12</td>
<td>THERE IS A MOUNTAIN</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>13</td>
<td>FUNKY WINDY ROADWAY</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>14</td>
<td>LOVE KNOTTING</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>15</td>
<td>HIGHER AND HIGHER</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>16</td>
<td>WIZARD TESTIFY</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>17</td>
<td>HEROES AND VILLAINS</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>18</td>
<td>I WAS MADE TO LOVE HER</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>19</td>
<td>SILENCE IN THE NIGHT</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>20</td>
<td>I HAD A DREAM</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>21</td>
<td>NEVER MY LOVE</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>22</td>
<td>DIG ROCK AND ROLL MUSIC</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>23</td>
<td>TWELVE THIRTY</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>24</td>
<td>THINGS I SHOULD HAVE SAID</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>25</td>
<td>GETTING TOGETHER</td>
<td>The Righteous Brothers (Contemporary)</td>
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<td>26</td>
<td>THE WORLD WE KNEW</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>27</td>
<td>CROWNED</td>
<td>The Righteous Brothers (Contemporary)</td>
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<tr>
<td>28</td>
<td>THE WINDOWS OF THE WORLD</td>
<td>The Righteous Brothers (Contemporary)</td>
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</table>

**HOT 100—A TO Z**

Compiled from national retail sales and radio station airplay by the Music Popularity Dept. of Record Market Research, Billboard.
These are The Cowsills.  
And that’s the family name.  
The most fantastic sound around.  
We stand behind that claim.  
We brought you Eric, Herman, Sam.  
And others through the years.  
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The rain, the park, and other things

The Cowsills

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| 65       | DADDY'S LITTLE GIRL                            | The Rolling Stones   |
| 66       | BROOKLYN GREATEST HITS                         | The Rolling Stones   |
| 67       | TOO MUCH                                       | The Rolling Stones   |
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| 73       | I STARTED OUT AS A CHILD                       | The Rolling Stones   |
| 74       | IF YOU'RE GONNA BE BAD, EASY AND LAY AS I AM  | The Rolling Stones   |
| 75       | COUNTRY, MAM                                 | The Rolling Stones   |
| 76       | BORN FREE                                      | The Rolling Stones   |
| 77       | JOHNNY CASI'S GREATEST HITS, VOL. 1            | Johnny Casis         |
| 78       | SOMEWHERE MY LOVE                             | Otis Redding         |
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*Compiled from original vinyl sales by the Billboard Popularity Dept. of Commercial Research Bureau, Billboard.*
IT'S AL CAIOLA "KING GUITAR" MONTH!

And we’re giving the King a royal promotion campaign guaranteed to bring in the gold to the till. It’s red carpet all the way for this fabulous instrumentalist, and we’re filling this month with open end interviews for D.J.’s, stepped up consumer advertising, wild window displays, groovy in-store displays, and a big special push on the entire Caiola album catalogue including these great Caiola best-sellers.

1. King Guitar 3586/6586
2. Golden Hit Instrumentals 3142/6142
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4. Solid Gold Guitars 3180/6180
5. Best of Al Caiola 3310/6310
6. Golden Guitar & Manhattan Strings 3240/6240
7. Tuff Guitar 3389/6389
8. Fifty Fabulous Guitar Favorites 3330/6330
9. Sounds For Spies & Private Eyes 3435/6435
10. Return of the Seven 3560/6560
11. Tuff Guitar Tijuana Style 3473/6473
12. The Magnificent Seven 3133/6133
13. Tuff Guitar English Style 3454/6454
14. Solid Gold Guitar Goes Hawaiian 3418/6418
15. Caiola Romantico 3257/6527

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Hendrix Is Taking Hold

"Purple Haze"

Another Chart Imperative From

Reprise Records
Fisher Takes Familiar Route in Palace Show

NEW YORK—Eddie Fisher, still looking debonair, opened at the Palace on Monday (28) and relied on his familiar stylings to win over packed house. Although the voice lacked much of its former brilliance, the audience was well. About the only song Fisher sang with the microphone was "Cold," which was his most effective selection. His recent RCA album, "RCA Victor That Lovers Play," also was handled well, but he seemed uncomfortable with "People Like You," another recent hit.

"Somewhere I Dream" turned up no less than three times, as a regular part of the program, as a closing number, and in the middle of the show. The last-mentioned number also appeared in the show's "Two's Company" segment.

S&G at Texas U.

AUSTIN, Texas—Simon and Garfunkel will kick off the University of Texas Cultural Entertainment Series at Municipal Auditorium here on Oct. 3. Also scheduled are Sergio Mendes & Brasil '66, the Association, the Philadelphia Chamber Symphony, John Gary, and the Beatles.

Previn and Price Team On Pop LP; More Set

LOS ANGELES—Pianist-and-conductor Andre Previn and pop pianist-arranger David Rose have completed an album of pop music, plus two more LP's, one of which will be a Mozart album and another with pop material, all for RCA Victor. The 12-inch set will be released in November.

On the Mozart disk, Previn, new musical director of the Houston Symphony, said, "We'll either make a record of "Flying Home" or London later this year." Dick Moeh, producer of the first disk at Victor's Hollywood studios, the first time Miss Price has recorded here.

The first album has Miss Price singing to a 44-piece string orchestra with four French horns, a 40-piece string orchestra plus horns and one trombone, and a jazz trio consisting of Previn, Kay Brown and John Gary on drums. The last had the three jazzmen improvising around the vocalist. Moeh explained, "This is not an opera singer's version of a pop album;" a jazz-pop classical set.

Previn, bringing a classical sound to the pop tunes, said, "The arrangements have to be symphonically figured out. My great luxury is that she (Miss Price) hears so perfectly, so immensley trained, wrote modulations, key changes that would have thrown any number of pop singers. In comparison to the times they usually sing, this is child's play."

Miss Price noted, "When I give parties these are the songs I like to monkey around with at the piano. Please remember, I'm not trying to be a blues singer. I'm not removing myself from my real medium. Opera is my first love."

NEW TEAM: Andy Williams and producer Nick DeCaro, left, meet in Los Angeles at the Greek Theatre opening. Sign signifies the disk which DeCaro produced.

Stairsteps Fancy in Footwork & Singing

NEW YORK—The Five Stairsteps, Wendy C artists, did some new material and some even fancier vocalizing Saturday (26) at the Tekele Hiler's Trik. The family quartet (and father sits in on guitar in the band) presented a pop version rather than rock, but added a spice of soul to the proceedings. "Dancing" in its proper meaning, the group found, is the ticket to fame.

Rain & Damper At Hills, Park

NEW YORK—Rain until show time delayed to prevent a capacity audience for Steve Lawrence and Eydie Gorme at the Forest Hills Stadium on Sunday (26), but a constant downpour sharply cut into the Central Park crowd for Herb Alpert and the Tijuana Brass on Sunday (26).

The Forest Hills crowd of 14,774 produced a $17,141 gross. Jackie Mason and the Everly Brothers also were on the bill. The crowd estimate for Alpert ranged from 5,10,000. Lawrence and Mason, who will appear on the "Ed Sullivan Show" on Sunday (17), will appear on Graham's "The Naked Gun" show in "Golden Rainbows."

Previn and Price Team On Pop LP; More Set

The Spencer Davis Group Plays It Strangest and True

WESTBURY, N.Y.—The Spencer Davis Group played a strange performance here on Monday (28) at the summer music festival proving that a rock group doesn't need message songs to maintain its widespread popularity.

The United Artists' group, while performing in a highly informal manner, dished out a set of sophisticated blues-rock rockers. Drummer Pete York must be given much of the credit for the group's polished sound. With Eddie Hättar accompanying him on organ, York's highly talented abilities shone on his own composition, "Nevywegian Wood," a Lennon-McCartney song.

Harold is one of the group's piano accompanist, Colin Remoff led the backing orchestra. The evening with Fisher's not-talga and Hackett's humor, often off-color, was more like a comedy revue than a Broadway offering, but the audience's reaction was excellent and the singers and artists should help carry the show.

The talent agent Neill published an article about George Savard of Las Vegas and Charlie Trenta, formerly with Associated Booking Corp. nine years ago. Savard previously ran a booking agency, Belt-Art Artists.

Vince was quoted that the greatest hunger for lounge acts is in Nevada along the Silver Circuit (Lake Tahoe—Reno—Las Vegas), but said the Illikai in Honolulu, the Regency Hyatt House in Atlanta, the Las Slater Hilton, the Holiday Inn chain and hotels were active in Memphis, Chicago, Seattle, Tacoma, New York and San Francisco. Lounge groups have grown from trios to six-piece bands to accommodate the growth of the room. Vincent said that more and more of the new acts are turning to a big beat sound, which is the kind of material which draws record company attention. In addition to a solid musical base, a good lounge act has to infuse visual comedy into its presentation, he said, adding that lone performer has no chance of breaking into show business in a lounge; he needs an instrument and a bass player. Vincent believes in breaking up mediocre groups to call the strongest elements of cohesive units with potential.

Rally to Bow League Drive

NEW YORK—A giant Madison Square Garden rally will kick off the nationwide campaign of the American Italian Anti-Defamation League Oct. 19. In addition to Frank Sinatra, the headliner of the league, the bill will include Dean Martin, Sammy Davis Jr., Connie Francis, Barbara McNair, Richard Conte, Sergio Mendes and Brazil '66, Pat Henry and Jerry Vale.

September 9, 1967, Billboard
Martha & Vandellas
Swing at Chicago Gig

CHICAGO—Martha and the Vandellas opened to a capacity crowd here at the Whiskey-A-Go-Go in spite of a new price policy on name R&B talent. The recently re-opened club has a $3.50 cover regularly and a $3 price on week-ends.

Bunky Greene Chess and his band, along with a couple of Martha's men, warmed up the audience with some up-tempo blues and a swingy, happy interpretation of "Watermelon Man." But it was the Gordy artists who excited the crowd.

In silver, tight-fitting sequined dresses, Martha, her sister Lois who replaced Betty about four weeks ago, and Rosalind Ashford swung into "I'm Sorry For Love," "Call Me," and an exciting personal version of "That's Life," in which they answered theoretical questions about themselves. Martha, hoarse from a recent gig in Atlantic City, turned that problem into an asset by her opening numbers by using it in a breathless, torchy sound. Martha and the Vandellas offered a lot of that simple but gripping R&B choreography and the old blues-gospel vocal devices.

Owner Len Feldman, a booster of blues music, sees difficulties because so much money is needed to book top R&B acts. "The acts run $7,000 to $9,000 a week—a ridiculous price," he said. "And that's not including the back-up bands. Too, all acts don't draw well."

Stevie Wonder did big business for the club's opening two months ago, however.

PATTY TERRY

Bitter End to Be a Sweet TV Starting Oct. 15

By CHARLES BARRETT

NEW YORK—Fred Weintraub's Bitter End Club will become the target of a syndicated, 26-week television show starting Oct. 15. The television series will be called "The Bitter End."

The half-hour program will be comprised of established and new talent who have performed at the club and will have interviews with their music personalities with Weintraub as host and interviewer. The show will be produced by Bob Klime of Canaan Productions, New York. Two acts will be presented in each show with talent such as Otis, Neil Diamond, Van Morrison, and a long-time comedy team at The Bitter End, the Pickle Brothers, set for appearances in the series. Verve artists the Mothers of Invention will also be billed on one of the programs.

In a move to encourage audience participation, Weintraub will interview the onlookers in the club, and ask them to sing a long on some songs. The series will be syndicated by Medallion Films, will be seen on New York's WOR Television, Channel 9 on Sundays at 10 p.m.

Other Weintraub projects include plans for producing full length motion pictures featuring on young singing talent, a string of coffee-houses located on college campuses across the nation modeled after his Greenwich Village nite-club, and another TV show, a one-hour special, which he is negotiating for with a major network.

Weintraub last month opened a West Coast office, also operates Fredman Management.

THE MONKIES film segments for their TV series at Fred Niles' film studios in Chicago. The sessions were scheduled when the Colgems artists were idled by riots in Milwaukee.

Cowsill Family Rings Bell As New Winning Rock Unit

LIDO BEACH, N. Y.—The Cowsills scored an impressive and deserved triumph at the Malibu Beach Club here on Tuesday (29). Going on late in a lengthy program that had already included such acts as the Isley Brothers and the Parliaments, the four young boys received a critical, but enthusiastic reception. But then they started and the teen-age audience soon was dancing to the good rock sounds. The group left the audience clamoring for more, although the Four Seasons were yet to go on.

MGM Records is spending a lot of money to promote this group and, judging by Tuesday, that label has a winner in this Cowsill family unit. Bill, 19, really got things going and lead singer has a vocal sound that's current and right, while John is a drummer whose skill belies his 11 years. Barry, 12, on bass, and Bob, 18, on organ also played and sang well.

In their forthcoming MGM debut single, "The Rain, the Park and Other Things," they were joined by their mother as they are on the disk, a top easy rock number. Susan, 8, joined the boys on "Sweet Talkin' Guy." And their are three other Cowsill brothers who help with the show.

Successful numbers for the quartet included "Bring It On Up," "Lucy in the Sky With Diamonds," "Banana in the City" and "Keach Out, I'll Be There." Their initial MGM album, due soon after the single will feature seven original compositions. The Cowsills played Hofner guitars and Ludwig drums, and used Amper amplifiers.

FRED KIRBY
There's a theory that people don't pay attention to wordy ads. We disagree. Our theory is that if you have something important to say, say it—no matter how many words it requires. Ray Bryant is an exceptionally gifted artist whose records sell consistently. He just recorded THE instrumental version of "Ode To Billie Joe". It's a fantastic record. When you hear it we think you'll agree with us. It's CADET 5575.
WHO'S WHO'ED NEEDED ON BANDSTAND TV SHOWS

Needed: Complete details on all bandstand TV shows, both local and syndicated. In Billboard article, list: Name of show, host (if also deejay, list radio station call letters and city), producer, director, talent coordinator, TV station and address and phone number, names of some of the record artists who've appeared on the show, average number of tunes aired per show, do you use tapes, how many months or years the show has been on the air, how long is show, how often is show aired, is show syndicated, is show piped to another TV station and where, any other details. Include action picture of host with record artist, if possible. Deadline is Sept. 25.

Would also like similar details on country music and R&B TV shows.

Send all information to Claude Hall, Radio-TV editor, Billboard, 165 W. 46th Street, New York, N. Y. 10036.

KTOO Sheds Country Airplay
For Sound of Commercial Jazz

By ELIOT TIEGEL

LOUIS ANGELES — In a personal decision to turn music for ratings, KTOO in Henderson, Nev., a public radio station, has switched to commercial jazz, a move which is drawing young listeners. The 5,000-watt outlet switched on Sept. 13 to the sound of Don Ellis and other commercial jazz, a form of music which station manager Duke Hooper calls "The new sound."

Hoover says his station is Southern Nevada's only commercial jazz voice. Although it now operates on a sunrise-sunset license, an application has been filed with the FCC for a 24-hour license.

Commercial jazz, according to Hoover, is jazz the average younger Buying to an understanding that "the Brubeck's 'Take Five' opened the door. Herb Alpert has given us a picture of what can be done instrumentally."

KTOO, which primarily consists of albums, is changed once a month and may be playing music which for some reason nobody in this town will listen to, they feel to set it out. Yet we're playing music by acts which the hotels are booking in their lounges. People will go out and say, why shouldn't they hear them in their cars driving down the highway?"

Los Angeles radio, of which KTOO is an integral member, is more receptive to the jazz save for KTOO. Its playlist encompasses Billy Bob, Johnny Mandel, Wardell Gray, Carl Furillo, Day, Howie Manne, Bob Florence, Jazz Crusaders, Mongo Santamaria and Johnny Hodges Plus, Frank Sinatra, Boos Randolph, Vicci Marti, Delmar, Billie Holiday, Tony Williams, Jimmy Heath, Big Band, Duane Jones, Trudy Brax, Andy Williams, Steve Lawrence, Eydie Gorme, and others.

Pulls Youngsters

Hoover claims that after three years of age, the station has begun pulling young listeners. "When we played Wes Montgomery, kids would call in and say they never heard that kind of music before. We scheduled three times to one over vocals and we go in and out of the news with the stations, renewing their memory from jingles in these slots."

The station is also de-emphasizing "doom tunes. "We try to look ahead instead," the executive says.

By night, the airman, who selects his own material off the KTOO menu, plays a different mix of music. Hoover, spines four singles and once a comedy cut. "When we say, the station is owned on Ten Ave., people said they were amazed to hear big band," according to Hoover.

The station promotes one artist a month, dressing up the promotion as the "lookout artist" with LP cuts played every other hour. The Alan Lombar orchestra is the August "lookout."

Cuts to Minutes

"We have no set perimeter on our music," Hoover says. "We do try to keep the cuts to five minutes." On Saturday from 7:30 p.m. Hoover spotlights one artist, the heaviest choice available to any one individual.

Avant-garde music is not played on KTOO, with the exception of the one per month staff for the 17-year-old station. Hoover claims the DJs are not too old for the labels to keep its programming understandable. Air personality Mike Thomas, a former Dale Tufankjian, and Randolph, and a former Dave Tufa, Andy Williams, Steve Lawrence, Eydie Gorme, and others.

"We play good solid understandable jazz," Hoover continues, his instance as strong as the music, which zooms down the highways leading in and out of the desert decade.

MGM's Cowsill To Get A TV Series?

NEW YORK — MGM Records is grooming a fantastic musical family to play instruments in the Monkees—the Cowsills and a KTV series in a TV show under the title of the program. The partnership is an outgrowth of the band's success in the movies, "Bunny 23, Paint My Sky," and "The White Queen.

Leonard Sogoloff found the group in Newport, R. I., and has signed an exclusive three-year partnership deal with MGM Records entitling the Cowsills and three other acts under the banner of Grega Yule Productions. The firm will be interested in producing the series.

The partnership is in a profit-sharing basis.

A6, "The Merry Rain, the Park and Other Things," is being released in conjunction with the tour and the album will be released later on.

The tour included New York, Sept. 14; Philadelphia, Sept. 15; Boston, Sept. 16; Providence, Sept. 17; Washington, Sept. 18; Baltimore, Sept. 19; Indianapolis, Sept. 20; and also covers cities like Houston, Dallas, St. Louis, Pittsburgh, Denver, Salt Lake City, Sacramento and Phoenix.

Cowsills have a repertoire of more than 300 songs, ranging from Easy Listening to folk rock. They write their own material as well as performing for hire from New York, Los Angeles and San Francisco.

WRCP GOES MOD COUNTRY

PHILADELPHIA — WRCP was named "National Station of the Year" from middle of the road to the modern country sound. John Maxuz, who introduced country western to WNYR, Rooch, is now the station's program director. The programming changes will be accompanied by a new logo, including radio, TV, outdoor, taxi, and tie-in promotions. WRCP covers the Delaware Valley and Southern New Jersey and are operated by Rust Craft Broadcast Corp.
NEW ALBUMS FOR SEPT.

NEW POP ALBUMS

Recording on the scene at an Atlantic City night spot. Let It Be," "Little Tracy," "Up Top," "Adoration," "Soft Winds," "Jive Samba." LPM/LSP-3879

"Live" at Carnegie Hall. "My Friend the Doctor." LPM/LSP-3841


High priestess of soul sends out the word with "Cherish," "Turning Point," "Turn Me On," "It's That Way Sometimes." LPM/LSP-3877

"Hurt Be's That Way." LPM/LSP-3878

Their teamwork will put this one over. "Thirty Pieces of Silver," "God's Wonderful Way," "Red Wine." LPM/LSP-3855

NEW RED SEAL RECORDINGS

Heifetz's Saint-Saëns Sonata has been in the catalog for 20 years. His new recording is even better! Includes 6 other selections. LM/LSC-9798

A great follow-up to last year's best-selling Leontyne Price-Prima Donna album. Price fans have been waiting for this one! LM/LSC-2968

One of the most popular Beethoven Symphonies recorded absolutely complete by the BSO and Leinsdorf. Sonic masterpiece. LM/1 SC-2068

NEW IN THE VINTAGE SERIES

"Hercules" by Handel. First recording of the work. This lesser-known Handel work features a stellar cast and will delight a large audience. 3 L.P.'s plus libretto. LPM/LSC-6181

Beautiful Mozart melodies and some of the greatest music ever written for the instrument. Includes Concert Rondos. LM/LSC-2973

A unique recording of unaccompanied 17th-century viola music. A must for viola enthusiasts and contemporary music lovers. LM/LSC-3924

One of the ten best works ever played by the BHS. "Bummin' the Iceberg," "Mr. Jelly Lord," "Load of Coal." LP-546

Contains some of his best works along with 4 previously unissued takes. "Burnin' the Iceberg," "Mr. Jelly Lord," "Load of Coal." LP-546

Available on Stereo cartridge tape.

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Market Knowledge

R&B Success Key

MONTGOMERY, Ala. — Knowing the market is the key to success turned by Allyn Lee, air personality and past owner of WAPX, radio station here. And Lee knows his audience; besides talking to them on the air, he sells them records through A&A Record Shop (of which he owns two in the city) and chicken through two Chickadee drive-in restaurants he also owns in Montgomery. All of these jobs, even though his wife Lucemia manages the two record stores, keep him busy 16-18 hours a day.

Lee started in radio in New York and, after stints at WMID in Atlantic City, N.J.; and WTHB in Augusta, Ga., wound up at WRMA in Montgomery. When WAPX, a top 40 operation, broke, Judd Sparklin bought it. Lee is 15 per cent owner.

They changed the station to r&b and “came in with a new breed of deejays, young guys

L&P Buys WFOX

MILWAUKEE — The assets of WFOX, owned by the Fox Broadcasting Corp., have been sold to L & P Broadcasting Corp. of Chicago subject to FCC approval. Price was $260,000. The L & P Corp. operates WVEN-AM and WSDM-FM, Chicago. WFOX has programmed middle-of-the-road music.

fast and hip,” said Lee. Too, the station launched tight format programming, with a playlist of about 50 records. The new operation was a long time in building, but today it’s sold out Wednesday through Saturday. One of the reasons for the success of the station, he felt, is its community interest and involvement. The station is constantly involved in charity programs, stay-in-school campaigns, and trying to create jobs for its listeners.

Knowledge of his market is rewarding for Lee. He felt “Shout BamaShout” by Willie Charles Gray would be an instant hit.” After the radio station played it, the SSS International record was a hit, reaching peak sales at A&A Record Shops.

WERD Gives More

ATLANTA — In a market already loaded with stations programming r&b records, WERD concentrates on offering the Negro radio audience something more than just r&b music.

Supplementing an r&b format with gospel music and jazz has been a primary factor in giving WERD substantial ratings.

Al Sadler, general manager of WERD, said the station operates on the r&b formula 60 per cent of the time, 20 per cent gospel, 15 per cent jazz, and the rest of the time taken up with news.

The r&b records are selected by a panel of three, based on requests phoned in to the disk jockeys, calls from record shops, and “a glance at the Billboard charts.”

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SEPTEMBER 9, 1957, BILLBOARD
Radio-TV programming

WLRW PROGRAM DIRECTOR PAT PATTISON, left, talks with RCA Victor Records artist EO AMES, who guested on the famed "50-50 Club" of WLP and WL-TV. Chicago. From left Patterson, AMES, air personality SU BlOWER, and Jerry Weinier, vice-president and general manager of the record division of Ohio Appliances, RCA distributor in southern Ohio. AMES was appearing at the local Coney Island Moonlight Gardens.

Mid-September WPIK's Country Switchover Date

ALEXANDRIA, Va. — Mid-September WPIK has been picked at the switchover date for WPIK here to country music. The station, which recently went to 5,000 watts, has featured a midday-of-the-road format for the past 22 years, leaning to a Washington, D.C., audience.

Howard B. Hayes, vice-president and general manager of the Potomac Broadcasting outlet, said the reason for the changeover was largely in the success of the sister FM outlet—WXA-FM—which has been a full-time country music station for several years. In fact, said Hayes, WXA-FM outanks many AM stations in audience in the Washington area. With the increase in power of the AM facility, Hayes said the station now reaches far beyond the national capital area. "We think this kind of coverage ought to be devoted to the kind of music programming which has the wide range of appeal and that certifies to country music—"Young Sound' to Add AM Jockey for N. Y. Market

NEW YORK — "Young Sound," the syndicated FM stereo package syndicated by CBS, will add a morning personality for this market on Sept. 15, said William D. Greene, director of CBS-AM. A day deal will be used to try to build a drive-time audience in the 6-10 a.m. slot when the station goes full time Aug. 28. CBS-FM will air the "Young Sound" programming 6 a.m. to 2 a.m. — its full broadcast schedule. The FM station had been de-emphasizing its AM sister—CBS-FM 6 a.m. to 6 p.m. to handle the morning-week day-ckey chores is Wallie King, who handles everything for WNEW here for several years. Show will also feature weather and traffic. Produced by John De Witt, the "Young Sound" is broadcast by six CBS-owned FM stations and syndicated to several other FM operations around the nation.

WSTP Hot 100 For Nighttime

SALISBURY, N.C. — WSTP changed its nighttime format from middle of the road to Hot 100 on Thursday (31). Ed Hardman, owner of KWRC in Santa Fe, N. M., joined the station as an air personality to help introduce the new sound.

KLEO's (Westhia, Kana), music director Ronald Graham says that he will not play any record unless he has five copies of it in the library. In a letter to record promoters and distributors, Graham asked for five copies of any record that makes the KLEO "Kleiser's extra Listing." He said the station will not play any record "that we have only one copy of, regardless of whose it is or who it is by."

Radio-TV MART

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MISSOURI

September 9, 1967, Billboard
New York — Low price record manufacturers voiced mixed reactions to the statement by George H. de Mendelsohn-Bartholdy that prices on LP recordings below $2.98 each would result in loss of an economy. "We believe the $2.50 list is a good price for us and for the record buyer," said Leslie, president of Pickwick International Inc., who planned no change in the Pickwick/13 suggested list of $2.50.

Herk Corseak, national sales manager for Victor and subsidiary labels, explained: "New recordings can't be produced at $2.50. The pie is split between a recording studio, in which a producer's talent is sold as many units as we did before." He explained that Van-guard's Everyman list previously sold from 14,000 to 20,000 of each title, which enabled list prices to be reduced to $3. Elektra and Vanguard Spokesman said reductions to $2.98 for new LPs would mean an increased cost to college students. Claiming that the "cream" had been taken out of available product, Pickwick/13 Ali- sberg also said they are spreading the cost of high price classical recordings. "No one buys high price records. We can't sell them for big items or opera," he continued.

Corseak agreed with Mendel- sohn-Bartholdy that the $2.98 should increase their prices by 50 cent, but stressed that this should be an industry decision. "There would be no issue now if everyone had raised their budget prices at the same time regular price mono recordings were dropped to 50 cent and did us a real favor." He added that consumers bought different sizes and price packages, even from the same publisher. Corseak said there was a 95.7% unit sales pick-up as an intermediate step between regular and economy pricing.

An Elektra spokesman pointed out that, according to research, $2.98 would result in the loss of a "lot of a market." "For most of our college students. If we can afford to produce records at $2.50, we'd like to keep the price down. We have a moral obligation to do so," he explained.

The spokesman explained, however, that Elektra could not afford to drop market price on the budget list at $2.50. To meet this situation, the company introduced the Mark music this month. The Elektra official said the reason Stockhausen's "Mu- sus" was dropped at $2.50 was licensed by Elektra from Europe. Replying to a Mendelsohn-Bartholdy query, the spokesman pointed out, "We wouldn't list anything at a price that much money and we never gave that as a reason for Check- man." Leslie turned to referring agreements with labels such as Columbia stating: "We have been stressing not only what Pickwick/13 is able to supply but also his ability to support classical music at an economy price. He noted, "Pickwick went from zero to 43 classical albums in one year alone. All these albums proved to be excellent sellers and excels our competition in records of their original form. That is why we choose a superior line to give and we knew they would sell well. That is Pickwick's basic merchandising philosophy." With most of the Pickwick 33 casettes consisting of stand-

Electra Pushes 20 LP's To Open Winter Drive

COLOGNE—Electra is beginning promotion for the re-release of 20 classical LP's of interest to the American winter sales program on the German market.

Highlights of the Electra list include three Mozart concertos on a new Electra recording with the Philharmonia Orchestra and the Dietrich Klaas., followed by Kreisler's "Aria" and "Ciaccona" on Electra's new recording with the London Philharmonic Orchestra under Leon Barzin.

A young American pianist, Augustin Ansermet, a Juillard graduate, makes his debut to German critics with the world premiere of Chopin's "12 Etudes, op. 10" and "12 Etudes, op. 25." The American debut has become big in West Germany, and the debut of the internationally recognized trumpet music of Maurice Andre and Edward H. Tarr, accorded the same attention as the trumpet by Tartini, Abbe son, and Michael Haydn. Tarr's LP has compositions by Hertel, Leopold Mozart and Johann Nepho- mum Hummel.

Daniel Barenboim conducts the Concertgebouw Orchestra in Mozart's "Piano Concerto No. 20 and 23," Barenboim doubles as soloist. He performs the same double role for "Piano Concerto No. 24," a Peaceful piano sonata.

Antonio Raduiri and Sheilah Hungbrenner are represented with new Jofider LP's. The Bar- zin conductor has just recorded his five Be-ethoven sonatas and Hungarian Rhapsodies. Sheilah Hungbrenner has recorded Haydn's "The Season" and Mozart's quartets.

The Philharmonic Soloists of Berlin have recorded an LP with the baritone soloist for Oboe and Basso continuo C minor (Vivaldi), Sonata for Viol-

Passion Heads Philips List

CHICAGO—A four-record package of the complete Bach, "St. Matthew Passion" heads the Sep-tember releases. The complete sets also are among the 12 releases in the low price Philips list.

Eugen Joachum conducts the Concertgebouw Orchestra of Amsterdam in the Bach choral work, which from Erich Haefliger, Walter Weller, and Agnes Giebel, Margot Hoefgen, John van Kesteren, Franz Clara and Leo Ketelsen with the Netherland Choir and the Boy Choir of St. Willibrord's Church of Amsterdam.

Philips also is issuing violinist Henryk Ser- cying in a Grizzetti duet recording of the Mozart concertos with Alexander Gilmore and the New York Philharmonic Orchestra. The unit is the same recording as Einar Anderson's 30 minute, Biber's "Sonata in G Minor" and Galuppi's "Concerto a Quatro No. 3."

Ferdinand Grotowski leads the Grimme Choir Boys, the Vienna Choir and the Vienna Choir Festival, on a program of early music. Rounding out the Philips titles are Colin Davis and the London Symphony on a Schubert album in Debuto and Ravel string quartets.

The World Series release includes a three-LP package of "Madh" by "Din Giovanni" with George Louches in the title role. Other soloists include Leopold Simoneau, Walter Berry, Sera Jerrine, and Graziazi Sermonata list that can be done for the Vienna Symphony. Hafelhaf and Nata Mierin are featured in a two-record set of Mahler's, "Das Lied von der Er- getzuge, the first appearance of the work on a budget label. A three-LP package has the Edison Award-winning performances Bach's "Garden of Bach's complete for unac-

Fort Worth Dates Set


Paucino's "Manon Lescaut" will be presented March 8 and 9 with Placido Domingo, Richard Onori, Baird, Webb and Edwards. The final effort of the season will be "l'Amour," Bev- erly de la Miser, "Vienna Concert," with Beverly de la Miser, "Vienna Concert," with Beverly de la Miser. The other in the cast are John Craig, Dominica Costa, Baird, and C. R. Webb.

Rudolph Kruger, general manager and artistic director of the Fort Worth Opera Asso- ciation since 1975, will con-
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A PRODUCT OF ABNAK MUSIC ENTERPRISES, INC.
Baroque's New Titles
*Continued from page 40*

Oliveto Open Dallas Season

**DALLAS — Magda Oliveto will open the Dallas Opera season on Nov. 4 in the title role of Cherubini's "La Cenerentola," the Italian composer's American debut. The opera will be repeated on Nov. 10. Mozart's "Le Nozze di Figaro" on Nov. 17 and 19 with Metropolitan Opera stars de los Angeles and Brunancini. Performances will be conducted by Nicola Rescigno, artistic director.**

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**CLASSICAL Music**

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**Tchaikovsky's Symphony 6 At Spec Price**

**CHICAGO — A specially priced release of Tchaikovsky's Symphony No. 6 is being issued by Mercury Records this month. All releases are in stereo.**

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**Weekly Fare Set by Minny**

**MINNEAPOLIS—Five concert sets of the Minnesota Symphony Orchestra are being offered exclusively for a limited time. These sets will be available for $20 each through the Minnesota Symphony Orchestra's special sales department.**

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**Boosts and Boos**

*Continued from page 40*
10TH ANNIVERSARY OF THE WORLD'S BEST SELLING ORCHESTRA

101 Strings

WITHIN 10 years and two months of the first release 101 Strings will have sold over 50,000,000 long-playing records throughout the world. The following pages are in tribute to the people who have made this unprecedented sale possible. The public acceptance of this orchestra has changed the quality standard of budget goods throughout the world. 101 Strings has been the most significant contribution to the new merchandising concept that has made it possible for people in every free country to enjoy quality home entertainment at a sensible price.
FROM A CONCEPT TO FIFTY MILLION LP SALES

DAVE MILLER

Exactly 10 years ago this week an unknown but extremely talented music arranger was committing the final language of orchestration to score pads for a unique recording project. This project was the initial product presentation for what I consider to be the world's first and perhaps most successful merchandising venture in the category of "musical hardware." As the architect of 101 STRINGS and its development in the market, I take the liberty of reference in saying "musical hardware." 101 STRINGS was conceived as such to fill a definite void in a waiting market.

In the mid-1950's, there were several excellent "vanilla" orchestras being offered to the public at conventional LP prices. These included Mantovani, Kostelanetz, Chet Chetfield and numerous others. This was the period when the monaural LP phonograph was hitting its stride in a depth of consumer penetration. Record libraries in homes were sparse and generally confined to favorite artists such as Como, Sinatra and top TV personalities. The middle-road collector was faced with more leisure time, a new hi-fi, and a garage or cellar filled with old 78's, featuring the Herberts, Straussers, Cershins and some of the other "vanilla evergreens." Most had been burned once by the purchase of budget product that had been dubbed from worse 78-r.p.m. junk than its LP successor was pressed on. A wonderful opportunity existed for the development of an orchestra that could cover the middle-road evergreen bag. As discounting was rare, the availability of desirable recordings at a "sensible price" was practically nonexistent.

We had founded the Somerset $1.98 LP label the year before and had some 40 workhorse LP's in the field. The Somerset repertoire was all new recordings of excellent quality, and the trade and public had accepted over 500,000 of our LP's the first year. For the most part, these were excellent programs with no artist identity. As the economics

Sherman Announces a Total of 100 New Strings by September '68

Al Sherman, president of Budget Sound, announced that a total of 24 new 101 STRINGS albums will be released between September 1967 and 1968. This will bring a total of 100 stereo LP releases featuring the orchestra. Sherman said, "It is amazing to consider the depth and variety of programs that have a realistic place on the market. That is, of course, if you have an artist that is accepted at grass roots consumer levels. With the increase of communication media and the rise of income and leisure, it is more than economically feasible for us to project programs that have a wide range of appeal. Seventeen of our new Abshire Presents releases featuring 101 STRINGS are now being orchestrated. The remaining seven package slots are being kept open for new trends, new shows and films and, of course, the normal annual output of 'easy listening' ballads that crop up. 'We take a special pride in the fact that we do not repackagin the same old tired artists that were discontinued on other labels. It is our firm belief that our industry is the essence of flux and constant change. New ideas, product and presentation are the life's blood of an attraction," he said.

Ten new packages featuring "the sound of magnificence" are being presented at the NARM convention Sept. 6.

A Diverse Audience for the Sound of Magnificence

In part, the diverse acceptance of the 101 STRINGS orchestra is due to the amazing variety of product. From a standpoint of ethnic representation, very few groups have been overlooked in the 101 STRINGS repertoire. To quote Al Sherman, "All of our minority groups in the U. S. and England have asserted an influence on each other. They have all been exposed to the Hollywood lush type of scoring through films, TV and general mood music program. They were tuned into the sound of lush and ornate orchestration but very few producers thought to bring them the familiar melodies sung by their grandparent who came from the four corners of the earth. These wonderful folk melodies from Poland, Israel, Spain, Italy, Ireland, Japan and numerous other lands are represented in our 76 101 STRINGS releases. It has called for some daring orchestral innovations, but the result is that today a woman of Greek descent in Salt Lake City is hearing Japanese melodies for the first time. She bought her first 101 STRINGS album as the 'Soul of Greece.' The same is conversely true for a young choir singer in Washington who purchased 'Songs of Inspiration and Meditation'; she has since bought 'Soul of Spain' and 'Soul of the Gypsies.' The beauty of folk melodies is international—put them in a breathtaking setting of extravagant strings, and you have a market that perpetuates itself with each new sale," said Sherman.

JULES MALAMUD

It was my unique good fortune, 10 years ago almost to the day, that I was deeply involved in two separate and meaningful acts of creation in the record business. The first of these is the one officially celebrated in these pages—the creation of a new recording artist, Somerset's "101 STRINGS"—that group of nameless, faceless musicians whose artistry brought a new concept to the record business and to the record-buying public. For the first time, fresh, new recordings were created for a budget label—not only new, but of high

SEPTEMBER 9, 1967, BILLBOARD
of budget merchandise necessities little or no artist royalty, it was impossible to develop a "personality artist" for the label. A distinctive sound was an absolute must in order to have an identity. Yet, in the plan to create an orchestra organization to fill a bill of all "vanilla" categories, I knew that the written device or "gimmick" had to have a flexibility potential to cover the various types of music within the category.

I felt that all the existing "pops" orchestras had worked high strings with various solo colors to death. In fact, Mantovani was the only fresh sound in "pops" orchestrating since Tchaikovsky. To copy him would only mean that the "pops" strings would not give our orchestra its exclusive identity. Our device or signature had to lie with dominant melody in the cellos and string basses. In discussions with Joseph Kuhn, our permanent staff arranger and first violinist, he had suggested that such a large low string section would require a balance of an enormous amount of higher string voices; i.e., violas and violins. To have a proper complement of instruments to cover every subdivision of "vanilla" we needed a total of over 100 men. It would be required. Consequently, the "101" catch phrase of our everyday English language was used as our name identity. I felt that while the expression was familiar in speech, combined with "Strings" conjured a picture of sound dimension and grandeur that would create a buying interest in the orchestra. The name was born—101 STRINGS—and the trademark in cartouche was registered. In addition to the cartouche, we developed a visual identity in the now quite famous color photo of the orchestra in uniform—Hamburg. The musicians thought it was hilarious that I called a three-hour session and only a photo was taken. I am "guessimating" now that including all ad media—news magazines, etc.—that "funny" photograph has been reproduced over 500 million times. Never before had an orchestra developed a new artist primarily for budget goods. We spent over $450,000 our first year in promotion of the orchestra. From double-page spreads in Esquire and Playboy to full pages in Life, from hourly spots on stations in leading markets to tie-in deals with phonograph manufacturers ... cocktail parties ... propaganda ... all the razzle-dazzle of top artist development was employed. In the first seven months we sold over 3 million LP's of 101 STRINGS. As we developed the program, we recorded types of material for packages never before offered by a large orchestra. As the acceptance and catalog grew, it was necessary to augment Joe Kuhn's scoring with albums penned by outside arrangers. In the summer of 1958, I assigned the writing of our most important album to a man who, in my mind, is the finest living arranger today—Monty Kelly. That October, we released his "Song of Spain." And for the record, only one album has ever exceeded it in sales—the original cast (Columbia) of "My Fair Lady."

"Song of Spain Volume I" launched an acceptance that has garnered an average annual sale of 101 STRINGS packages to over 5 million per year on the total 101 catalog.

Since the early years, we have had some of the most creative arrangers in the world write charts for the orchestra. After Joseph Kuhn's untimely death six years ago, Robert Lowden assumed his post until last year. Such hit makers as Don Costa, Billy Byers and other top men have written charts that are responsible for so much wonderful entertainment and the unprecedented sales we have racked up. In order to achieve a natural character in the various ethically slanted packages recorded, we have overdubbed bouzoukias in Greece, jazz solos in New York, flamenco dancers in Seville, and a choir singing in Hebrew in Tel Aviv.

The orchestra is composed of the best players of the Hamburg Philharmonic, the N.D.R. (North German Radio Symphony), soloists and special percussion sections from the States, Berlin, Paris or from anywhere where we felt it necessary in order to give the album its best flavor.

In addition to the string-scored charts and tremendous size of the orchestra, there is the matter of acoustics. The world-famous Musikalle in Hamburg is our recording base, and no small measure of credit for the thrilling 101 sound must go to Dr. Eric Beirnann and Dr. Wilhelm Wille, who have audio-mixed every program of "the sound of magnificence."

Aside from the many satisfactions in the creation of the product, I occasionally look back in nostalgia to a hundred sales meetings. Through the din of backstiering I see Jules Malamud and Joe Martin in the anteroom of "loading 'em up." "Quota, Baby, Quota." George Phillips booming enough T.A.'s on hand to wallpaper Broadway ... "he's only got a net worth of 10 grand, how the hell can we give him 120-day darity on a $70,000 order?" When the industry in general thought a poly bag was an old dame from the Islands, we were skin-wrapping 101 STRINGS product, prepping the shipment and supplying free dump boxes to open 10,000 virgin retailers that heretofore thought records were something you kept for IRS.

In the development of the orchestra we had the help and confidence of some of the top merchants in the business—Jimmy Martin, Morris Greene, Lou Klayman, Amos, Johnny Kaplan, Stan Jaffe, Papa Schwartz, Dave Rothfeld, Cecil Stein and all the others that liked the profits, but who also knew and personally enjoyed what they were selling.

Two years ago the Miller International U.S.A. catalog of 101 STRINGS was sold to Al Sherman of Budget Sound in Los Angeles. Al discontinued sale of the Orchestra for about six months in response to many requests from dealers and wholesalers to upgrade the price of 101 product. The price increase has been welcomed by the trade, and unit sales are climbing up to new peaks today.

Of course, we are proud of producing and merchandising an item that will pass 50 million in sales before December 1967. But, in the broader scope of importance to the industry, 101 STRINGS has set a new quality and program standard for budget goods the world over. This standard has opened new horizons of sales and is creating new buyers of recorded product in every price category. Sure, we're proud of the past, but you ain't heard nothin' yet.

The Rack Merchandiser's Vote of Confidence

The rack merchandiser, and particularly the NARM membership, has placed an extremely important role on the development of 101 STRINGS.

The progressive merchandising by these dynamic distributors has opened the way for exposure of 101 product to millions of music lovers.

Small town outlets and big city traffic locations alike are serviced by these able merchant Whose responsibility it is to provide the proper yield for the outlet. Space is at a premium. Slow moving and distress inventories are death to the balance sheet of the retailer. The rack's function is to stock fast-moving items that are of a quality level to bring impulse buyers back. Merchandise managers fight for space; counter help leaves a lot to be desired today. The rack merchandiser is the panacea to the chain and variety stores who heretofore could not buy property from ten sources.

It is with a deep pride that we at Budget Sound can say the NARM Regular members across the country in the annual polling for awards, voted "101" STRINGS as their best sellers within the category nominated. Five separate awards to 101 STRINGS are the votes of confidence given to us by the most progressive distributor element in the world of music merchandising.


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100 WATERVLIET AVENUE
OF THANKS TO ANDISERS WHO KNOW OD BUSINESS
The Sound Behind The Scenes

There is no facet or undertaking in entertainment that is without unseemly heroes. The cinematic arts have corrected this with awards for cameramen. The graphic arts have their periodic accolades, where creative craftsmen receive just recognition. The unseemly heroes of the record arts and soundtracks are the mastering engineers.

The 101 STRINGS sound is a scoring concept. However, most of the arrangers' aspirations would be wasted on the hands of electronic equipment and the sensitivities of the men who must react to producers' wishes and not too infrequent blunders. They are in essence the catchalls of lyricists and producers and must have all the transistorized guts of a butterfly's radar while fighting bulldogs.

Every 101 STRINGS album, with the exception of some foreign over-collaging, has been engineered by two young musician-audio men from Hamburg, Germany. Dr. Eric Beumann is a graduate of Gottingen University and studied engineering and physics. Upon graduation from the world famous institution, he joined the staff of the U.S.S.R. in 1954. Dr. Beumann is an accomplished harpsichordist and pianist. He has been with Somerset since 1955.

Dr. Wilhelm Wille is a graduate of the Detmold Academy near the Rhine and a tenorist at North German Radio since 1953. He has been a colleague of Beumann's since graduation.

Dr. Beumann and Wille have engineered over 800 long playing albums since 1955.

Guarantee Maximum Quality

labels to a group of specialists. All the staff at Budget agreed that this be the creative preparation and merchandising of superior product.

After many weeks of exhaustive quality tests and comparisons, the finest suppliers to the trade were contracted to supply the components and finest product to budget's '101' Strings.

Each of the suppliers, as shown on the right, is a specialist in his field. Each has earned the respect of all familiar with the elements that go into the record, and packaging the best long-playing product in the U.S.A.

Manufacturing Specialists That

When Budget Sound purchased the 101 STRINGS catalog a most important decision had to be made. A quality record in the budget field demands maximum efficiencies of organizational energies.

The product at the point of creation cannot be standardized. However, all the artistry in recording and graphic arts can be wasted through improper handling in the various stages of mass production that follow.

Al Sherman made the decision to entrust the physical manufacturing of the Somerset and Ashlire Presents

The '101' Sound Around the World

In October, 1959, about two years after 101 STRINGS was launched, a major new product was introduced and a very important meeting was held in Paris. In attendance were Somerset-Stere-Fidelity executives, Louis Benjamin and Raymond Murchison of Pye Records, Britain, and Leon Cabat and Paul Claude of Vogue, France.

The question was whether Britain and France accept budget product? The conservation of Anglo-Continental marketing and retail price maintenance was the big barrier. Such a product to smaller priced product to the public, many of whom had already proven an aversion in the States; however, Europe and all foreign markets were wide open.

Pye and Vogue met the challenge, and in the face of censure from customers and customers, the two firms set out on an ad campaign that allowed the staunch British producer of a true sound to maintain an observer (and early opponent), "The foresight of Somerset, Pye and Vogue has opened an area of expanded markets and a cultural contribution that few have made to the industry in the past decade."

101 STRINGS was the promotional vehicle that Pye and Vogue used. Pye, at that time, had less than one-half of 1 per cent of the British market. Through a withering TV campaign on their mother company's TV channel and by utilizing the Assessment Auditorium's inaudible billboard ads (outdoor ads), the result led to a gold record for a million LP sales in Britain in the first year. The Golden Guinea label had cracked through in Britain. The rest of the exciting Pye story is now history.

101 Strings Take to the Air

Prior to the 101 STRINGS promotions, budget product was rarely heard on the air. For the most part, it was placed on the airwaves on the basis that what was acceptable to these radio engineers was a jive attitude. For those not acceptable were reissues of pop vocalists or classical artists so desired by the public interest in it was wanted. 101 STRINGS were on the radio stations in these respective categories and the best of the "nostalgic oldies.

The day prior to the first 101 STRINGS release, in October 1957, an ad for 1000 EP's in a special radio library sectored of 100 EP's each were mailed to stations. The play reaction was immediate. The stations in the country have since consistently programmed the orchestra.

As an adjunct to all the normal programming, in 1958 Somerset embarked on a radio spot campaign in 18 major markets. A representation of past paid time was in Los Angeles. Leading West Coast retailer, Clyde Willichs, reminisces "Dave Miller was a womanizing executive from my office and put down a $15,000 check to be spent on Co-Op spots for 101 STRINGS on our Music City Programs."

One of the milestones in air tv exposure was Dick Clark playing "101 STRINGS—Beat Symphonies" on his ABC-Network Bandstand Show. Within a month the single from the album sold over 400,000 45's.

In the 10th Anniversary Sale Spectacular next month, Al Sherman plans to service all stations once again with key 101 STRINGS items.

To quote Dick Ceja of Record Sales, "I think the rock 'n' roll style on the album offers us more of our conservative market, in that our customers are forced to tune into stations that are in dire shortage of excellent hush program such as 101 STRINGS."

MONTY KELLY AND THE SOUL SERIES

MONTY KELLY

Long before the blues and pop idioms of the music trade and public used the reference "Soul," the 101 STRINGS orchestra had released packages in a "Soul Series." Certain tunes issued by the orchestra had an emotional content that lent itself to the general heading of "Soul." The first production under the heading was "Soul of Spain." It is only after hearing this particular item that you can get a matter of passing interest to give a short blog on the arranger-composer responsible for its startling emotional impact, "Soul of Spain." The origin of this song was the late Sidney Bechet, and the lilting trumpet phrases and other brilliant top sellers were scored by Monty Kelly.

Monty is no newcomer to the world of orchestral soul and fireworks. His background in music started as a trumpet player going through the playing musicians' best grammar schools—nightclubs, ballrooms theaters and staff band radio work. He left CBS in San Francisco to join the Paul Whiteman band as first trumpet and arranger. After a stint in the Army Orchestral Band with the late Sidney Bechet, he joined the Bob Hope show as assistant musical director and arranged for all the top guest personalities—Bing Crosby, Jimmy Durante, Tony Martin and scores of others. In the early 1950s, Monty moved to New York as a free-lance arranger and worked at NBC. His first hit recording with label credits was with Al Martino's "Come along, Juanita." He then followed up with his own hit instrumental "Tropicana" and "Three O'Clock in the Morning." The album of the early days of Monty Kelly Orchestra contains many of the finest "soul" orchestrations and composers in the world. Byrd Germe, Bob Manning and Armando G. Pimentel wrote no small measure of their success to Monty.

His appetite for musical curiosity and complete devotion to the type of music Monty Kelly likes. He carefully siphons out the authentic colors regardless of the bag—Spanish, Israeli, jazz or psychedelia. He never loses the spell of grandeur as he analyzes the actual scores. Monty then discloses the album flavor in the identification of the idiom he is writing for. A prolific composer in his own right, Monty is a BMI writer with hundreds of his compositions recorded, among which are close to 1,000 recorded by 101 STRINGS.

Monty is currently devoting some of his three new albums for the orchestra. He will not divulge their contents, but it is certain he's got something cooking.
101 SALUTES from IVY HILL LITHOGRAPH CORP. to 101 STRINGS on their 10th. Anniversary

on the 10th ANNIVERSARY of 101 Strings presents the AUDIO SPECTRUM line

Music Value of the Year!
Now your customers can enjoy this world-famous music on Ampex Open Reel Stereo Tapes!
They'll choose from a vast selection of popular, classical, semi-classical, show tunes, mood music, folk music, marches, all brilliantly reproduced on Ampex quality open reel stereo tapes to assure listening pleasure without compare.
Now priced at only $4.95 (Double play albums $8.95)

AMPEx STEREO TAPeS • 2201 Lunt Ave., Elk Grove Village, Ill. 60007
SEPTEMBER 9, 1967, BILLBOARD
CATALOG OF 76 OUTSTANDING ALBUMS
PROFIT PACKED
AT $1.89 suggested list

Romance and Nostalgia of Stephen Foster 5000
Romantic Sparkle of Victor Herbert 5001
Brilliant Sound—John Philip Sousa/George M. Cohan 5002
Loved Songs of Rudolf Friml and Sigmund Romberg 5003
Memory Lane With Jerome Kern and Vincent Youman 5004

The World's Great Standards 5020
Pops Concert Favorites 5021
Hit American Waltzes 5022
Mood Vienna 5023
Soul of the Gypsies 5024
Opera Without Words 5025
The Quiet Hours 5026

Dining and Dreaming 5034
Million Sellers of the 30's 5035
Million Sellers of the 40's 5036
Million Sellers of the 50's 5037
Million Sellers of the 60's 5038
Hits From My Fair Lady 5039
Music From Doctor Zhivago 5040

Soul of the Blues 5048
Soul of Russia 5049
Spanish Eyes 5051
Soul of Spain—Vol. 2 5052
Fiesta Espanola 5053
Concertos for Lovers 5054

London by Night 5062
Magic Island 5063
101 Strings Play for Gals 5064
Memories of Europe 5065
Music From Doctor Zhivago 5066

London by Night 5062
Magic Island 5063
101 Strings Play for Gals 5064
Memories of Europe 5065
Music From Doctor Zhivago 5066

The Sound of Magnificence
We're Proud To Provide Music for
The World's Most Popular Orchestra!

101 Strings

Congratulations On Your 10th Anniversary

CANADA—ARC SOUND LTD.—CANADA
WE ARE PROUD TO HAVE REPRESENTED

101 Strings

IN CANADA SINCE OUR INCEPTION IN 1958,
AND LOOK FORWARD TO MANY MORE YEARS
OF SUCCESS WITH 101 STRINGS.

OUR SINCERE THANKS TO AI SHERMAN AND DAVE MILLER
FOR THE CONTINUING DEVELOPMENT
OF THIS TREMENDOUS PRODUCT.

ARC SOUND LTD., 20 CRANFIELD RD., TORONTO 16, ONTARIO
PHIL G. ANDERSON—PRES. BILL GILLILAND—VICE-PRES.
Best Wishes on 10th Anniversary

It will be our pleasure to deliver to you 6 million First Quality, Pure Vinyl, “101 Strings” Album Pressings This Year

The West Coast’s Leading Quality Independent Record Manufacturer

H. V. WADDELL COMPANY

231 West Olive Avenue
Burbank, California 91502
(area code 213) Victoria 9-6501
In Celebration of

101 Strings

10th Anniversary

Invites all good music stations to write for a special 5 LP locked groove all occasion library selector set of songs featuring 101 Strings.

Please enclose $2.00 in check to cover postage and handling. Offer ends October 31, 1967.

CHESDEL MUSIC CO., 20 TANNER ST., HADDONFIELD, N.J.

Congratulations on
10th Anniversary of

101 Strings

and on their many more successes ahead!

T. K. WHANG & COMPANY
1331-2 Prince's Building
Hong Kong, B.C.C.
Dear Al:

I hope we never lose the pieces.

Regards,

"El"
AN ANNIVERSARY SALUTE TO

101 Strings

WE ARE PROUD OF OUR ASSOCIATION WITH THIS ORCHESTRA AND WITH BUDGET SOUND INC.

ASTOR

ASTOR ELECTRONICS PTY. LTD.

Astor House
161 Sturt Street, South Melbourne, Australia

PROSPERIDAD Y FELICIDADES

101 Strings

EN SU DECIMO ANIVERSARIO

Nuestros Mejores Deseos Por Un Exito Completo

ORFEON-VIDEOVOX, S.A.

ALCE BLANCO y CALLE 8,
NAUCALPAN DE JUAREZ,
ESTADO DE MEXICO
MEXICO

CONGRATULATIONS ON YOUR 10TH ANNIVERSARY

Color Separations
Specializing in Record Jacket Covers

ALFRED S. JOHNSON, INC.
1130 MONTEREY PASS ROAD
MONTEREY PARK, CALIFORNIA
PHONE: (213) AN 8-9144

For people with 1.89, the best on the market – Ten Years of the Sound of Magnificence.

CONGRATULATIONS to

"Ike" Eichenhorst
Lotasso
1634 Wakefield Dr.
Houston, Texas 77018
(213) 6-6325

Congratulations,

101 Strings

from your Central Ohio Distributor:

Buckeye Enterprises
5 E. Main St.
Springfield, Ohio
(513) 325-3081

SEPTEMBER 9, 1967, BILLBOARD
CONGRATULATIONS
FROM SPAIN
FOR THESE SUCCESSFUL TEN YEARS

...AND WE HOPE TO SEE "SOON" YOUR

10th Anniversary

vogue
productions internationales phonographiques

Meilleurs voeux pour le 10ème anniversaire de l'orchestre "101 violons".

Nous sommes très heureux que cet orchestre a évoqué une telle réussite et, en conséquence, nous attendons le 20ème anniversaire, ainsi que la vente de cent millions de disques.

September 9, 1967, billboard
The "101 Strings" Orchestra from its inception, and complete acceptance by the good music buyers of America, has always played a dominant role in the budget album market. The record merchandisers of America have been very much aware of the tremendous sales impact of the Orchestra and have featured the "101 Strings" Orchestra throughout its 10-year existence, because of this high impact sales history.

The original sales tag on the "101 Strings" album was at the stereo price of $2.98. The tremendous sales of the Orchestra's "Soul of Spain" made history in the $2.98 price category. In the years that followed the competitiveness of the budget market and tight money operations slowly forced the price of the "101 Strings" Orchestra down to the level of the competing budget labels. During all of this period the public, the dealers, the distributors, the record merchandisers—all agreed that the "101 Strings" were being under priced. "Raise the price!" was the general hue and cry. Long before the Miller International Co. was purchased by Budget Sound, Inc., it was decided that the "101 Strings" catalog must be elevated to the $2.00 category. In September of 1965, Budget Sound, Inc., purchased the Miller International name and catalogs and immediately entered into a planned period of "operation upgrade"—the decision was to dry up the "101 Strings" market so that we could elevate the price to the level at which it always belonged. For a period of six to eight months there were practically no "101 Strings" albums sold. All of the "101 Strings" releases plus a choice selection of new and magnificent recordings were then released on the "ALSHIRE" label with a suggested list price in the $2.00 price field. The resulting sales have proved the decision to upgrade was the right course to follow. The success of ALSHIRE "101 Strings" has proven the profit-wise record merchandiser to be right again. They demanded the increase. We have insisted on a one-price policy to our customers. Our generous advertising policy has given us newspaper coverage in every part of the nation. The results speak for the Orchestra. Over 50 million "101 Strings" albums sold in the United States and in the foreign countries of the world! Truly, the "101 Strings" is the greatest selling large orchestrated string orchestra in the world.

With the rise of the monaural album price to the stereo album level, by the industry in general, the two dollar ($2.00) price category, ON QUALITY PRODUCT, now takes on an important and significant role.

It is our feeling that the ALSHIRE label featuring the "101 Strings," and other large recorded orchestras, NOW becomes an even more important item for the record merchandiser of America. The price gap between the $2.00 item and the regular priced item is now significant—$3.00! We do not feel it will be necessary for you to sale price the "101 Strings" as drastically as you have in the past. Your profit on ALSHIRE albums should now be much higher than the percentage of profit on regular merchandise.

Record merchandisers throughout the country share our opinion—ALSHIRE NOW demands more attention. We ask you to re-evaluate your general plan of merchandising. Give ALSHIRE a regular bin on your displays. Feature the "101 Strings" prominently. ALSHIRE can make money for you 52 weeks of the year.

It will be our aim during the coming months to help the record merchandisers of America to make more money—bigger profits—with the quality product in the $2.00 field—"101 Strings." We will have advertising dollars to spend with you—merchandising plans to help you realize the most profit from the dollars we spend, and as usual, all of our product will be sold on a 100% exchange basis. Millions of "101 Strings" followers—record buyers—confirm the demand that you stock in depth, and constantly, 12 months of the year, the world's greatest recording orchestra.

Al Sherman
President
Budget Sound, Inc.
Record Sales Company

SEPTEMBER 9, 1967, BILLBOARD
THE THINGS I LOVE...
Jon Hassell, Columbia CL 2703 (Ms) CS 9033 (S)
(305-02795-3; 330-09295-3)

ODE TO BILLIE JOE
Bobbe Gentry, Capitol T 2830 (Ms) ST 2830 (S)
(300-02850-3; 330-02850-3)

TIME ALONE WILL TELL...
Jerry Vale, Columbia CL 2854 (Ms) CS 9443 (S)
(350-02845-3; 330-02845-3)

CAPT. BEEFHEART & HIS MAGIC BAND (SAFE AS MILK)
Buddah BOM 1001 (Ms) BS 1001 (S)
(329-00217-3; 330-02217-3)

I'MMovIN' ON
Jenny Smith, Blue Note BLP 4252 (Ms) BS 4252 (S)
(330-01555-3; 320-01555-3)

WINDOWS OF THE WORLD
Diogene Warner, Stephen SRM 563 (Ms) SP5 563 (S)
(855-01565-3; 855-01565-3)

BLUES THEME
David Allan & the Arrows, Tower T 5070 (M); OT 5070 (S)
(975-00270-3; 975-00270-3)

ONE NATION UNDERGROUND
Parches Before, ESP Disk ESP 1034 (Ms) ESP 1034 (S)
(468-10525-4; 468-10525-4)

LONELY HARPSCHORD ON A RAINY NIGHT
Jonathan Knight, Viva V 9070 (Ms) V 9070 (S)
(907-00609-3; 907-00609-3)

IT'S JUST A MATTER OF TIME...
The Kii Kats, Jonie LPM 3027 (Ms) LPS 3027 (S)
(380-02609-3; 380-02609-3)

FROM ITALY
BELDISC ITALIANA SALUTES

101 Strings

ALBUM REVIEW POLICY
Every album sent to Billboard for review is heard by Bill-
board's Review Panel, and its sales potential is rated
within its category of music. Full reviews are presented
for Spotlight Picks or Special Martin Picks, and all other
LP's are listed under their respective categories.
Good Time Singers
G-T-S
High Flyin' Bird
IA-101

Let Me Touch You
Electric String Band
E-S-B
IA-102

September 9, 1967, Billboard
ATCO

DARRELL BAKER—Darell Baker Is Here, Vol. 4, BIRK 706

JIMMY JAMES AND THE VAGABANDS—The New Album, VANILLA 9008—2324, 10 35-2544

ATLANTIC

THE RAGING BONE—Five On Me, ATL 903, 706

AUDI FIDELITY

ALAN BURKE—He Need Not Sing, JAL 706

GEORGE JUDEL—Jude It Kelp, JEP, 706, 10 17696

AUDI GOSPEL

CARRIE JONES—I Must Tell Jesus, 10 14076-14077

BAND BOX

RONNIE WHITE—The Songs and Flows of Ronnie White, VOL 2003

BANG

VAN MORRISON—Astral Weeks, ATL 706, RLP 706

CRAEMMON

HOMMAGE: The Caesars/G. J. McDermott & Cyril Connolly, DRA 3226, 10 32235

CAPITOL

ROYAL PHILHARMONIC ORCHESTRA—Poetry and Passion, 706

COLUMBIA

CHAYE ALTSCHUL—Jewish Folk Songs, 706

CHARLIE CHAPLIN—Chaplin's British Byline, 706

THE CLANCY BROTHERS/TOMMY MAKEM—In Concert, 706

CLARENCE FISHER—Good For Rainy Day Weather, 706

MEL STREETER—Queer New View, 706

JIMMIE DAVIS—Heaven Knows, Now!, DRA 3209, 706

New Album Releases

THE STAATEN BROTHERS—The Hit Hit; CT 812, 10 31178

TREMA—The Meaning New Voice From Brazil; CLO 704, 706

ROSSROADS

FRANK, PAGANINI, & GIDEON—The Six Giddens, 10 20070-2007A

PRIMAVERA/STRIEGEL'S 5-PIECE PHILAR

HOMMAGE/DOCTORS—The People Praise; CLO 706, 10 31547-1548

HOMMAGE/DOCTORS—Choral Quartz; CLO 706, 10 31547

CUSTOM FIDELITY

STEVE MANN—Straight Life; CFS 1057

ICY

COMMUNITY YOUTH ENSEMBLE—How Big Is It, 0102

DERBY TOWN

DON RING/BILL HARRIS & THE TENNESSEE CRF/PAPPSY—Yellow Paper, 5017

RABBIT, BERNARD M. (guiar), LEW BERNARD RABIN (bass), J. NOBLEMGRAD (drums), CFS 1018

SCOTTSDALE/DOCTORS—Makeover/Move Back On (vocal); 10 31612

SCOTTSDALE/DOCTORS—Summer/Bleed; 10 3263

DUKE

THE BEST OF JUNIOR PARKER: 7060936

VARIOUS ARTISTS—The Same America, 7060936

EPIC

COLE PORTER—Happiness (Hit); 10 3127371

EVEREST

SOUTHAMPTON SYMPHONY NO. 12—Music By Olivia Montreal; ERT 5105

HELIODOR

THE BAND FROM THE OLD ORG: Various Artists; 02504, 02505

(Continued on page 50)

UNDER THE STREET LAMP . . .

EXILE, COLUMBIA 704 (Hamburg/Stockbridge, M.N.) (Houston)

BELIEVE IN ME BABY

JIMMY JAMER, 20th Century Fox 6608 (Las Vegas/Cath, M.N.)

RUNAWAY . . .

DOLPH SHANNON, Liberty 50999 (Shannon/Red) (Boston)

From the Music Capitals of the World

AMSTERDAM

Bovema is releasing a series of 24 concert albums featuring top names like Adamo, Gilbert Becaud, Edith trucks, Scottie Smiley. Nat King Cole, Vera Lynn, Dean Martin and Frank Sinatra. The company believes that this large number of releases will help it to dominate the market for albums in the Netherlands and abroad.

The new releases include a series of albums featuring international artists, such as the American singer-songwriter, Paul McCartney, and the Dutch singer, Harry Belafonte. The series also features albums by classical music artists, including the pianist, Van Cliburn, and the conductor, Leopold Stowkowski.

Bovema's goal is to become the leading company in the Dutch music market, and to expand its presence in other European countries. The company has already established a strong market position in the Netherlands, and is now looking to expand its reach in other countries, including Germany and the United Kingdom.

To achieve this, Bovema is investing in promotion and marketing, and is working closely with local record stores and music distributors. The company is also focusing on creating a strong brand identity, with a focus on quality and innovation.

In conclusion, Bovema's expansion into the international market is a strategic move, and is likely to result in increased sales and market share for the company. The company's commitment to quality and innovation is likely to attract a wide range of customers, and will help it to stay ahead of the competition.
Rezoning OK Stirs Trade
To New Boom in Nashville

*Continued from page 1*

Building already has started or is about to start on three fronts. Hubert Long, one of the earliest tenants of music row, has acquired two pieces of property on McGavock Street, just off 16th, where he will expand his Moss-Ross publishing firm and Hubert Long talent agency. He currently owns a building

facing the "row," and this will give him "L-shaped ownership of property around Columbia Studios.

"My current thinking is to put Moss-Ross into the new building," Long said, "and expand in all directions." He said he is currently having separate departments set up, along with his handle booklets for television, movies, concerts, fair dates and other personal appearances. "I may build a small recording studio, too," Long added, "because growth calls for a complete operation." He now is looking for "additional tenants" because he believes "Nashville has every reason to increase its surface in music expansion." In the same block, the "812" Building, which now houses Epic Records, Audrey Williams Enterprises, Exit Studios and other firms, has been sold by Pas Enterprises, headed by Joe Scoggin, and is also has bought adjoining property.

New Constructure

"I plan to add 6,000 square feet of rear construction to the front of this building and spread over one of the adjacent lots," Scoggin said. "I'm currently talking to a major recording studio about taking a portion of the property." In addition to the existing occupants, restaurants, a hair salon, a bank, a hotel and a nightclub, the Columbia Studios, will feature "Nashville Sound" music utilizing not only local talent, but that of "out-of-town" artists when such acts appear on the record. With 240 feet front of space, the structure will replace three existing old buildings, disconnecting such firms as X-Ark Records, Goldfront Recording, Golden Standard Records, and a few publishing companies. The new construction will contain a press club, a facility for the radio, television and press club, of music in the radio, television and press fra

tera, who will have the opportunity to review new talent. It also will contain a game room, library and club room. It was reported that MGM's Jim Vienneau also was negotiating for a similar structure in the neighborhood. He was in New York this week to conclude with company officials.

It is expected that property held by Mr. Long near the Country Music Hall of Fame and Museum, will be built upon. Options have been obtained for this structure is heightened by Smith's recent purchase of Boone Records and his agency and publishing holdings. Land also is standing vacant, awaiting tenants for the proposed Music City Building, a multi-story, six-million-dollar structure in the newly zoned commercial area south of what now constitutes Music Row.

It's known, too, that at least one recording company, now functioning in the Nashville suburbs, is negotiating for 16th Avenue space, which would include a recording studio complex.

September 28, 1967

Nashville votes Sept. 28 on a referendum to legalize liquor by the drink, and an affirmative vote would set off a chain reaction of expansion in many fields. The large motel chain already have announced construction plans for ultra-modern facilities in anticipation of liquor approval. There is considerable doubt, however, since the "drys" in Memphis recently voted the legalized liquor by a margin of some 10,000 votes.

Jack Stapp, president of Tree Publishing, will oversee the new building still in the planning stages to be completed this fall on both 16th and 17th Avenues.

Under the proposed zoning changes, the music row area can include such businesses as hotels and motels, studios, auditions and even au
dipticoteauons establishments, a post office, a one-story offices, a food store (over 5,000 square feet), a radio station, parking lots, medical and dental offices, print shops and duplicating services, and limited dry cleaning and laundry facilities.

RCA, Chart
Enter a Deal

NASHVILLE — RCA Victor will press our new album for the Chart label.

The announcement was made by Slim Williams, co-owner of Chart, following negotiations between representatives of the two firms. Steve Sholes, division president, represented RCA Victor, while Williams was joined by Ott Stephens his panic in Chart.

"Chatt had simply grown to the point where we either had to expand our operation or look to a major label for assistance," Williams said.

The RCA co-owners will coordinate their activities through RCA Victor's Fulton Jarvis in Nashville and will continue to handle all sessions and set releases. Under the arrangements, continues all artist contracts and all masters. RCA Victor will handle manufacturing, promotion and distribution only, on a world-wide basis.

Chart, began in March 1964, has had a string of successes. It had been on the charts with such artists as Lynn Anderson, Jerry Lee and Janie Dee Trimm. Other major artists are Jim Nolen, Doug Kershaw, Phil Crisp, Ina Love, Bob Luman, Miss Jubilee and Gene Hood.

Williams and Stephens also own two publishing companies and two Georgia radio stations.

PORTER WAGONER AND W. E. CMCYKS MODELL (standing) announce a change in the female feature artist of the Porter Wagoner TV show this fall. Emily Jean (left), who is leaving the show after seven years, is Dolly Parton, who will also join the Porter Wagoner road show. (See story.)

Country Gals Regaining Favor With Diskeries

NASHVILLE—Female country singers are in favor again. Labels are signing them at an unusual rate, with Columbia leading the way. At least one label has signed its first girl artist in several years. Only RCA Victor, among the major labels, is bucking the trend, but this company is firm with established female singers such as Skeeter Davis, Lorraine Mann, Norma Jean and Dottie West.

Decca has added Harriet Worth and a new talent named Donna Donn to its roster. Miss Donn cut her first album last week.

Capitol's Ken Nelson has signed Pat Lewis on the West Coast, and she will do her recording in Nashville. Keith Heron of Capitol signed Rita Faye. Epic, which had success with Tammy Wynette, has signed Lucille St. Martin Brown was signed by Dolli, while London signed the sister team of Bobbie and Dee Dee. Kapp, which had not signed a female for at least three years, has Becky Bluefield on its roster now.

Columbia's Bob Johnston and Frank Jones have gone all out in the drive to sign more female acts. Among those signed are Suzan Dennis, Dawn Glass, Diane Jordan, Judy Lynn (who also recently changed labels from on Sanders, Jeanne Steele, Kathie Taylor, Arlene Hardin, and Smith, Jane Stevens and a few more whose names have not yet been announced. Columbia now has 16 girl country singers working out of the Nashville studio.

WRCP Joining Mod
Country Playwagen

PHILADELPHIA — Eugene McCurdy, general manager of WRCP, announced that the 50,000 watt Craft Station join the growing list of radio stations programming a "mod
era" country and western format. The changeover was effective Thursday (7).

Modern country which relies to a large extent on the broad spectrum of modern music emanating from Nashville, is the most rapidly developing sound in radio programming today, said McCurdy. WRCP intends to provide the desirable listening to vast numbers of Philadelphia music listeners presently not served by any existing radio format.

The programming will be under the supervision of John Mazer, program director, who most recently was with WOR in Rochester, N. Y., where he served in a similar capacity. Mazer introduced the modern Country and Western sound to WNYR in August 1965, and under his program direction the station has become one of the leading Country and Western Stations in the East.
Nashville Scene

Deca has just released its first Jimmy Dickens single, "Daddy and the Wind," b/w a typical Dickens novelty, "They're Gonna Have Me Committed." Produced by Owen Bradley, it marked the end of the singer's long career with Columbia and the start of one on Decca.

Roy Clark finished the busiest fair season of his career and now is playing a month-long engagement at Harrah's in Lake Tahoe with Kay Starr. 

The recording artist Johnnie Wright has removed his base of operations to Nashville. ...Tea Williams, leading Dionne artist, is off on a five-week tour of Europe.

Alma Thomas has a series of one-nighters on the East Coast during September. ...Happy Shannon's Show signed as the feature event of the Tyler East Texas Fair Sept. 20. He will be joined by Ray Fairley, Eddy McCaffey and Salli Parson and Carolyn Bue. ...Denver's Brother Emmet, has singing a contract with Jerry Rivers to publish a book on the life of Hank Williams.

Hubert Long's talent has extensive overseas bookings in the weeks and months ahead. They include Tommy Wynette, Jim Ed Brown, Melba Montgomery, Charlie Walker, Ferlin Husky, Leroy van Dyke and Wilma Burgess. Local radio personality Noel Hall hospitalized for a series of tests.

Charlie Walker, when he made his move to Nashville, gave up plans to run for the State Legislature in Texas. He had strong chances to win the House seat.

Stephen king releases a country single, and three days later 46 radio stations in all parts of the country had it charted. The song, "Hez We Go Again," by Vingil Warner and Son Jack Holman. Two days later it was being played by another 30 stations. ...Joe Wright has booked Claude Gray, Leon Ashley, Margie Singleton, Bill Wilburn and Kathy Morris into the Nashville Lounge in New York this fall. ...The new Hugh X. Lewis album, Just a Prayer Away, is being wrapped up and soon will be ready to go on the Kapp label. ...The Bradley Barn was the scene of Nashville's first wedding in a recording studio. The participants were Imperial artist/writer Larry Butler and Fields LaBroite. The formal wedding at the rustic barn had music by Bill Parnell, Joe Creachfield and the Town and Country Slaggers. Ubbers included Tree Music executive Buddy Killen, United artist exec director Bob Montgomery, and publisher Hebet Long. Background music for the reception was from the bride-groom's new Imperial album, Take Me.

ABC's Bill Lowery came to town to do sessions with Jimmy Dempsy, Curley Putman and Fred Boyd. Putman recorded an album and single, and they're all songs which he wrote. Ray Price has signed with a new manager out of New York. ...Mac Curtis, program director at WPLO and Epic artist, has his first release on that label due out this month.

RCA Victor's Bob Holt has been transferred to Atlantic from Nashville, where he will do the promotion work with radio stations and work with Sam Wallace on distribution. Wally Cochran leaves the Atlanta office to replace Holt in Nashville, where he will call on distributors throughout the region. ...Records have been set at fair dates by Johnny Cash, Jimmy Dickens, Conway Twitty, the Stables Brothers, Carl and Pearl Butler, Mama and Papa and the Carters, Johnny Darrell and Jimmy Newman.
2 Surefire winners from DECCA

The Hottest Brand in Country!

LORETTA LYNN
sings
WHAT KIND OF A GIRL DO YOU THINK I AM?
32184

THE WILBURN BROTHERS
sings
GOODY, GOODY GUMDROP c/w YOU'RE STANDING IN MY WAY
32169

Direction:
Smiley Wilson, Wil-Helm Agency
801 16th Ave., South
Nashville, Tennessee
TO SALES WITH LULU! "TO SIR WITH LOVE" LULU
A fantastic new hit single from the film that's smashing box-office records all over the country.

Produced by Mickie Most

(Continued from page 45)
Bring 'em back alive!

The authentic up-to-the-minute excitement. The timeless cultural heritage. We captured all the sounds of ABC-TV's precedent shattering, 4 hour presentation September 10th at 7 P.M.

AFRICA

on 2 dazzling albums. To play and replay on MGM and Verve/Forecast Records.
VIEW FROM THE TOP OF THE CHARTS
(as reported in Billboard, September 2)

NO. 1 POP SINGLE RECORD
"Ode To Billie Joe," Bobbie Gentry
CAPITOL 5950

NO. 1 POP ALBUM
"Sgt. Pepper's Lonely Hearts Club Band," The Beatles
CAPITOL SMAS 2653

NO. 1 C&W SINGLE RECORD
"Branded Man," Merle Haggard
CAPITOL 5931

NO. 1 C&W ALBUM
"It's Such A Pretty World Today," Wynn Stewart
CAPITOL ST2737

NO. 1 CLASSICAL ALBUM
"West Meets East," Yehudi Menuhin/Ravi Shankar
ANGEL S36418

NO. 1 LOW-PRICED CLASSICAL ALBUM
Arturo Toscanini Conducts Beethoven Symphonies Nos. 1, 4 & 6
SERAPHIM IC6015

Never before in record-industry history has one company achieved #1 ranking in six different chart-categories simultaneously.

www.americanradiohistory.com
**TOP LP's - Continued from page 24**

161. 154 • HUGH MASEKELA - Unique
162. 152 • DYNAMIC BUDS - Country Town
163. 150 • BYRDING & THE EOLES - A Date With The World
164. 148 • ERIC BURDON & THE ANIMALS, Vol. II
165. 146 • BY REQUEST - Joined At The Hip
166. 144 • OUTSIDERS - Holland
167. 142 • JOHNNY'S WEST - Today
168. 140 • THE DYNAMIC L.P.'s - The More You Love
169. 138 • MELINDA WITNESS - For All The Years
170. 136 • SPANKY & OUR GANG - That's What
171. 134 • HAMMOND, ANDREW - Tonight
172. 132 • THE KINKS - I'm Not Like Everyone Else
173. 130 • JOHNNY RIVERS' GOLDEN HITS - You Don't Know Me
174. 128 • SUPER PSYCHEDELICS - I Want To Be Known
175. 126 • JIM/HARVEY'S LOVES ME WITH ALL YOUR HEART - The Girl I Love
176. 124 • TRINI LOPEZ - New York, New York
177. 122 • GIMME SOME LOYTH - The Night We Met
178. 120 • SWEET RAIN - We'll Be Together Again
179. 118 • WATCH OUT - The Ballad Of John Riley
180. 116 • UNDERGROUND - I wish You Only Good Luck
181. 114 • GRAND PRIX - Broken Chain
182. 112 • SOUNDS OF SILENCE - The Concert
183. 110 • CHANCES UP - Both Sides Of The Sky

*Indicates Star Performer*

---

**New Album Releases**

- **ROADRUNNER**
- **ROYAL**
- **SERAPHIM**
- **SANDPIPERS**
- **YOUR CREAM a MEETS WILLIAMS' Km.**
- **HITS OF TIME**
- **OUTSIDER'S HAPPENING LIVE!**
- **HITS**
- **STARDAY**
- **STAX**
- **STAX**

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**When Answering Ads... Say You Saw It In Billboard**

**next time you are in Holland....**

---

The Shepherds—one of the many EMI Groups enjoying good sales in Holland.

---

You can check on EMI's claims about global ramifications—about recording and manufacturing facilities in every part of the world—about sales organisations which get into every conceivable outlet—about unique connections with the most active retail establishments everywhere—and about the way EMI artists are promoted here, there and everywhere to give them a truly international stature.

**The EMI Company in Holland is—**

N.V. Verkoop Maatschappij BOYEMA, Bronsweg 49, HEEMSTEDE, Holland. Tel: Haarlem 80750

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**SEPTEMBER 9, 1967, BILLBOARD**

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www.americanradiohistory.com
William B. Williams

will receive the

Ed Wynn Humanitarian Award

at a Dinner in his honor

on behalf of

American Parkinson Disease Association

Sunday Evening, September twenty-fourth

Nineteen hundred and sixty-seven

Six thirty P.M.

at the

New York Hilton

For reservations, write
American Parkinson Disease Association
147 E. 30th St., New York 1622

Black Tie

Covered: Fifty dollars per person
TORONTO — Capitol Records Canada Ltd.'s modern new headquarters at Malton, on the outskirts of Toronto, officially opened Aug. 23 at an opulent gala attended by Elton John, chairman of EMI, making his first visit to the Toronto offices. Executive assistant, W. H. T. Cavendish, who flew in from London for the occasion: Lloyd W. Dunn, vice-president of Capitol Records Canada Ltd., and president of the Canadian company, and Gita Cavendish, wife of W. H. T. Cavendish, flew in from Hollywood for the event.

Some 200 guests attended the official opening of the building, which has been occupied since early June. Guests toured the large building, from the lobby, equipped with costly, floral displays sent by affiliates and suppliers, through the handsomely appointed executive offices, right through to the large and immaculate warehouse-like ground floor. The building employees were stationed at the exit and entrance doors, hugging guests with-hourly and explaining the function of the various departments that are located in the seven stories, including the general office area, cleared to make room for a bar and an elaborate hot and cold buffet.

Introduced by executive vice-president and managing director of the Canadian company, G. Edward Leston, Lloyd Dunn referred to Canada's place as the sixth most important record factory in the world, and said he was proud of Capitol's role in the growth of the record business in Canada. Dunn briefly the development and growth of the company and made special mention of its encouragement of Canadian talent and the importance of Canadian artists. He said records by Canadian artists would find the same worldwide market as records by the company's Americana and British recording artists. Dunn, in his brief address, also referred to Canada's place in the music industry of the world, according to Billboard, and said that the opportunity for record distribution in Canada is exceeded that of any place in the world. Referring to the new building, Dunn recalled the opening of the Capitol Tower in Hollywood, saying that as he escorted Frank Sinatra through the new offices, Sinatra ground his cigar butt into the carpet, and Dunn, who had warned, said "somebody has to be the first to do it, and it might as well be me."

C. M. Murray, deputy-raid of entertainment, also spoke briefly, welcoming Capito- tol to the fastest-growing area in Toronto.

Thanking the special guests, Leston said that Capitol's growth in Canada and its new building would not have been possible without the tremendous work of its executives, and he introduced Taylor Campbell, vice-president and director of sales: Brian D. Goehe, controller and treasurer; Paul White, director of subsidiary; Harold Burch, director of personnel; W. H. T. Cavendish, managing director, and Gerd Edwards, national advertising manager; Lloyd Field, personnel manager, and Allan Black, general manager of the firm.

Following the open house, a dinner was held at the Con- tinentai Hotel, attended by executives, at which Sir Joseph and Dunn were the chief guests.

Dunn is one of the "luminaries" from Capitol's house of stars, and his presence, together with the firm's general manager, who is a former executive of Capitol Records (Canada) Ltd., whose Pickwick product is distributed in Canada by Capitol, executives of other Canadian record companies, delegates from RCA Victor Record division and A. R. Chislett, vice-president and manager of the Compo Co., key record dealers, music publishers, representatives from radio and TV, Capito- tol artists, suppliers, the architects, town councilors, and others.

Alan Livingston, president of Capitol, who could not be present sent a telegram of congratulations, as did distributors and other associations from across Canada.

The following evening a "family" open house was held for some 250 Capitol employees and their families, at the building, enjoying a buffet, with hot dogs, for the children, and each child was given a children's record. A "family" record was to be obtained by the manager of the Capitol Shopping Service, and Weinstein Travis.

Among the guests were Cy Leslie, president of Pickwick International, New York, whose Pickwick product is distributed in Canada by Capitol, executives of other Canadian record companies, delegates from RCA Victor Record division and A. R. Chislett, vice-president and manager of the Compo Co., key record dealers, music publishers, representatives from radio and TV, Capitol artists, suppliers, the architects, town councilors, and others.

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Intel! Disks Making Sales Inroads in Greece

BY MIKE HENNESSEY

ATHENS—Although 75-80 per cent of the records sold in Greece are of local origin, there are signs that international repertoire is gaining ground, particularly with teen-agers in Athens and Salonika.

While local labels offer only about 200,000 records, with only about 100,000 sold, the leading record sellers report sales of only 15,000 records with sales of records released by the major international labels. Military broadcasting station in Athens is also a factor affecting record sales.

Some of the most popular international groups are the Beatles, Herman's Hermits, The Shadows, The Rolling Stones, the Beach Boys, the Animals, the Kinks, the Monkees, the Hollies, the Mamas and the Papas and the Seekers.

The category of solo artists, the Charlatans, is also one of the most popular, in particular Adamo, Charles Aznavour, Pete's Clark, Enrico Macias, Sergio Endrino, the Cubano, Adriano Celentano. The biggest-selling American artists are Frank Sinatra and Elvis Presley.

Classical music sales are very low, and for the most part, are accounted for by imported albums. Recorded music from state broadcasting stations is divided into four categories. First there is light music of which there is a festival each year at Thessaloniki in September.

Secondly, and most important, is the popular music of the country, the laika, of which typical examples are Radio stations "Never on Sunday" and Theodorakis "Zorba the Greek.

There are no groups featuring this repertoire but only solo artists of whom the most important are Kostas Papoutsos, Andover, and Xanthopoulos.

In this category is composed of equal importance by Stravos, the big collector with a very big impact in the market over the last three years.

The third category of Greek music is the oriental folk music which is the most popular in the provinces and among the working class population. Both this type of music and the laika make prodigious use of the bouzouki.

Finally there is the traditional Greek folk music which varies from region to region.

Among the leading artists in the popular category is Zorba Kourkoulis who records for CBS and Pan Velo, while another, called the "Zorba" appears with success at a number of international festivals, including Sopot in Poland and Barcelona and Moscow in Spain. Also popular in Greece's laika is Cacatzi and Cleo Danardou.

CBS (CBS-Paxov) is another successful artist who won a first place at Sopot in 1962 and recently toured Germany with French singer Sacha Distel.

Until three years ago local beat groups were virtually unknown, but in 1964 the Music Box record company, both independents and Pan Artists, released its first LP, "Epilogs", and "Expo A Tha Kosmos" ("Out of This World").

Yankee-Style Sales Parleys Becoming Conventional in U.K.

By GRAEME ANDREWS

LONDON — The annual sales convention, once considered the exclusive province of the American record companies, is now being adopted by the British majors.

The British majors boost their sales staff's morale and their efforts to sell in the present climate of retail trade with these annual meetings. And 1967 has arrived at the sales convention schedule with the 21st annual convention, sponsored by Decca Records in September.

The annual convention in September is expected to witness is biggest run of conventions with EMI, Warner Bros, Pye, and Decca records all offering their own product with a maximum of trumpet blowing.

This heavy schedule of sales meetings also sees two major conventions being staged in one week, one of the major conventions will be the eighth to be staged by the company, and the other will be a traditional of the British majors offering a series of sales conventions. The decision by Warner-Reprie to move their annual "Reach a Tune in" convention in London for its European licensees marks a major precedent for other European licensees to launch their own product in the British market, and in that way, Mike Maltiadis, Mo Ostin, and Bobbing Reprie brass for his part in the sales drive. The Warner-Reprie convention has been carefully timing, the event by the release of the new "Reach a Tune in studio recordings.

Another British's biggest convention is the annual "Reach a Tune in" convention in London, and the "Reach a Tune in" convention in London is a great opportunity for the company, and all the brands, to show their wares.

(Continued on page 80)

Phonogram, Polydor & Bovema Offer Special Subscriptions

AMSTERDAM — Three Dutch record companies — Phonogram, Polydor and Bovema — have programmed important subscription offers for the coming months, with the "pay while you play" terms on their subscription sets.

Phonogram's full release program was outlined to Dutch dealers at the 11th Disc Dealer Seminar at the Amsterdam RAI Congress Hall on Sept. 4. Phonogram's program is modeled on a per share of the Dutch market, introduced its full program in the morning and during the afternoon organized a special subscription meeting for dealers in which and useful aids of presentation and distribution information for Phonogram was outlined.

In the subscription field, Phonogram is offering six sets of records at considerable discount prices, and with only terms facilitated if required. Each subscriber will receive a free EP record of recent special, which is offered in directness by Elena Sutilo.

The Phonogram phonogram subscription program consists of five subscription sets (Philips) of the eight symphonies of Schubert and the Italian overtures by the Staatkappelle Dresden conducted by Savallh, a four-record set with Arthur Grumiaux as the soloist in the violin concertos of Tchaikovsky, Mendelssohn, Beethoven, Brahms, Bach, and Debussy; and the Concerto No. 1, No. 2 and No. 3 for the Concerto No. 1 and 2, the Concerto No. 3 and 4, the Concerto No. 5, and the Concerto No. 6 for the Concerto No. 1 and 2, the Concerto No. 3 and 4, and the Concerto No. 5, all conducted by William Smetzegel (Philip)

Polydor is programming five subscription offers, including a Tchaikovsky set with the fourth, fifth and sixth symphonies, and the "Fireworks" overture by Tchaikovsky, all conducted by William Smetzegel (Philips).

Polydor's subscription offers will be supported by a special low-priced promotional album for Polydor dealers to promote a selection of works by Tchaikovsky.

Prices of the various subscription ranges from $25 to $153 and represent a saving of about 30 per cent on the normal prices of the albums.

25 Pop and Lieder P's in Teldec's Five-Star Program

HAMBURG — Telefonkunst-Decou (Teldec) has announced a "five-star" program for 25 pop and Lieder P's for the launch of its new, "five-star" program as having "top stars sing the top music in recordings of unsurpassed technical excellence, and produced in attractive packages with great product kept to the widest possible current market.

Each LP in the series is priced at $4.50.

The producers of the "five-star" program are headed by a new Montmarte LP. It has a wide selection of artists ranging from the "Tussing Girls' Choice in Their Most Beloved Christmas Songs" through a collection of "Sex in Velvet" with Kookie Freeman and His Velvet Sound, the latter LP being billed as intimate dance music.

Hermann Prey and Felice Wirnitzer are featured on the list; other "five-star" attractions are Catarina Valente, Burt Bacharach, Lilo, Laika, Tom Jones and such great art major, "Respect," by Aretha Franklin, and Peter Mueller, and Herry Osterwald.

Teldec's list is not only of the company, but also of the company's product, and offers the entire international repertoire in attractive packing, which "means 100 per cent of the music is new on this label.

The label is keying promotion heavily to the record industry and the market of Canadians available for release in the U.S. in the fall.

"Raphael Tie Same"

MADRID — Luis Calvo, chief of the export department of Hispanov, this week denied reports that Rafael had broken his contract with the company.

In a letter sent to all Hispavov licensees throughout the world, Calvo said that Rafael was still under exclusive, long-term contract to Hispanov which "no one can break legally or legally affect.

Calvo concluded that licensees need have no doubts about Raphael's continuing with Hispanov.

Plugs for 'Dolittle'

LONDON — Leslie Bricusse is in London for 10 days of advance publicity on the 20th Century - Fox Records soundtrack album of "Doctor Dolittle." The album will be released shortly.

S H E P E R D September 9, 1967, BILLBOARD
MUSIC FROM THE ORIGINAL MOTION PICTURE SOUND-TRACK

ENTER LAUGHING

MUSIC BY
QUINCY JONES
LYRICS BY
JIMMY CARTER
VOCALS BY
CARL REINER

COLUMBIA PICTURES Presents
ENTER LAUGHING
Screenplay by MEL CARRER
Distributed by
GLENN WINGERS - JAMES WAY

CAST
WILLIAM - JAMES WAY

ENTER LAUGHING - FROM THE ALBUM
ENTER LAUGHING

HEAR MEL CARTER'S HIT SINGLE FROM THE ALBUM
"ENTER LAUGHING"
55987
Limit on Playbacks Asked By Mexican TV Musicians

MEXICO CITY — A new format to protect musicians on TV programs using only taped playback will be demanded by Justice Ray, general secretary of the Musicians Union in contract talks with the TV network for Oct. 1. Under the terms of the suggested new contract only one playback will be allowed per half hour variety program. During the same program, an 18-member orchestra must be paid full salary, even though it doesn’t work.

The union will also insist that, when music is pre-taped for delayed broadcast, the union members will be paid as though they performed for a different on-air scale.

In the case of presentation of foreign talent on TV show, a similar demand will be presented. Frequently, foreign artists bring their own music tracks to accompany them when singing live. In such cases, the union will demand payments for the "music time on the air," although the minimum 18-member orchestra didn’t work.

PHONODISC, LTD.,’s annual sales meeting at the Inn on the Park in Toronto last month gathered branch managers and sales representatives from coast to coast to hear new product presentations by representatives of the distributor’s U. S. licensors. Present were (left to right, seated) Ken McFarland and Stan Charoen, Toronto; Dave Thompson, credit manager; Bob McDaidney, music director of CHUM Toronto; Barney Kees, vice-president; and Ron Newman, album and tape sales manager, Motown; Detroit; Walter Sokolsky, Winnipeg branch manager; Ken Grayson, Toronto; Jim Corbett, Montreal branch manager; Les Purices, Ltd., head office; Calgary; following Rick Fischuk, Toronto; George Spencer, Maritimes representative; Allen Beach, Vancouver; Frank Weaver, Vancouver branch manager; Doug Byrne, Montreal; Bob Rowland and Ben Miller, Toronto; Hal Ross, national sales manager; Don Kilmore, president; Ted Shapiro, manager; international, Kapp Records; Aubrey Mayhew, president, Little Darlin’ Records; Carl Greenberg, vice-president, international, Audio Fidelity; Leslie Bokor, president, Le-Bo Accessories; Paul Martin, Montreal, and Danny Lachance, Winnipeg.

Finnish Station’s ‘Neutrality’ Policy to Go Through Analysis

By Suomen Yleisradion Ab, the non-commercial Finnish radio station, is planning a detailed analysis of its pop music programs to ensure that certain records or certain record companies are not given preferential exposure.

The move follows complaints from consumers of the music industry that the station’s two hit parade programs are not strictly impartial. Though Mr. Erikki Melikko, head of the light music service, says that the station is "strictly neutral" and that no formal complaints have been received from record companies.

By Suomen Yleisradion has a special light music network which is on the air from 06.00 to 18.00 and from 22.30 to midnight each day. The service was instituted following the introduction of the law banning the popular pirate radio stations. Radio Nord. This station, located in international waters off Stockholm, was well received in the southern half of Finland.

By Suomen Yleisradion’s two most popular programs are Top Eight, a fortnightly broadcast in which no separate judges in Helsinki and some other Finnish cities vote for the top eight of sixteen selected records, and the Index Jury, in which listeners submit their votes by mail for a Top Twelve each week.

A much more intensive pop music policy is pursued by Melody Radio (Savelradio) but there have been criticisms recently that overexposure of pop records may have hindered sales.

Cap. Canada Fete - Continued from page 55

nadian company’s executives in attending the event.

The next day visit to Toronto, Sir Joseph was introduced to the new CBC TV network "Lunchtime Date with Elwood Glover" program, originating from the Canadian National Exhibition and, in addition to the programs at Capriles, visited the various operations of Hawker-Siddeley in Canada, as a director of the parent company in Britain. A highlight of the day was the film at Dunn’s various programs joining the "Blind Club" following a half-hour flight over the city in the Goodyear Blimp with G. E. Leatham, Sir Joseph accompanied Dunn back to Hollywood for meetings there.

Siw Malmkvist’s Huge Impact on Germany Rising

STOCKHOLM — Metronome singer Siw Malmkvist, who is devoting more and more of her time to the color TV spectacular in Berlin (Aug. 26), singing the Swedish version of the European winner "Puppet on a String" ("Spat tegnmen") by special request of her manager, is making an increasingly big impact in Germany where, since last fall, all her TV and radio records have reached the Top Ten.

Miss Malmkvist will return to Berlin this month to promote her latest German titles in her own TV program.

Another Metronome folk singer, Lena Leefgren, is also achieving success in Germany where her record "Dein Herz, das Muss aus Gold Sen" has topped 50,000 sales.

Meanwhile in Stockholm Metronome is launching a big promotion campaign to boost sales of Siw’s records. This week the company released records by Aretha Franklin, the Young Rascals and the Buffalo Springfield.

Reader’s Digest in Spanish Offers Pkg.

MEXICO CITY — "Seleciones de El Reader’s Digest" (Reader’s Digest in Spanish) will offer a 130 special packages in September. "Al Campos de Mia Recuerda" will be 10-EP pack, age to list for $23.80 monaural, $27.80 stereo. Over the 10 records, all pressed at RCA Victor Mexicana, five will be taken from the Reader’s Digest’s "Down Memory Lane," a collection of hits from 1900 to 1967. Of the balance, 25 will be other U. S. record offerings and the rest a special selection of Mexican hits over the years.

Cleffers, Producers Agree on Contract

A new agreement on a new contract was reached between the following company and AMPROFILAS (Mexican Association of Record Producers) for two years starting Aug. 1, calls for a 10 per cent increase in payment to musicians. Musicians now receive $5.20 and hour in Class “B” Class “A” musicians earn $5.65 an hour. Mariachi form a separate group. We count $4 for each band recorded.

VENECE 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:

"VENEZIA NO" (non cambia mina)
Venecia Never Changes —
and
"NIGHT GONDOLA SERENADE"

For dealings and requests of sample records, please apply to:
PEER EDIZIONI MUSICALI srl.
Piazzetta Pattari 2, 1 20122 Milano, Italy
Tel.: 864.058

LAVIN Award: Herb Alpert accepts the Chici Viola Award for the recording of "El Presidente," named the best selling disk of year by a top Brazilian TV station. With Alpert are Nati de Simone, Brazilian consultant in Los Angeles and Debra Frenkell of the Femara publishing group which published the song in Brazil.

LATIN WAY: Herb Alpert accepts the Chici Viola Award for the recording of "El Presidente," named the best selling disk of year by a top Brazilian TV station. With Alpert are Nati de Simone, Brazilian consultant in Los Angeles and Debra Frenkell of the Femara publishing group which published the song in Brazil.
FOR THE FIRST TIME IN LAS VEGAS HISTORY...
From The Music Capitals of the World

• Continued from page 45

marches of Israel, all on the CBS label. . . Nancy Sinatra and Lee Hazlewood's "Jackson" (Reprise), published by United Artists, is making a big impact in all Scandinavian countries. . . "Fiddler on the Roof" is currently being staged in Copenhagen and Decca has released a single of two songs from the show—"This Shy Gag Is a Rink安东尼家. . ."

Koch's Roof" in several U.S. country labels. The latest is the Bee Gees' "(You Should Be) Dancing," with its "Rock 2.89" by Johnny Jay rushed out on Caledon.

Hazlewood's first record in Italian by Astrid Gilberto, Main title is "Tribute to a Brazilian copyright which is the theme of a top TV serial. . . 

Both publishers, Seda and成型罗森尼, will release two Russian-style songs by the Marcello Marchese orchestra—"Theme of the Death of Stalin" and "Letter to a Friend.

MILAN

Master Record Italy managing Max Trovajoli flew to Prague for talks with Artis-Supraphono executives. The Artis disc catalog has been assigned to Phonogram for exploitation in the Netherlands. . . To coincide with the publication of "Twenty Letters a Friend," Svedina Stellan Durum will release two Russian-style songs by the Marcello Marchese orchestra—"Theme of the Death of Stalin" and "Letter to a Friend.

Esper Eriksen

PAUL REVERE

Anounces The Opening of

THE REVERE-RAIDERS

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213; 276-3400

New York

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ity Singers play Brazil (N.Y.) State University on Sept. 22.) The Chieftains, Irish voices, record their first American Night in the Apollo. . . The Magnificent Men played the Mike Douglas TV Show on Thursday. Sunny Skylar of Port-Southern is in New York for four weeks before permanent move to the West Coast at the end of the month. . . Alas Lober is forming an orchestra for a concert date.

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The Carole Warren Diamond has cut Coca-Cola radio spots for McCann-Erickson, Inc.

Yankee-Styled Sales Parleys

• Continued from page 56

a flying start in August with the unveiling of Philips' produc-
tion schedules, a company's annual conference which also brought in Al Ben-
nett and his elaborate plans to promote Liberty under its new Philips distribution deal. . .

The month-end will see yet another major meeting when CBS holds its annual conference which will make use of closed-circuit TV and psycho-
delic lighting for some presentations. In fact, British conventions have been coin-

sented with the same ballyhoo as in the U.S.A. with dancing girls, films and general drum beating—literally at Phillips conference where marketing chief Darcy O'Brien jotted a drum to bang home his message to his salesmen.

Companies are trying to keep back full details of their product schedules, new labels, dealer incentive offers and new product developments in order to create a smash at convention time. With the forthcoming four conventions in one week dealers and other sec-
tors of the trade are having a massive problem in digesting all the new product information.

first record in Italian by Astrid Gilberto, Main title is "Tribute to a Brazilian copyright which is the theme of a top TV serial. . . 

"Seda" Bots by Rockby Robert Root (Durum), a 600,000 seller which topped the charts for several weeks, has been assigned to United Artists for release in the English-speaking countries. Roberts has also released "Sedal." . .

Bobby Solo, who took part in the Swedish spectacular in Berlin (Aug. 25), is currently climbing the charts with "Now C'm On Pinpoint Da Fears."

"Quello Che Hai Fatto a Me" from Durum. Min-

erbi scored a big European success a year ago with his version of "Zorba's Dance" for which he received a silver disk from Philips. . .

Milton and Lee, the Las Vegas restaurant in Copenhagen for Saturday nights.

TIFFFANY RECORDS

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SPECIAL SERVICE for Subscribers in Great Britain and Europe

If you are a subscriber to any of these newspapers:

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• Billboard
• High Fidelity
• High Fidelity / Musical America
• Merchandising Week
• Modern Photography
• Vending

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PAUL REVERE

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213; 276-3400

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• Vending

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TELTTELL LTD.

7 Weblet Street
London W1, England
New Smash Single...

"EXPRESSWAY TO YOUR HEART"

SOUL SURVIVORS

CRIMSON 1010

CRIMSON RECORDS INC.
1005 CHESTNUT ST.
PHILADELPHIA, PA.
MA 7-4635

SOON TO BE RELEASED
ALBUM #502
PRODUCED BY NAT SEGAL
AND THE SOUL SURVIVORS

A GAMBLE - HUFF PRODUCTION

PERSONAL MANAGEMENT
HOWARD MICHAELS
Bala Cynwyd, PA. 19004
215-839-3220

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Country</th>
<th>Week(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
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<td><em>The Sound of Music</em></td>
<td>Rodgers &amp; Hammerstein</td>
<td>RCA Victor</td>
<td>United States</td>
<td>54-57</td>
<td><em>Denotes local origin</em></td>
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<td>2</td>
<td><em>My Fair Lady</em></td>
<td>Alan Jay Lerner &amp; Frederick Loewe</td>
<td>Decca</td>
<td>United States</td>
<td>43-44</td>
<td><em>Denotes local origin</em></td>
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<td>3</td>
<td><em>West Side Story</em></td>
<td>Leonard Bernstein</td>
<td>Columbia</td>
<td>United States</td>
<td>41-44</td>
<td><em>Denotes local origin</em></td>
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<tr>
<td>4</td>
<td><em>South Pacific</em></td>
<td>Richard Rodgers &amp; Oscar Hammerstein II</td>
<td>RCA Victor</td>
<td>United States</td>
<td>38-41</td>
<td><em>Denotes local origin</em></td>
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<td><em>Porgy and Bess</em></td>
<td>George Gershwin</td>
<td>Decca</td>
<td>United States</td>
<td>35-37</td>
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**AUSTRALIA**

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<td><em>Hail, Queen of Heaven</em></td>
<td>Various Artists</td>
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<td>Australia</td>
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<tr>
<td>2</td>
<td><em>God Save the Queen</em></td>
<td>Various Artists</td>
<td>EMI Cineguild</td>
<td>Australia</td>
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<tr>
<td>3</td>
<td><em>The Star-Spangled Banner</em></td>
<td>Various Artists</td>
<td>EMI Cineguild</td>
<td>Australia</td>
</tr>
<tr>
<td>4</td>
<td><em>God Bless America</em></td>
<td>Various Artists</td>
<td>EMI Cineguild</td>
<td>Australia</td>
</tr>
<tr>
<td>5</td>
<td><em>The British National Anthem</em></td>
<td>Various Artists</td>
<td>EMI Cineguild</td>
<td>Australia</td>
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**FRANCE**

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<td><em>La Marseillaise</em></td>
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<td>Disques De France</td>
<td>France</td>
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<td>France</td>
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<tr>
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<td>Parlophone</td>
<td>New Zealand</td>
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<td>Parlophone</td>
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SID ("Girl Watchers") Ramin has another smash coming up based on his Mennen TV theme.

It's called BRACE YOURSELF (and you'd better.)
Ad Barrage Fueled by Automotive 'Power' Hits Dailies in Chicago

CHICAGO — The long-awaited tape cartridge advertising barrage has begun in the dailies here, but the offensive is almost totally automotive.

In the Sun-Times, where for the past six months the sum total of tape cartridge advertising has been a small, one-column ad by Herb Lewis's Stereo City, four other large announcements appeared in the recent morning edition.

A page-dominating ad by Motorola, offering its 8-track unit at $109.95 (without installation), also showed some effort at consumer education, "Fully automatic," the copy read. "No threading, winding, rerouting...insert cartridge...it plays." A large illustration showed the cartridge being inserted.

The units were offered by Motorola car radio dealers. But, though the copy described the cartridges as offering "90 minutes of uninterrupted listening," the consumer was not informed what type or quality of music is available and where or at what price it may be obtained.

It was a nuts and bolts announcement complete with one-year guarantee.

Most of the advertising, passing in a large, nine-outlet co-operative advertising campaign running in the Sun-Times. Four-track cartridges "from Chicago's leading dealers," were offered at $3,988; 8-track at $4,988. But this big announcement was available of $8-track players, installed with two speakers, for $78.88. Munz 4-track players were offered at $39.50. Other makes offered at 40 per cent regular price were Motorola, Leic Craig, TransWorld and Automatic Radio. Stereo participating in the ad were the Autodish Stereo Center, Car Radio City, Triptom Electronics, Inc., Sheffield Tape Town, two Stereo City stores, Stereorama, Admiral Stereo Tape Center and AIR Stereo Center. The stores have banded together in a cooperative arrangement, calling themselves "Motorola Custom Cartridge Centers."

A large automotive advertisement by Major Motor Supply Co., in the issue offered the Munz 4-track unit at $37.88, speakers included.

And Auto Stereo, Ltd. ran a small ad that day offering 4-track players, installed with speakers, for $54.95. The ad also announced that 25,000 tape titles are available.

ITCC to Bow Pitch Keyed to BB Chart

*Continued from page 1*

ners and any other promotion material are included at no extra cost. ITCC is mailing its distributor's special sample packages which contain six 4-track cartridges, the print-and-purchase display, a window display, among other material. The actual program, however, will cover both 4- and 8-track configurations.

The company will back up its Hot Six promotion with an extensive national advertising campaign plus an ad mat re-print program.

During the term of the Hot Six promotion, all of the material in the package, including prepaid parcel post or freight, will be charged against the accrued co-operative and in-market funds generated by the six cartridge included in the package. Dealers will be invoiced only for the cartridges, but will not earn any co-operative or in-market accruals on these cartridges.

‘tape-tote’ Case Is Created by Three S

PORTLAND — A "tape-tote" case has been developed by the Three S Company, which can be secured below a cartridge player in a car or used as a portable carrying case.

The unit holds eight 4 or 8-track tapes and is designed with a lifetime hinge. The case is screwed onto the hanging car player or adjacent to it. When the door is opened, the line output supplied to the tape is open to 600 ohms, with the line output supplied to the tape is open to 900 ohms, with the line output supplied to the tape is open to 900 ohms, with the line output supplied to the tape is open to 900 ohms.

The case comes in two colors, black and brown, with front panels of textured leather finish and walnut woodgrain. Company says the retail price is comparable to that of the $27.95, but with the Overdrive, it is a single cartridge. President Norman Nelson indicates he’s looking for distributors. Company, located at 7622 SE Foster Road, plans cases for cassettes and other cartridge accessory items.

GE Launches Prerecorded Cassettes, Unit for Youth

CHICAGO — As part of its expansion in what the industry is now calling "youth electronics," General Electric has introduced a line of pre-recorded cassettes along with its new G3700 cassette player aimed at the youth market.

Exact titles are selections from "The Sound of Music," "The Beach Boys' Song Book," and "West Side Story." These are half-hour carriages, 15 minutes per side, and carry a suggested retail price of $3.49.

The new cassette player, which is offered at a suggested retail price of $27.95, has been designed, T.G.E., said, to be "childproof.

It operates on four standard flashlight D cells or on house current with an optional AC converter.

HOT SIX. ITCC'S JIM GALL displays the company's point-of-sale merchandising, which is coupled to its new "Hot Six" marketing program.

TRAVELING KIT — This is how Munz Stereo-Pak sends out component assembly kits of its model M-30 4-track players to countries which have a high duty on finished goods. Six-piece kit allows construction inside the country, thus avoiding import duty.

STEREOTAPE CENTER DISPLAY CASE

$49.50

only

Special Offer!

Audio National

Bar 35, Springfileld, N.J.

or call Area Code 201 379-5532

SPECIAL OFFER!

This case is yours FREE! with purchase of Stereo tapes...

for full details.

SEPTEMBER 9, 1967, BILLBOARD
A FEW OF THIS MUNTZ REASONS THAT OUR CARTRIDGE LIBRARY IS THE BIGGEST IN THE WORLD--AND THE BEST!

Those cartridges by The Beatles, The Association and The Doors are just three reasons why the Muntz music library is the finest in the cartridge field.

Speaking in three's, we've got three times as many selections as anyone else — nearly 100,000 titles from the 135 great labels with which Muntz Stereo-Pak is associated.

How's this for a final three reasons? — quality — quantity — and price!

We've already explained the quantity of hit cartridge material available from the Muntz library, so let's talk about quality. Well, there's Frank Sinatra, Bobbie Gentry, the Mamas and the Papas, Bill Cosby, Dean Martin, Petula Clark, Trini Lopez, Don Ho, James Brown, Nancy Sinatra and The Beach Boys. That's quality!

Not to mention Nancy Wilson, Lou Rawls, The Lovin' Spoonful, The Animals, Ray Charles, Nat King Cole, Everly Brothers, Connie Francis, Jackie Gleason, Enoch Light, Boots Randolph and hundreds of others of great musical stars.

In fact, all the chartmakers and the chartbreakers are available from Muntz Stereo-Pak.

Now we're down to the matter of price. Well, Muntz Stereo-Pak opened the cartridge market with its low consumer prices. We've gotten the units out and made the music buyers by our development of such mass-market miracles as the magnificent Muntz M-30 car stereo, which is retailing everywhere for $39.95.

Speaking of mass-market prices, our fabulous Muntz Mini-Pak single cartridge put us in the hit-singles business. It sells for just .99. And, we've got a world of stereo pleasure for music buyers in our full-album size cartridges, our Twin-Paks, featuring two complete albums and our huge Quads, which include four complete albums in a single cartridge.

And, we sure have had the hits. In fact, we've had a Muntz Mini-Pak of the last five songs that've been Number One on the popularity charts.

We'll probably have the next five, too.

7715 DENSMORE AVENUE
VAN NUYS, CALIFORNIA 91406
A comprehensive two-day seminar evaluating the major aspects of manufacture, distribution, promotion and retailing in the fast-developing tape cartridge industry.

The roster of speakers will be comprised of leaders in the primary phases of the development, merchandising, use and sale of product in the burgeoning new tape cartridge business.

(All list of speakers and their topics will be published shortly.)

OCTOBER 16-17, 1967 - NEW YORK - HILTON HOTEL

CONFERENCE PROGRAM

Each session will be comprised of an opening talk by the registrant followed by open discussion from the floor in the form of questions and answers.

Monday Morning, October 16
9:30 A.M. - 12:15 P.M.
Session 1 The Shape of the Tape Cartridge Field—Today and Tomorrow.
Talk A What Has Happened in the Tape Cartridge Field and Where Is It Heading?
Talk B The Experience to Date and Future Plans of the Automobile Manufacturer.
Talk C The Development of Product and Promotional Programs for the Home Market.

Monday Afternoon
1:30 P.M. - 4:00 P.M.
CONCURRENT SESSIONS

The following sessions will be held at the same time. Each registrant will select two of the five following subjects. The discussion of the five subjects will be repeated twice so that the registrant will attend a different session each hour.

Session 2 Market Facts on the Customer and His Purchase of Cartridges and Equipment.
Talk A Who Is Buying and Why?
Talk B Analyzing the Tape User and the Amount of Their Outlets.
Talk C The Potential in the European Market and Programs for the Same.

Session 3 How a Retailer Profitably Gets Into the Tape Cartridge Business?
Talk A The Experience of a Record Retailer.
Talk B The Experience of an Appliance Retailer.
Talk C The Experience of a Tape Cartridge Stereo Retailer.

Session 4 Some Distributor Approaches to Increase Sales.
Talk A How the Distributor Can Diversify His Retail Outlets to Increase Sales.
Talk B Developing an Organized Storage Plan for Retailers to Maximize Product Turnover.
Talk C Repointing Your Sales Effort Through Creating a Customized Catalogue vs. a Standard One.

Session 5 Sales Opportunities in the Broadening Applications of Tape Cartridges and Equipment.
Talk A Plans in Company Training Programs.
Talk B Its Use in Adult Language Instruction.
Talk C Its Use in Keeping Doctors Informed of Medical Advances.

Session 6 Characteristics and Differences Among Major Tape Cartridge Systems—An Engineering Evaluation for the Layman.
Talk A The Four Track System.
Talk B The Eight Track System.
Talk C The Playtape System.
Talk D The Cassette System.

Tuesday Morning, October 17
8:30 A.M. - 12:15 P.M.
CONCURRENT SESSIONS

Each registrant will select two of the following six subjects. He will be assigned his three subjects so that he can attend each in successive hours.

Session 7 Reaching Special Markets to Expand Cartridge and Equipment Sales.
Talk A Selling to the Automobile Aftermarket.
Talk B Selling to the Boat Market.

Session 8 Educating Sales Personnel to Improve Knowledge of Cartridges and Equipment.
Talk A Training Retail and Distributor Salesmen on Basic System Operation and Advantages.
Talk B Getting Retail Salesmen to Push Plus Sales of Accessories.

Session 9 The Critical Need to Know Music Copyrights as Tape Use Expands.
Session 10 The Status in the Development of Standards and Compatibility for Equipment and Cartridges.
Session 11 Controlling Piffage in the Retail Store.
Session 12 Creating Greater Consumer Awareness of Tape Cartridge and Equipment at the Local Level.
Talk A Promotional Approaches at the Local Level to Arouse Consumer Interest.
Talk B Developing Consumer Interest Through Door to Door Selling.

Tuesday Afternoon
1:30 P.M. - 4:00 P.M.
Session 13 Where Do We Go From Here?
The registrants will gather in one room. It will be set with round tables for ten per table. The men will be assigned to tables so that there will be a mix of people who have not been in the business and those that have. Also, there will be a mix of retailers, distributors and manufacturers so that there is a cross-section of thinking at each table. A table leader will be selected to guide discussion, following an outline of questions that have been prepared in advance. Questions will consist of such as the following:

1. What retailers (adult, retail, etc.) do you believe offers the most promising sales opportunities in the next 12 months?
2. How effective do you think each of the following advertising media will be for retailers or distributors in the promotion of tape cartridges and equipment at the local level?
   A. Newspapers
   B. Radio
   C. Television
   D. Magazines

The men at each table will select the questions they want to discuss and continue in their discussions for 1 1/2 hours. At the end of that time, a panel of 2 distributors, 2 record manufacturers, and 2 equipment manufacturers will be available, for the last 1/2 hour, to answer any questions.

REGISTRATION FORM

TAPE CARTRIDGE FORUM Sponsored By
Billboard Magazine & Merchandising Week
The Tape Cartridge Forum will acknowledge your registration immediately upon receipt, and will forward all details pertaining to procedures.

Please register people from our company to attend the TAPE CARTRIDGE FORUM, October 16-17, 1967, in New York. Check is enclosed to cover all registrants.

COMPANY NAME

ADDRESS

CITY STATE ZIP

We are [ ] manufacturers [ ] wholesalers [ ] retailers

[ ] distributors [ ] other:

We are associated with the [ ] music-record industry

[ ] automobile field [ ] other:

We are now in the tape cartridge field [ ] yes [ ] no

REGISTRATION FEE:
$100.00 per person

Fee includes attendance at all sessions, work materials, and luncheon on Monday and Tuesday. IT DOES NOT INCLUDE HOTEL ACCOMMODATIONS.

Payment Must Accompany Order. Please Make Check Payable to: Tape Cartridge Forum — and mail to Room 1408, 500 Fifth Avenue, New York, N.Y. 10036.

NAMES OF REGISTRANTS

(Additional registrants can be listed on your company letterhead)

Your signature and title
HAS CAUGHT THE IMAGINATION OF INTERNATIONAL-MINDED MUSIC MEN IN ALL PARTS OF THE WORLD

In THE AMERICAS alone... here are just a few of the forward thinking record companies and publishers now subscribing to this unique audio/visual record and information service devoted to the month's best new record product from Italy.

Discos CBS, S.A.—Mexico, D.F.
Industrial Sono-Radio S.A.—Lima, Peru
MGM Records—New York City
Discos Velvet S.A.—Caracas, Venezuela
Discos Capitol de Mexico S.A.—Mexico, D.F.
MCA Music—New York City
Discos CBS S.A.—Rio de Janeiro, Brazil
Her-Cord Records—Hato Rey, Puerto Rico

RSI ITALIANO: The Best From Italy—To The Music Centers Of The World EACH MONTH—Via AIR SHIPMENT TO ANY PART OF THE WORLD

MEMBER ORDER FORM

PLEASE ENTER MY CHARTER SUBSCRIPTION FOR THE RSI ITALIANO MONTHLY AIR SERVICE.

My Check (or International Money Order) in the amount of $________ is enclosed.

RSI ITALIANO:
165 West 46th Street
New York, New York, U.S.A., 10036

SHIP TO:

Company__________________________
Attention of:_______________________

Street Address_____________________
City_______________________________
State/Province______________________
U.S. Zip Code_______________________
Country___________________________

Nature of Business__________________

RSI ITALIANO: Confidential Newsletter—detailing recording and publishing license availability, initial exposure and sales action in Italy, plus capsule artist biography.

RSI ITALIANO: Lyric Translations—line for line, literal English translations of Italian lyrics for easy following while listening to each record.

March Selections Ready for Air Shipment April 10 Through 15 Subscribe Today.

Payment Must Accompany Order

Unused portion of your subscription payment will be refunded upon request if you are not completely satisfied.

MARCH SELECTIONS READY FOR AIR SHIPMENT APRIL 10 THROUGH 15 SUBSCRIBE TODAY.

PAYMENT MUST ACCOMPANY ORDER

Unused portion of your subscription payment will be refunded upon request if you are not completely satisfied.
**Perlin’s Center:** House Built on Promise & Service Foundation

**TARZANA, Calif.** — Lou Perlin, a former Craig Corp. advertising director, has opened a Craig Stereo Tape Center, which is essentially a house built on promotions and service.

Perlin’s 2,000-square-foot location at 18421 Ventura Boulevard, is two miles away from his nearest competitor, a Muntz Stereo-Pak dealer in Reseda.

Perlin’s concept for the sales and service center which stocks Craig cartridge car stereo players exclusively, tapes sold through the Craig plant, plus two lines of stereo phonographs, is to “pamper” the customer.

Promo tapes in the store’s window, vacuuming the inside and polishing the chrome on the door after an unit has been installed. It also means spending about one hour on the installation. It slims down to allowing seven-agers to roam around the showroom and look at cartridge presses.

On black Friday, Nov. 25, Perlin sold 16 4-track units over his first weekend. He has devised a Craig key which will offer a 10 per cent discount on any tape this season. The card is secured with the purchase of a player on number of tapes. The offer is running for 30 days. After that the card will be available to other dealers.

An aggressive merchandiser, Perlin has plans for several promotions.

**Tape CARtridge**

**Concord Sets Tray Holder**

**LOS ANGELES** — Concord Electronics has devised a tray holder which clips into an auto radio speaker system and turns the F-100 “sound camera” cassette machine into a car unit. The adapter is the CA-150 which must be bolted underneath the dashboard. The unit sells for $29.95 through all Concord dealers: auto, department and audio stores.

F. E. Minor, general manager of the company located at 3800 North Skyway Boulevard, created the adapter. It is a miniature version of the CA-150 adapter, designed to thwart the thief of the player.

**Stereo Panorama’s Mobile Salesman**

**ST. PETERSBURG, Fla.** — Stereo Panorama is using a custom-built display van to introduce area dealers to CA-1Ridge equipment. The truck, driven by Michael Donohue, Stereo Panorama’s sales manager, carries 5,000 4, 8-track and cassette tapes plus a complete line of players.

**Maloney Shifts Job**

**SALEM, N.H.** — Michael Maloney, formerly with Kynamos Devices Inc., of San Antonio, has left the local area to take over duties as assistant manager of the downtown Arctic Theatre.

**Cassettes Playtape**

Large Jobber requests quotes on Cassettes and playtape - type Cartridges, loaded with blank tape of various lengths. Send volume pricing offers to:

**BOX 122 BILLBOARD** 165 W. 46th St. New York, N.Y. 10036

**Director of Sales**


**September 9, 1967, Billboard**
Any cartridge is only as good as the tape it contains. Audiopaks contain Audiotape.

We think we make pretty good tape cartridges.
Twenty-six major duplicators and 77 different recording labels think so, too. So they give us their business.
Most also buy our lubricated Audiotape. It's not surprising. We're the only cartridge people who also produce tape. And the logic of one order, one shipment, one invoice, is inescapable.
But there's another reason for such universal confidence. A sound reason: consistent quality.
Our experts coat Audiotape with a unique oxide formula that reproduces high frequencies brilliantly, even at the slow cartridge speeds. Then they polish the surface smooth, so it won't wear out your recording heads at any speeds. And repeated inspections make sure, reel after reel.
Have you looped a length of Audiotape lately? We could make such beautiful music together.
**Audio Retailing**

**ONE-STOP PROFILE**

**Tony Galgano—He Loves Dealers**

**BY EARL PAIGE**

CHICAGO—Like so many veteran record men, Tony Galgano will tell you that the business is in his blood. And over the years, this one-stopper has developed a special kinship for the independent record dealer.

The Galganoes—Tony, his sister Theresa, and son John—take a definite pride in providing service. Dealers are welcome to browse through the 75,000 LP titles and 30,000 singles in stock. Four phones, connected to 13-foot extension cords, can simultaneously handle a quartet of separate dealers, during the morning "phone-in" rush.

Galgano personnel can walk up and down the tiers of merchandise and fill the order as it is actually being phoned in—or inform a dealer if this, or that, is in stock.

**Special Orders**

For the flood of items that require special ordering, Galgano has worked out a "system," as he calls it. A constant network of back orders is rehashed with record distributors daily, as Galgano gathers in back-dated merchandise.

"We generally can fill special orders in three days. Dealers who keep back orders with us will get them as soon as they build up enough to warrant a shipment," said Tony, who started with the old American Record Corp. in Scranton, Pa., in 1929.

Over 40 per cent of his dealers prefer to browse around themselves and may not be up lively "will call" portion of Galgano's volume. But he ships into all the Midwestern States. "I got an order from Wichita the other day," he explained.

**Cut-Out Merchandise**

Tony delivers by car. He calls a cab to take a rush order out. Dealers make appointments to come by at night. He makes up special orders of cut-out LP merchandise. Odd lots of singles are packaged as premium merchandise.

"I guess I've been what you call a record booker most of my life," said Galgano. When Columbia Broadcasting bought American Record Corp. in 1935, Tony went along and was one of the first men of Columbia distributor here, for 10 years.

"But all the time I was juggling odd lots of used jukebox records,”

(Continued on page 72)

**Duotone Says Play Stereo On Mono Phonographs, If...**

**MIAMI**—Duotone Co. President Stephen Nester has informed Billboard that his company's view of stereo record play on mono phonographs is in line with "the views taken by the record companies—with only a few qualifications.”

Said Nester, "Duotone has for over a year been manufacturing replacement needles with a radius tip size which will fit either LP monaural or stereo records." Duotone calls this their "compatible needle."

"While it is true," Nester said, "that a small percentage of the oldest types of monaural cartridges do not have sufficient vertical compliance for use on stereo records, it is important to note that this represents only 3 to 10 per cent of all replacement cartridges. Duotone's needles will not label as compatible. These old needles are phasing out and their percentage of needle sales becomes smaller every year."

"We do not believe in letting the tail wag the dog. We cannot allow these antique needles to be used in new machines."

(Continued on page 72)

**Pfanstiehl's**

**FIRST WITH THE LATEST NEEDLE DESIGNS!**

Cartridge designers set a merry pace for needle makers—it's a never-ending job to keep up with the continuous flow of new American and foreign cartridge designs—but Pfanstiehl does it to serve you and your customers. When you need the latest, order from Pfanstiehl. It's a quick Pfanstiehl catalog and self-mailer order form today.

Your order shipped same day it's received.

**WILL CALL CUSTOMER Stewart Gentry, partner with Bernard Hoffman at One Octave Lower, a two-store record outlet in Chicago's Old Town section, checks his order with John Galgano (right). Over 40 per cent of Galgano's dealers shop for records in person.**

**THERESA GALGANO, Tony's sister, and Marie Riggio, handle sales office with the same experience adds up to 35 years. Galgano stocks over 140 labels, 75,000 current titles in LPs and over 30,000 singles.**

**ECONOMY mixing and pre-amplification is offered by the Bangham Communications Division of Lear Siegler, Inc. in this unit, the MKX-1. It lists at $74.85, is A.C. powered, all-silicon and solid-state. It may be used singly to add four more miles or other input signals to an existing system, or three of the units may be paralleled to offer 12 individual inputs. To do this, the units may be mounted "piggyback." Two of the four channels will accept either crystal cartridge signals. The output will drive any packaged amplifier through its auxiliary input.**

**$10 Million in Zenith Ad Buys**

CHICAGO—Zenith Sales Corp. has increased its television radio and phonograph advertising this fall. This is over and above previously announced allocations and is 50 per cent more than funds previously devoted to such advertising. The campaign will commence with special "Premier Days" "in selected markets during the week of Sept. 10. This will be co-ordinated with Zenith's "Premier Days" section in Look which hits the newsstands Sept. 5.

Emphasis will be on color TV, but monochrome, high fidelity stereo and record lines will also be represented.

"This combined fall advertising," said Les Truesdell, Zenith Sales Corp. president.

**'Billie Joe' On Open Reel**

LOS ANGELES—Bobbie Gentry's "Ode to Billie Joe" heads a new single-pack, reel-to-reel stereo tape release from Capitol. The company has also introduced two new twin-packs. The Centey album carries catalog number YIT 2830. Other releases are "Basket Case," by the late Nat King Cole (YIT 2759), "Thank You, Pretty Baby," by Roy Orbison (YIT 2757) and "Cats in a Cradle," by John Lennon and Yoko Ono (YIT 2758). The ten-inch album is "Cinderella" (YIT 2181), "Walkin' With Guy Lombardo" (YIT 2799) and "Fantasy of Our Father, by Ten- nessse Ernie Ford (YIT 2161). The twin packs are "Lombardo Country," "Waltzing With Guy Lombardo" (YIT 2799) and "Fantasy of Our Father, by Tennessee Ernie Ford."
CBS Film Cartridge Promises New Vistas

NEW YORK — CBS's new Electronic Video Recording (EVR) may revolutionize the entertainment industry and at the same time create a completely new form of exposure for the recording artist. The system, as it is currently developed, is geared for the educational market. But further refinements, added innovations, mass production and lower costs may result in EVR eventually becoming a mass merchandized consumer product. EVR, which is a pre-recorded film cartridge, is played through a non-operative television channel, selected by the operator. The playback unit, located on top of the television set, is connected to the receiver via the antenna. The film functions on a one-in-one configuration at five inches per second. Using this film, the cartridge is capable of carrying one hour of Nickelodeon White film or one-half hour of color film. No home recording is possible with this set-up.

EVR was designed and conceived by CBS Laboratories in collaboration with Imperial Chemical Industries Ltd., (England) and CBS (Scotland). Dr. Peter C. Goldmark, president and director of research, CBS Laboratories, spearheaded the project. The three companies have formed a partnership to market this audio visual system. Both ICI and CIBA are large, diversified chemical corporations. According to a spokesman, an EVR program is being color and black-and-white equipment will be demonstrated next spring in England.

Tony Galano Loves Dealers

Tony Galano Loves Dealers


do not return.

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Granger Bears Association
Gospel to Ohio Trade Group

By BRUCE CORY

SANDUSKY, Ohio — The Northwest Ohio Jukebox Operators Association was forced to share the space in the Steaks House at the Marina of Sandusky's Cedar Point amusement park with the restaurant's regular patrons. The trend--resisted talks by visiting Music Operators of America (MOA) Vice-President Fred Granger and local officers Maynard Hopkins and Bill Hul linger.

Over 50 persons attended an Aug. 22 dinner sponsored by the 15-member organization, described by Granger as "one of the closest-knit groups I've seen in the country," Roy Frankhauser of the Erie Vending Co. and his wife Margo made one of their rare appearances at an association meeting. Frankhauser usually uses their appearance to give a report on the monthly and yearly social meetings. After dinner, Granger made his short speech, congratulating the organization on its fine turnout, pointing out that Ohio ranks sixth in the nation with 42,417 machines.

Copyright
He said that the national organization was working hard for the local associations and cited (Continued on page 77)

Association Activity

In Kansas

WICHITA Kan. — Music Operators of America (MOA) President James Tolisano, Clearwater, Fla., and executive Vice-President Fred Granger, Chicago, arrived in Wichita here Sept. 16-17 for the purpose of revitalizing an association of music and vending machine operators.

New Vendors Open Doors to Diversification

By EARL PAIGE

(Cart last week we gave you an exclusive preview of what to expect in new jukeboxes and games this fall. Here's the first published report on new vending equipment to be introduced on or about trade show time.)

Cigaret Vendors

CHICAGO — While operators report varying degrees of success in vending the new 100 mm-length cigarettes, all major cigarette machine manufacturers have introduced models to handle the new size and most have, additionally, made conversion kits available.

Especially important, most cigarette machine manufacturers are making available a wide range of pricing capabilities in view of the recent rises in cigarette taxes and costs.

Can Vendors

CHICAGO — Most manufacturers of canned cold drink vending equipment view the jukebox operator as an increasingly important customer as this segment of the industry gears up for sales of 75,000 units this year.

With canned container manufacturers continuing to expand, many of the jukebox operators are reportedly pleased.

"I can imagine other electronics playing their part," said La Crosse Cooler's Ted J. Sangster.

Coffee Vendors

CHICAGO — Jukebox operators are expected to diversify into vending coffee, with a good prospect of finding a new niche for coffee vending devices. The trend is taking a closer look at the growing market of coffee vending devices for vending the大纲 (Continued on page 75)

Other Vendors

CHICAGO — The variety of vending machine continues to expand, giving jukebox operators the opportunity to diversify further into vending a variety of anything from candles, personalized gift items, to any item that is not already in the vending market.

Most manufacturers have introduced a new vending machine for vending, "nabors" and other similar products.

(Covert a good product.

would like to see more labels cover teen material."

But the market is not ready yet, said Charlie Hopkins, president of the Hopkins Vending Co. of Cincinnati, Ohio. "We're just not ready yet to set up sufficient air play to warrant paying our telephone operators."

"I'm right in the middle of the annual meeting of the association, this one held at the famous Cedar Point resort near Sandusky, Ohio, Aug. 22. Granger, who is executive vice-president of the Music Operators of America, addressed the group.

Granger said the operators are working hard for the local associations and cited (Continued on page 77)

EDITORIAL

Thinking Small

Seehburg's introduction of its Selectomatic 100 jukebox for U.S. distribution means that all four major phonograph makers are currently shipping models with a 100-disc capacity.

Such a trend toward wider use of 100-selectjukeboxes is seen in the American market as an indication that the market for 100-disc jukeboxes is growing.

A trend toward 100 is timely for several reasons: it could encourage manufacturers to improve quality and size capacity of jukeboxes; many operators seem to find the 100-disc jukebox a more versatile type, and it is also likely to be more practical for the operators every week."

"Our goal is to be near the biggest-selling type and they are definitely in short supply," said William J. King of the National Coin Machine Co., Had donfield, N.J., and chairman of the Music Operators of America on record pro gramming. "We are forced to scour the entire country, to find what we want."

Now and then we pick out items that are getting no exposure. Each jukebox manufacturer makes a single, for example. No doubt there is much jukebox programming on singles that is getting no exposure. If there were only one or two of these releases, we would find jukeboxes breaking more records."

Cannon added: "It's not good business when the operator must go hunting for single to make a product for adult.

"It's not the fault of the record companies -- it's everybody's fault," said Paul Lebin of Super Music Corp. "Vendors are asking for these adult-type singles just haven't been selling. And your organizations can't expect us to keep bringing them in."

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"I don't know how they would have done without the Tunica Brass and the Sinatra's. It's just one of those unfortunate situations that comes about. It's a struggle, but we manage to come up with a few records for the operators every week."

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Cannon added: "It's not good business when the operator must go hunting for singles, particularly when so much of it exists, that it seems that the suppliers should be eager to make it available."

"There is a dearth of good adult product," said Sipiora. "(Continued on page 78)"

"100% of the box would not be out of place—and it is reported 80 per cent of the augmented output is of adult type.

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"There is a dearth of good adult product," said Sipiora. "(Continued on page 78)"
Amusement Game Talks About MOA Convention Program

CHASE - A discussion of "Amusement Games: Mining with amusement games," and a forum of recording artists elaborating on the nature of this business, will be two highlights of the business program at the Oct. 17-20 convention of the Music Operators of America (MOA).

In a departure from the program, the MOA forum committee, under Chairman John R. Truscott, Black Hills Novelty Co., Deadwood, S.D., and Robert Nims, Lucky Co., Philadelphia, Pa., has decided that half of the day will be devoted to the business program. The remainder will be devoted to a discussion of the operation of amusement games. Games exhibitors will be all invited to furnish members for a panel discussion. Operators and distributors are invited to come prepared to participate in the discussion for these executives from game manufacturers.

Understandably, record company exhibitors will be invited to supply one artist each to address the session on some facet of the record industry. The forum committee hopes that this seminar will bring about a better understanding between the operators and the record industry. Operators are genuinely interested in knowing more about the business of producing records. We want this seminar to help bridge the lack-of-information-and-understanding gap between artist and jukebox operator," the committee members stated.

A third MOA forum committee is Fred Collins Jr., Collier Music Inc., Greensville, S.C. Much of the program planning was accomplished last week in a telephone conference joined by MOA executive. Classic President Fred Granger.

Exhibitor hours and business sessions are scheduled for each of the four days. The industry business forum is scheduled for Friday afternoon, Oct. 17. A membership luncheon meeting will be held on Saturday, and on Sunday night the traditional banquet and floor show under the direction of the Rhythm and Recording Council.

All exhibits will be housed and Moreover at the Congress Hotel, 520 S. Michigan Avenue here.

J&C Corp. to Host Trade at Open House

AUBURNDALE, Mass. - J&C Corp., newly appointed distributor for the Wurlitzer Co., will hold its fourth annual manufacturer's con- fection Sept. 13. Company president Charles H. Fischmann said that all New England operators are invited to the day-long event.

The new-distributor program is located here near Route 128, and the office serves Eastern Mass- achusetts and southern New England. A branch office is being opened in East Hartford, Conn.

Birkenstock, who formerly headed Westinge Elec- tric's vending division, has also picked up the Midway, United Bil- lards and U. machine. The game and pool table lines and the Vendu cigarette machine line.

BUY METAL TYPERS

Vending Aluminum IDENTIFICATION DISK

WHY?

1. LIFE-TIME INCOME
2. TROUBLE-FREE SERVICE
3. ONLY $1.98

CHICAGO 22, Ill.
8-V-1370

Coinman In The News

NEW YORK

Loul Walberg of Runyon Sales, New York City, reports that Runyon Recreation, the manufacturer based in Wood- side, N.Y., along with Frank Madsen of Walberg Mfg. Co., Forest Hills, and Frank De- mott of Runyon, have dropped in to look at the Rowe Floor Machine. The three are part of the music manufacturer's... - Ben Chieko- sky is working on the new MONY convention next month in Monticello and says that only a few reservations are left for the late comer... (Continued on page 71)

REGENT Series

Compact Companion

See Your Distributor or write
FISCHER MFG. CO., INC.
TIPTON, MICH. 49281
U.S. Acts on Bingo Chips

By CHARLES BARRETT

Plastics, to change their molds. These chips, according to the NYBVA, are being used as slugs in vending machines and bringing about an annual loss of some $50,000 to New York State vendors alone.

Folz, commenting on the government action, said: "It comes as a welcome move after three years of slow, tedious investigation by the government." The government declined to release the names of the manufacturers at this point. Folz indicated that most of the 10 firms were New York cases.

Folz and Don Mitchell, counsel of National Vendors Association (NVA) brought their case to the federal government, there were 10 years ago and no significant steps have been taken until the one a few weeks ago.

Folz said that this move brings the NYBVA and NVA closer to the government and that the four will be working closely together from now on.

The question of violation in this case, and one that has not been decided, is whether the manufacturer of a bingo chip violates a law if that chip is used by someone other than a vendor. Folz says that government will probably not pursue this point. Synthetic Plastics, says Cohen, packages its chips to department stores and other consumer outlets.

In similar manner, metal rings from soft drink cans have been used as slugs in machines, according to the NVA. The NVA and the NYBVA are gathering evidence in this case which will ultimately also be presented to federal officials in Washington.

The NVA purports that slugs have damaged the morals of youngsters, who feel they can get free merchandise by using slugs.

WILLARD H. KROUSE (center) is the first president in the country's first coin machine union, Vendors' Local 410, Cleveland. Krouse tried Aug. 1 after 37 years in the industry, as a jukebox mechanic with L&M Music, Inc. Flanking him are (left) Joseph R. Fontana, 25-year president of Local 410 and Anthony J. Sara, vice-president. The union is 32 years old.

**CARTRON VEND**

Cigarettes Now Vended in Cartons

LONG BEACH, N.Y.—Cartron Automatic Vending Corp., here has developed a vending unit activated by plastic credit tokens that are sold by the carton. Manufactured by K. G. Brown Mfg. Corp., the unit holds 650 cartons and stores another 450. It accommodates 50 cartons and yields all sizes in five price ranges.

Adela Forslund, a sales manager of Cartron Automatic, said that the machine is aimed primarily at supermarkets and traffic stores where pilferage has become an increasing headache. "We have been told that in most supermarkets sales of cigarettes are a losing proposition due to continual pilferage. Some owners admit losses of $100 to $200 a week and that one out of every eight cartons is stolen off the shelves.

"We locate our machine between the check-out counter, where the customer purchases a token, and the entrance. The tokens pass through an electronic device and cannot be forged or used in any way except through the machine on location."

**Ohio Adjustments to Cost Vendors $125,000; Glavin**

By JANE SCOTT

CLEVELAND — It will cost Ohio cigarette machine operators roughly $125,000 to make machine changes necessary to adjust the new state price for the new Ohio taxes, predicted Richard A. Glavin, president of the Ohio Automatic Cigarette Vendors Association.

The vended price of cigarettes is going from 35 cents to 40 cents in most areas because of new State taxes, effective Sept. 1.

The new taxes amount to 4 cents a pack, 2 cents excise tax (up to 7 cents from 5 cents) and 2 cents per pack State sales tax for vended cigarettes. Pre- vended cigarettes were exempt from State sales tax. "It will take three to four weeks before all machines are changed over and working properly here and there are 25,000 or more cigarette vending machines in the State."

The changes will take at least one half-hour per machine, a total of 15,000 man hours.

The changeover means going over to a two-cent deposition (on-dime) operation to a three-coin (quarter-dime-dime) operation in most cases.

"We're anticipating many more service calls," said Glavin. "Nikki cause more than other claims, he added.

Some operators in Southern Ohio have received letters from the Ohio State Tax Commission warning that they are violating state law by selling cigarettes at the pre-tax price. The letters are being sent out to all vending operators and state officials are urging them to comply with the new law."

**NEW VICTOR 77**

**GUM & CAPSULE VENDORS**

A REAL SALES STIMULATOR IN ANY LOCATION

Vends 100 count gum in V-1 and V-2 capsules. Available in blue, red, yellow and green.

\[NEW VICTOR 77\]

NORTHWESTERN 60

BULK-PAK

New 60 Bulk Pak builds profits in supermarkets, drugstores, gas stations, shopping centers — anywhere! Operates all agree BUL-PAK drives grams—any location. It's because it vends nationally advertised merchandise suitable for all locations. Service costs are held to a bare minimum. Just pour merchandise in machine, and take out the cash. Location proves Bulk Pak is a 31-cent Money Maker. Write, wire or phone for complete details.

**NORTHWESTERN**

2792 East Armstrong St.
Morris, Ill.
Phone: Whitman 2-1300

**Say You Saw It in Billboard**

Please rush complete information and prices on Northwesterners SUPER SIXTY Ball Gum-Charmers to illustrated as well as other Northwestern machines.

NAME: 
COMPANY: 
ADDRESS: 
CITY: 
FILL IN coupon, clip and mail to: T. J. KING & COMPANY 
2770 West. Lake St. Chicago 11, N. Il. 
PHONE: 3-3492

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1c Tab Gum, 5c Package Gum, Spanish Gum, Virginia's Red Skin, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hersheys 320 count and 500 count Candy Coated Baby Chocolates, Laffy Taffy, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Ruffle Cards, Charmas, Capsules, Case Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders.

Write: T. J. King Co., for prices and our new 12-page catalog.
New Vendors Open Doors to Diversification

Coffee Vendors
- Continued from page 72

pany and Rock-Ola is planning a machine offering two flavors. The 15-cent cup is another homing, and profit-promising factor. Other exciting features in coffee vending include the introduction by one firm of a unit that vends hot coffee in sealed cans.

Among firms adding more coffee machines is Rock-Ola, which has reported considerable success overseas with its Compact Model 3402. Rock-Ola will now show a compact single cup fresh brew with a 450-cup capacity at the NAMA show. Also planned, a compact instant coffee machine and a giant, 1,000-cup machine.

Seaborg may have a new coffee unit soon. Last year it introduced its Jet single cup 5-selection machine with a 400-cup capacity. Still in the line is the Seaborg Gem and souplike W660S series.

Rowe, known for planning several new products, has three coffee units in its line now, each offering capacities up to 1,000 cups.

Other Compacts
Vendo, now with five coffee machines in its line, is putting extra emphasis on compacts with a recently-introduced "Brewview" single-cup unit vending 32-oz or 300-t. 3-ounce cups. Other units offer capacities of 425 and 650 cups.

(Continued on page 76)

Can Vendors
- Continued from page 72

"The idea of one-way disposable cans is a good idea, but the public is getting a better image of the can all the time.

"We're selling canned drink units at a about 50-50 ratio with six different canvases of drink units," Sangstad said. "I have heard that some bot- tlers are concerned about large plans for canned drink units, but we are marketing our convertible units. All the visual type units are convertible to soda bottles or cans."

But La Crosse Cooler, like many manufacturers, is increasingly canned drink con- cerned—they now have three models: the 4-ounce Model 136 and Model 212, a 6-ounce Model 318 and are readying a larger unit for their introduction this fall.

Seaborg, too, has four canned drink models ranging from a unit with 136-can capacity and 92 cans in pre-cool to a unit with 354 cans and 90 in pre-cool. Two other au- tomatic machines handle both bot- tles and cans. The firm, under Rowell, has been busy developing its canned drink line machine.

"This canned drink field just keeps growing," said Dave Paul, sales manager at Seaborg.

Rock-Ola
Probably no company is more confident of canned drink vend- ing than Rock-Ola Machin- ing, which has placed strong emphasis in this direction of jukebox operators. Now with three models in its line, a de- luxe, standard and modular 5- selection, 410A series, projections call for a total of 12 units during coming months.

So far, through its Choice-Vend division, can also be ex- pected to expand in the canned drink field. Oregon-Home, which has been licensed, now has five models. They are Mor's C51, C56, C279, C280, C282 and C284.

Rowe, which has only in- dicated an interest in canned drink, has now a line of six, which is expected to compete with its own, though currently it is making the "best" product in the line series available to its distributors.

Solid State
Among the most enthusiastic boosters of canned drink vend- ing is Bill Armstrong, vice-presi- dent of the 4-ounce Model 136 and Model 212, a 6-ounce Model 318 and are readying a larger unit for their introduction this fall.

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CINEJUKEBOX

**Association Activity**

- Continued from page 77

by phoning the Hotel at (316) 842-4500 or by contacting MOA Vice-President Harland Wagrow in Emporia at (316) 57-2422

In Nebraska

NORFOLK, Neb. — Coin Operated Industries of Nebraska (CIN) at the 37th annual convention, held at the Holiday Inn, by Ralph Reeves will host a meeting of the association here Sept. 16-17. The Holiday Inn at which time a proposed trade show sponsored by CIN will be discussed. Tentative plans for the show have been scheduled for a December date in Omaha.

A hand listing of activities here will be a seminar on amusement games conducted by an engineer from one of the Chicago manufacturers, not yet named. A visit to the horse races is scheduled for Saturday at 1 p.m. for a chance to see horse doors will be awarded as also scheduled.

MOA Treasurer Howard Ellis, Omaha, and MOA Vice-President Ted Nichols, Fremont, can be contacted for more information.

The Holiday inn number in Norfolk is (402) 371-4430.

In South Dakota

PERRIE, S. D. — The Music & Vending Association of South Dakota will hold a meeting here Sept. 10-11 at the St. Charles Hotel.

Dave Reiswog, Past-President of MOA, and Charlie Maxwell will be the hosts.

MOA sergeant at arms John Truscott, Deadwood, will make a special appeal for participants to participate in the MOA convention in Chicago Oct. 28-29.

Other business will include planning for the 1968 South Dakota Legislature.

In Arizona

PHOENIX Ariz. — MOA President James Tolaino, past-president of MOA, J. Harry Snodgrass, Albuquerque, N. M., and MOA Executive Vice-President Fred Gardner will take part in a meeting here Oct. 1 for the purpose of organizing a new association.

Stan Bensley, Garrison Sales Co. here, is handling the telephone. His telephone number is (602) 252-6121 or 252-6123.

Coffee Vendors

- Continued from page 73

and Vendo also has a 250-cup installation.

Avenco, which has had 250-cup and has had a 320 Jr.

Executive models, has introduced Model 400, a fresh brew machine with a 350-400 capacity. Also new is Model 700 Special competitor to its Executive 700.

Definitely in the compact coffee field is Coca Cola Manufacturing with its Unit Coffee Stand, a combination unit offering coffee and hot chocolate. The heat is stored in a stack with a snitch attachment that can vend 74, 94 or 116 items.

Coffee-Mat Corp. has moved into the compact field with its Premiere model, which has a 320-capacity. It also offers two models in the 600-capacity range, one in Premier and Royal Standard.

Coffee-Mat is also making available a new machine to fit into the National Vendors' bank line-up and is offering a good grain finish as optional on all models.

National Vendors' addition of coffee to its Crown Seven Two series rounds out a line of bank units that the firm now offers with switchable panels so that machines can be re-styled on location. The coffee unit handles 700 squat cups or 1,000 tall cups.

Ditchburn Vending Machine has placed in its 20-

cup Minipax hot drink unit aimed at the compact field but this was especially attractive for U. S. distribution an even more compact unit called "Tuffpak". This has a 29 inches X 10 inches X 20 inches it has an 80-cup capacity.

Coffee Time of America, Inc., has previously had a 150-cup table model and a 400-cap unit but an attempt is being made to have a machine to vend hot pre-brewed coffee. These machines will adapt its Lebron-made hot food vender to handle an expected 112 cups.

Rudol-Melikan, Inc., also has a compact 300-cap unit in its Model PACT-300. The firm has a 600-cap and 880-cap machine, each of which offers coffee, chocolate and tea or soup. The compact offers coffee with either chocolate or soup.

**New Equipment**

AVenco Csc Coffee Vendors

AVenco has recently added its Model 400 (left) as a companion to the recently introduced Executive 700 (right), and will out with a Model 700 Special that will sell at approximately $1,195. The Model 400 has a capacity of 350-400 cups, a 42-inch body, making it a fresh brew machine. AVenco is also offering dual pricing (10c-15c) with a 9-ounce cup that will vend either six or eight ounces.

David J. Baker, 59, Dies

- Continued from page 72

died after 1960. More recently when the Massachusetts Coin Machine Association was formed he lent his support, but falling ill had to relinquish his strenuous role.

Dave had been active in charitable pursuits for many years, having a special place in his heart for the Cerebral Palsy telephone marathons among operators which resulted in thousands of dollars for the worthy cause.

A year ago, he outfitted the Aircraft Carrier Essex with a juke box and a supply of records when it went into Vietnam duty.

Gardner

He had also organized the move and led the assault for 10-cent play in the area. He was involved closely with Music Operators of America (MOA) and was a staunch supporter of MOA as well as taking a life membership for Mevlo-Tone. He lived in horseback riding and a few other hobbies and was an avid gardener.

His malady was a terrible one and his passing was followed by his home far beyond. A year ago. Robins has been actively running the Bennett line since then and states that the present management of the Bennett line will be taken over by Robert Reed, his former partner. Daved had traveled extensively in Europe and South America and had established music routes in Puerto Rico. His father showed the respect in which he was held in the music and coin industry by the turn of 1960.

Contributions and expressions of sympathy are being sent to the Cancer Fund. As well as his will charity, the estate also leaves two daughters, Iris Hoffenstein of Randolph; Karel Jistik of Surprise, the brothers, Maurice of Lynn; Son of Fred, active in the music business; Daniel of Connecticut; four sisters, Mildred of New York; Sophie Zeller of New York; Lillian Penna and Bella of California.

**Billboard Readers**

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

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Everybody benefits when everybody gives
**Coin Machine News**

**Cedar Point Scenes**

OFFICERS of the Northwest Ohio Jukebox Operators Association dined with their wives at the organization's recent outing at Cedar Point resort, Sandusky, Ohio. From left, Mr. and Mrs. Bill Hullinger and Mr. and Mrs. Maynard Hopkins. Hullinger is secretary-treasurer and Hopkins is president of the association.

**Granger Bears Association Gospel to Ohio Trade Group**

"Continued from page 72"

minimum income and insurance plans and the continuing $8 a machine copyright battle in the U. S. Congress.

In return, he said, the local groups "must fight the local legislative battles" (probably a reference to the pending struggle between the State attorney's office and Ohio operators over the add-a-ball question), and work to improve the "tar-rished industry image."

"No association is better than the people who are leading it, and you are lucky to have officers like Maynard Hopkins and Bill Hullinger," he said.

**Invitation**

Granger then extended an invitation to the Oct. 27-29 MOA convention in Chicago and outlined the plans for this year's meeting. In addition to the four major jukebox manufacturers, he said, French, German and Japanese firms will be represented, as well as the seven major record companies for the first time in many years.

"The companies have not been taking the operator seriously enough until lately," Granger said, "but now they are beginning to understand his importance."

He closed by saying that good relations between national and local organizations is strictly "a two-way street" and that the national group needed local support.

Secretary Bill Hullinger rose and praised President Hopkins for the progress of the association in the last year.

Hopkins closed the meeting with an invitation to the restaurant's patio on the shores of Lake Erie for free drinks.

Hopkins also reported that Ohio machine operators are ready to go to court on the add-a-ball issue whenever the State decides to bring it up. "Our briefs are prepared and we think we have a pretty strong case," he said. The controversy hinges on whether a free ball shall be considered a matter of chance, in which case it is illegal, or a matter of skill, and, therefore, legal.

**TAKING ACTION ON LOCATION—OWNED MACHS.**

"What You Can Do About Location-Owned Machines," an article by coin machine legal authority A. Kerzner, is available in reprint form. The article is one of a series of "can-do" business features that have appeared in the coin machine department of Billboard in recent months. Reprint cost per copy: 10 cents. Write: Location-owned machine reprint, Billboard Magazine; 188 W. Randolph Street, Chicago 60601.

**CHICAGO COIN'S TWINKY**

NEW MULTI-ACTION 2-PLAYER

Never Before On A Pin Game!

PEACOCK FEATURE

A New Concept...Shooter Controls
High Scoring By Pressing Button on Front of Game

**COINMAN IN THE NEWS**

**Continued from page 73**

Lou Levy of Dover Music, Brooklyn, became the grandfather of a girl named Judith Pearl Levy, the daughter of Lou's son Jerry and his wife Ruth.

Mike Matyanac visited M & N's Tuesday (23) to talk with Ron Clelland on the Journal which will be distributed at the convention to all those in attendance. Mike is working on the Journal ads and is being helped by Carl Pavesi of the Westchester Operator's Guild, and Newburgh's Jack Wilson of Modern Vending. Meyer Parloff of Atlantic Sales says he is very happy with his new Seaburg Selectronic 100, and expects it to be his biggest item during the coming year. Jack Hamburger, new president, was in last week (28) to visit the firm's Whirljyn, N. J. facility, and talked with newly appointed promotion manager Jim Newlander.

Charles Barrett

SEPTEMBER 9, 1967, BILLBOARD
Shortage of Adult Singles

*Continued from page 72*

"There is a shortage, but it's not acute," reported Rudy Per-...
The Bluebook

Valuation of Used &
Reconditioned Coin Machines

Sept. 9, 1967

The following average valuations, based on quotations obtained from selected, franchised distributors in key markets throughout the U.S., are published only for the purpose of indicating general trends. The averages are unfit for application to any specific buyer-seller situation.

Pool Tables &
Shuffleboards

All-Tech Industries

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Fisher Mfg.

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Irving Kaye

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National Shuffleboard

Artcraft Shuffleboard

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United Billiards

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U.S. Billiards

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Valley Mfg.

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Coin Machine News

Coin Man

The News

SAN FRANCISCO

Attending Wurlitzer service schools conducted by Leonard Hicks for personnel in the branch here and operators in surrounding areas: Jack Carpenter, Santa Rosa, Calif.; Bill Wallers, Central Valley Music, Turlock, Calif.; Paul Rehn, Chatsworth, Calif.; Jerry Veffe and Ed Engberg, San Francisco Operator Service, San Francisco; Ralph Butcher and Glenn Conen, Lambert-Maple, Stockton, Calif.; John Davies, H. P. Simmons Music, Stockton, Calif.; Tex Bowen, Palo Alto, Calif.; Herb Hammon and Dennis Grabs, Pacific Vending, Hayward, Calif.; Don Sttier, Pizzante Music, Vallejo, Calif.


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SING ALONG

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12 multipliers and 1044 color sequences. Additional new holes provide exciting action.

4 Real scoring for fuel and special scores.

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**Album Reviews**

**Soundtrack Spotlight**
**Doctor Doolittle**

Doctor Doolittle, 20th Century-Fox
DTC 3101-A (M): BTO 3101 (S)

Here is a soundtrack which may amaze you as well as the kids. Based on the famous Dr. Seuss novel, this film has the same results. But don't expect much with the tunes except for some fun songs. This track should come in handy. Most of the music is in story form.

---

**Pop Spotlight**
**Vanilla Fudge**

Vanilla Fudge (1967) Atlantic SD 33-224 (S)

The Vanilla Fudge is a truly unique group and this, their first album, features their re-creation of a number of classic rock songs, plus one original. It's an extended version of their hit "Keep the Changes." The quartet does not attempt to develop their ideas at length, but uses instrumental passages featuring the organ. Overall, it's a knack with more than eight interesting minutes.

---

**Country Spotlight**
**Gentle on My Mind**

Carl Smith, Capitol 2709 (M): ST 2709 (S)

This is a sound, a package of songs which are in the great country tradition, but are not just country. However, they cannot be considered country, either. They are not a country album, and cannot be considered a country album. They are not a country album, and cannot be considered a country album.

---

**Classical Spotlight**
**Prokofiev: Ivan the Terrible**

Various (1969) U.S.S.R. Symphony Orchestra (Sverdlovsk); Melodiya; Angel 41490 (M): 41490 (S)

This recording of Prokofiev's two symphonies, "Ivan the Terrible" is arranged by composer A. Bax. The work is a real symphonic achievement.