Fox Office Wing Set in Bulging Canadian Mart
By PAUL ACKERMAN

NEW YORK—The office of Harry Fox, publishers' agent and trustee, has set up a Canadian Division to give increased attention to the greatly expanded use of copyrights in the French-Canadian market. Al Berman of the Fox office said the number of labels in Canada has proliferated; that whereas five or six labels in Montreal constituted virtually the whole market not too long ago, there are now well over 20 manufacturers. This amount of manufacturers will soon be audited by Fox, as part of the Fox operation's routine checkup on the Canadian scene. Fox's accountants have retained a French-speaking specialist.

Berman stated that publisher revenue from Canada increases every quarter—which reflects the growing record sales activity there. Berman said: "We have employed a specialist in Canada to provide in-depth reporting on the use of songs of any language translated into French and armed with this information, can notify the performing rights societies to watch for specific titles.

The Fox office, of course, also represents BIEM, the European mechanical agency, in Canada. A good example of how titles can be detected under the new Fox set-up in Canada occurred recently in connection with a tune titled "Ce Soir Je Pleure" (This Evening I Cry). This could have gone unnoticed in prior years, but it was ascertained that this was a version of "O Sole Mio," that a translation had been made in the belief that it was in the public domain. The record went to the top of the Canadian charts. A check indicated that at the time of the activity, the tune was not yet p.d. It was scheduled to become p.d. Tuesday (3).

Forum to Zoom in On World of CARtridge
By CLAUDE HALL

NEW YORK—Facts and figures will be unveiled Monday (16) at the Tape Cartridge Forum that will shed new light on the tape CARtridge scene for both dealers and record companies alike. Billboard's Record Market Research division during the past weeks has been canvassing hundreds of dealers, distributors, and other firms in the fields of records, electronic equipment, photo, and the auto-

Rumors Off: Vaughn Still A Dot Artist

NEW YORK—Billy Vaughn, one of the recording industry's top selling artists, last week signed a long-term contract with Dot Records, thus ending the mounting speculation as to whether he would remain with the label. Vaughn's decision to stay with the company where he has enjoyed a string of hits

Copyright Owners in Truce With CATV
By MILDRED HALL

WASHINGTON—A truce on lawsuits has been arranged between copyright owners and community antenna systems. As a result, a straightforward resolution extending copyright life of newly 58,000 expiring renewals has been introduced in the Senate. Senate Copyright Sub-committee chairman John L. McClellan (D. Ark.) introduced the resolution, and announced the voluntary amnesty on copyright suits against CATV to the Senate last week.

The truce came about after many meetings between film producer spokesmen (the principal (Continued on page 12)

Pubs Wooing Writers as B'way Copyrights Boom
By MIKE GROSS

NEW YORK—The long-run copyright payoff of Broadway show scores in disk royalties and performance monies continues to be the big attraction for music publishers. The publishers are on a constant prowl to sign writers, both new and established, in hopes of cashing in on some of that Broadway gravy.

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The truce came about after many meetings between film producer spokesmen (the principal (Continued on page 12)
Wait Until Dark

Mancini—featured piano soloist in his music from the new film.

Single ships in this 2-color sleeve.
**Executive Turntable**

Clive J. Davis, Cornelius F. Keating, Harvey L. Schen and Donald D. Randall have been named presidents of their CBS/Columbia Group divisions. For a more than a year they had titles of vice-presidents and general managers of their divisions. Davis is now president of the CBS Records Division; Keating is president of CBS International; Randall is president of the CBS International Division, and Randall is president of the CBS Musical Instruments Division.

**Musicon Records** has revamped the label's executive line-up. Art Tatum has been named president of field promotion duties; Stanley Kahn is now director of Creative product for Musicon and Dynamo, the label it distributes. Kahn had handled production for many years for Danny Fantroy, sales and promotion chief for Dynamo. Irvin Rawitz moves from promotion to distributor relations, reporting to Chris Spinoza, vice-president in charge of sales.

*Al Lewis has been assigned to the post of assistant to the president of MGM Records, Mort L. Nasir. In his new capacity of administrative assistant he will be responsible for its co-operation and provide a liaison for Nasir and the various executives and divisions of the company. Lewis is now in his eleventh year with MGM.*

*Elliot Goldman has joined CBS Records as director of business affairs. In his new capacity, Goldman will act in the negotiations and evaluations of recording contracts.*

*In addition he will be involved in transactions involving soundtrack, CBS Records investments in Broadway productions, and April/Blackwood music publishing contracts. Before joining CBS Records, Goldman was executive vice-president of Frederic Berman, City Rent and Rehabilitation Commissioner.*

*David Kruter has joined the public relations firm of Bernie Ison, Inc., as a vice-president. Kruter previously was an account executive with Joe Wellham PR, and in his new post he will be responsible for Ison's accounts in the industrial and entertainment fields.*

*Chuck Kardell has joined Arthur Prysock Enterprises as manager of A. Prysock Music (ASCAP) and J.I. Music (BMI). He will report to Don Palmer, manager of Prysock Enterprises. Kardell most recently was working on TV commercial projects with Dave Garvey.*

*Ronald Ettman has been named production manager for Kama Sutra Productions. He will be responsible for co-ordinating all staff and independent products for Kama Sutra and client labels. His first move was to place a new group, Pebbles and Shells, produced by Rod McBrian, with Kapp Records. Before joining Kama Sutra, Ettman operated a personal management firm and a publishing company.*

*Thomas Organ Co. has named Joel Eiffer to the newly created position of director of field promotion for executive Joe Buzzelli and serve as a liaison man between Buzzelli and Thomas' three major divisions, organs, Vox guitars and amps and Vox musical instruments.*

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**Decca Sales Meeting Stresses 'Total Entertainment' Concept**

By MIKE GROSS

WASHINGTON — Decca Records' emphasis on the "total entertainment" was re-emphasized last week at the third of a series of sales meetings for the company's regional field managers. The other two, held the previous week, were in Los Angeles and Nashville.

The "total entertainment" concept, which was pitched to its salesmen and to one independent distributor (Joe Vynor of Carroll Distributors) in Nashville, was pegged on the croon of Sidney Bader, vice-president in charge of national sales, that "if you're in the record business, you merchandise entertainment, no matter what form it is." The forms in Decca's fall program, which is riding out under the theme of "The Big Kickoff," include:

- **Steve and Eydie Join New Kirshner Label**

**NEW YORK —** Don Kirshner's new record company, which will be manufactured and distributed by RCA Victor, is set to begin operations. First artists to debut under the label are Eydie Gorme and Steve Rossi, who has been marketed by Stanley Donen, jazz authority.

- **Written Pleas Next in H. Williams Suit**

By WAYNE GREENBOW and JUDITH HELMS

MONTGOMERY, Ala.—Circuit Judge Richard Emmett took under advisement last week the civil suit involving the music of the late Hank Williams.

The defendant is his brother in case in which Audry Williams, widow of the country music singer and songwriter, took suit against John Williams Jr., contend that a 1963 contract, renewal rights of Williams' songs, are valid and not invalid, is not expected this year.

The judge granted 99 days for written briefs to be filed in the case.

- **DEATH CLAIMS GOSPEL STARS**

NASVILLE — Death last week claimed two prominent gospel stars. Sister Rosetta Tharpe Spier died Oct. 6 after a lingering illness at Littlejohn Memorial Hospital. She was 68 years old and had been a resident of Nashville, the home of the singing Spier Family following the death of her husband, band leader a year ago.

- **Bernstein to Britain**

NEW YORK — Sid Bernstein, Rascal manager, flew to England last week. His six-week tour of the provinces and concert dates for the Atlantic group for November, December, and early January, was scheduled for October was postponed.

- **Death of Hank Williams, Jr.**

The death of Hank Williams Jr., in a car accident near Camden, N.C., is being mourned by many in the music world. Williams was 27 and had just begun his career as a singer and songwriter with a national audience.

- **Friday was Leo Strauss Jr., a CPA from Hillsdale, N. J., whose firm has been specializing in the music industry since the 1930's.**

When asked if he had ever heard of renewals being as signed for as much as $250,000, Strauss said, "Not sure."

The CPA said that, in 1965, when he handled the Records, an affiliate company of MCA, as his account executive, Herb Linsky, merchandising manager of Harmony albums, sold $100,000 in promotional push for the top-selling albums in its catalog. The campaign was supported by the theme of "Enjoy the Luxury of Harmony," will be under the umbrella of Doug Kama Sutra Productions. He will be responsible for co-ordinating all staff and independent products for Kama Sutra and client labels. His first move was to place a new group, Pebbles and Shells, produced by Rod McBrian, with Kapp Records. Before joining Kama Sutra, Ettman operated a personal management firm and a publishing company.

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(Continued on page 6)
FROM BROADWAY TO HOLLYWOOD.

A new Goulet album. In the great "Broadway" tradition.

Robert Goulet
Hollywood
Mon Amour
Great Love Songs from the Movies
INCLUDING:
Somewhere,
My Love
Laura Theme from THE MOTION PICTURE "DOCTOR ZHIVAGO"
A Man and a Woman
From the motion picture "UN HOMME ET UNE FEMME"
The Exodus Song
From the motion picture "DOCTOR ZHIVAGO"
The Second Time Around
From the motion picture "HIGH TIME"
Laura
From the motion picture "LAURA"

ON COLUMBIA RECORDS
WOODIE GUTHRIE DIES; U.S. FOLK MUSIC TITAN

NEW YORK—Woodie Guthrie—born Woodrow Wilson Guthrie—singer, composer and a titan in the world of American folk music—died Tuesday night at a hospital here; his death was announced by his manager. He was 50 years old.

Mr. Guthrie, one of the leading figures in the American folk-music movement of the 1930s, composed many folk songs that have become classics of American music. Among them were "This Land Is Your Land," "Oh! Death," "I Ain't Got No Money," and "Deportee." He was also a prolific composer, writing hundreds of songs during his lifetime.

Mr. Guthrie was born in Okemah, Okla., and began his career as a vaudeville and square-dance dancer. He was known for his creative energy and his ability to combine music and words in a way that resonated with people across America.

Guthrie's music was a reflection of the time he lived in, capturing the struggles and hopes of ordinary people. His songs were often political, addressing issues such as poverty, war, and social injustice.

Mr. Guthrie's passing marks the end of an era in American folk music, and his legacy continues to inspire and influence musicians and songwriters today.

SALES OF "WAXING SPLENDOUR" HIT CHICAGO

CHICAGO—Studio time is booked solid here as the Windy City becomes a new hotbed of recording activity. The pace of recording has accelerated once again, with numerous artists and groups booking sessions at studios throughout the city.

Among the major projects currently being recorded in Chicago are: the new album by the Rolling Stones, due out later this year; the latest release by the Grateful Dead, scheduled for early next year; and the debut album by the Band, expected in late spring.

In addition to these major projects, a number of smaller groups and solo performers are also finding studio time available. The city's many recording facilities are accommodating the increased demand, with studio owners reporting a significant increase in业务.

Waxing Splendour, a new label formed by industry veterans, is helping to fuel the growth in the city's recording industry. Their first release, "Now's the Time," by the soul-stirring group the Meters, has been a hit on the local charts and is gaining national attention.

Waxing Splendour's success is a reflection of the city's rich musical heritage and its continued appeal as a hub for creative talent. The city's recording studios are once again at the center of the music world, with artists and producers alike flocking to Chicago to record their latest projects.
### New Pop Albums

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist(s)</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>Cookin' Up Hits</td>
<td>Liz Anderson</td>
<td>LPM/LSP-3852*</td>
</tr>
<tr>
<td>Class Guitar</td>
<td>Chet Atkins</td>
<td>LPM/LSP-3885*</td>
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<tr>
<td>The Blackwood Brothers Quartet sings for joy.</td>
<td></td>
<td>LPM/LSP-3851*</td>
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<tr>
<td>Gems from Jim Ed Brown</td>
<td></td>
<td>LPM/LSP-3853*</td>
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<tr>
<td>Carol Burnett sings</td>
<td></td>
<td>LPM/LSP-3875*</td>
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<tr>
<td>Accordion My Way-O! The Bill Dixon Orchestra</td>
<td>Milton Delugo</td>
<td>LPM/LSP-3844*</td>
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<tr>
<td>Joe Feeney sings For Heaven's Sake</td>
<td></td>
<td>LPM/LSP-3859*</td>
</tr>
<tr>
<td>The Best of Spike Jones and His City Slicers</td>
<td></td>
<td>LPM/LSP-3877*</td>
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<tr>
<td>Listen to the Warm Rod McNuen</td>
<td>Willie Nelson</td>
<td>LPM/LSP-3844*</td>
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<tr>
<td>The Party's Over and Other Great Willie Nelson Sings</td>
<td></td>
<td>LPM/LSP-3858*</td>
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<tr>
<td>Peter Nero</td>
<td></td>
<td>LPM/LSP-3871*</td>
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<tr>
<td>The World of Junior MLPE</td>
<td></td>
<td>LPM/LSP-3865*</td>
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<tr>
<td>Zippy Gonzalez</td>
<td></td>
<td>LPM/LSP-3848*</td>
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<tr>
<td>Earth Music the Youngloods</td>
<td>Lynne Anderson</td>
<td>LPM/LSP-3861*</td>
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<tr>
<td>Rode, Rode, Rode</td>
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<td>CHM/GHS-1001(a)</td>
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<tr>
<td>The World of Junior MLPE</td>
<td></td>
<td>CHM/GHS-1002*</td>
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<td>The Sound of Brotzu</td>
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<td>CHM/GHS-1003*</td>
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<tr>
<td>The Best of Connie Smith</td>
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<td>LPM/LSP-3849(c)</td>
</tr>
<tr>
<td>The Party's Over and Other Great Willie Nelson Sings</td>
<td></td>
<td>LPM/LSP-3863</td>
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<tr>
<td>Verdi - La Traviata</td>
<td>Montserrat Caballe, Carlo Bergonzi, Sherrill Milnes</td>
<td>LPM/LSP-3855</td>
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<tr>
<td>Beethoven - 2 Nocturnes</td>
<td></td>
<td>CHM/GHS-1001(b)</td>
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<tr>
<td>The Chamber Symphony of Philadelphia</td>
<td></td>
<td>CHM/GHS-1003*</td>
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<tr>
<td>Handel - Messiah</td>
<td>Julian Goldschmidt, Robert Shaw, Chorus of Canterbury</td>
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### New Red Seal Recordings

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<tbody>
<tr>
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<td>Montserrat Caballe, Carlo Bergonzi, Sherrill Milnes</td>
<td>LPM/LSP-3848*</td>
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**RCA Victor Presents Perry Como's Holiday Special**

RCA Victor presents Perry Como's Holiday Special with Rowan & Martin, Jefferson Airplane, Bobbie Gentry. Special Guest Stars: Sergio Mendes & Brasil '64 in color, on NBC-TV, November 30, 7:30-9:30 EST, 6:30-8:30 CST.

*Recorded in Dynagroove sound

†Manufactured and distributed by RCA.
Market Quotations

As of noon Thursday, October 5, 1967

NAME
High
Low
End

Day
Vol.
Week
Vol.
Week
Vol.

Adowr
28
20
25
322
265
24%
24%
-1

American Broadening
102
72
85
823
793
83%
83%
-2

Amoco
40%
220
860
375
351
75%
75%

Aurora Devices
80
70
80
172
172
26%
25%

Automatic Radio
81%
371
84
81
7%
8

Automatic Retailer Assn.
80
51
160
799
799
74%
74%

Avco
70%
181
71
49
46%
45%

Crossman Park
25
21
147
53
35
39%
-14%

Creston Corp.
28
21
287
24
24
28%
28%

CBS
76%
76%

Columbia
52%
311
54
29
83%
9%
2

Consolidated Elec.
57%
369
499
41
41%
41%

Dinley, Walt
10
7
7
0

EMI
57%
365
646
51
5%
Unchg.

General Electric
115%
858
634
1115
1115
11%

Gulf + Western
114%

Herschel
27%
178
478
47
41%
67%

MCA
59%
34
35
55
58
Unchg.

Metrovision
64%
40%

MGM
64%
328
249
631
59%
60%
-3%

MGG
95%
75
80
93
89%
99%

MCA
113%
90
299
139%
137%
23%

RC
62%
422
192
62
41%
11%

Seaborg
23%
188
49
23
21%
21%
-17%

Town Tran.
41%

20th Century
59%
3129
1076
561
556
33

WB
28%
165
74
28
21%
-17%

Westbur</p>
NOW HEAR THIS!

YOU'VE MADE ME SO VERY HAPPY

BRENDA HOLLOWAY

TAMLA 54155
CRITTERS

lilt
SUPER
VICTOR
1317

sales
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Commercial
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FAItM

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FAItM

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Davis

FAItM

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SPOTLIGHT

Singles

COUNTRY

TOP 10

Jim Reeves—I Heard a Heartbreak Last Night (Prod. Chet Atkins) (Writer: Payne) (Hill & Range, Ramo/Dawson) (BMI)—This twangy material is sung to perfection by Reeves with all the sales potential of another No. 1 item. Flip: "When the Rollin' Gate Closes" (RCA Victor 9343)

Charlie Walker—I Wouldn't Take Her to a Dogfight (Prod. Dick Dougan) (Songwriters: Snow-Kington) (Window, BMI)—Hot on the heels of "Don't Squawk" (RCA Victor 9268) is this forgettable gem that could possibly carry him to the top of the charts. Flip: "Tonight, Dear—Calling It a Day" (Wilderness, BMI)

Dolly Parton—Why, Why, Why (Prod. Owen) (BMI)—Bill Owen penned this strong rhythm item and Miss Parton does all she's worth. It should prove just as big as her giant "Somebody's Fool." Flip: "I Couldn't Wait Forever" (BMI)

Dallas Frazier—Everybody Ought to Sing a Song (Prod. Reise Herstein) (Writer: Frazier) (Blue Crest, BMI)—This top country composer has written himself a powerful piece of catchy rhythm material that should spiral right up to the top of the charts. Fine performance loaded with more style as well. Flip: "I Don't Have No Time" (Blue Crest, BMI)

Capitol 2101

June Stearns—River of Regret (Prod. Frank Mills) (Owen, ASCAP) (BMI)—This strong performance proves the one to establish this fine stylist as a top disk seller. With a feeling of the unique individual style, Frank Jones has an important discovery here. Flip: "Where Did the Good Times Go" (Bettye Jean, BMI)

Columbia 44321

All records submitted for review should be addressed to: Re邸r, RCA Victor, 165 W. 46th Street, New York, N. Y. 10036.

R&B SPOTLIGHTS

Top 10

J. J. Barnes—Now That I Got You Back (Prod. Bulk Prod) (Writers: Davis - Barker) (Groovesville, BMI)—A natural, hot follow up to his smash "Baby. Please Come On Home" in this driving easy mover that should spur the r&b chart and rapidly spill over into the pop field. Groovy performance and material Flip: "Forgive Me" (Groovesville, BMI)

Walter Jackson—My Ship Is Comin In (Prod. Ted Cooper) (Writer: Brooks) (January, BMI)—The steady movement of this wailing, emotional Jackson style could easily prove one of the stronger items when he hits the road. Flip: "A Cold, Cold Winter" (Shapiro, Bernstein, ASCAP)

Columbia 1608

October 14, 1967, BILLBOARD
MUSIC TO WATCH

BIRDS OF BRITAIN

BY

ANOTHER INCREDIBLE INSTRUMENTAL EXPERIENCE BY

THE BOB CREWE GENERATION

DISTRIBUTED NATIONALLY BY DOT RECORDS INC.

JUST EXPECT THE INCREDIBLE
Copyright Owners CATV Reach
Accord on 58,000 Renewals

**Continued from page 1**

objects to a legislated moratorium on CATV suitably licensed and owned by people, brought together by Senator McClellan and with Copyright Office Register Abraham Kangenstein. These opponents, however, have decided there was no present need for his proposed moratorium on CATV because they feel the threat to the music industry is threatened to attack the controversial moratorium to the extension bill. (Billboard, Aug. 12, 1967)

Such songs as "The Ragtime Band," "I Wonder Who's Kissing Her Now," "Shine On Harvest Moon" and the World Series favorite "Take Me Out to the Ball Game" would fall into public domain without the extension renewal. This third extension bill carries to Date 31, 1963, by which time it is hoped the Copyright Revision will become law, with a plus life 50-year term, and a duration of 75 years from registry for copyrights in renewal term.

Senator McClellan outlined the CATV copyright proposal he made last year. The bill, passed by the two lower houses now ruled CATV fully liable for copyright fees on all their programming, proposed the Federal Communications Commission to broadcast a United Artists Television against Fortnightly Corp. and Ralph Cooke, a CATV producer who opened its current session last week. The decision to review, or to let court judgments stand, on the already-year CATV people have told the high court that copyright performance liability suits could run to $1 million a month in the CATV industry.

Senator McClellan said assurances received and in prospect, from industries involved, cover 95 percent of the copyrighted programs on CATV. It is expected that, while the parties are negotiating contractual arrangements, and discussing appropriate legislative formulas, the copyright owners will refrain from instituting legal action against CATV licenses. It is further provided that in the event such negotiations are terminated, no infringement suits will be filed for a period of 20 days.

Senator McClellan said a plethora of lawsuits against CATV "could disrupt the television viewing of millions of people," served by the negotiations.

Negotiations on fees to copyright owners are continuing, and as long as there is an agreement to continue to negotiate "in good faith," the film owners have agreed to reserve. Meanwhile, the subcommittee will be keeping a "watchful eye" on things, and could take "appropriate steps in the event the negotiations threatened to attack the controversial moratorium to the extension bill." (Billboard, Aug. 12, 1967)

Rumors: Vaught Still A Dot Artist

**Continued from page 1**

ion sellers was interpreted by many as a fill- in for the label's new administration.

Vaught's contract was signed last week with Arnold D. Burk, Paramount's new head of domestic sales. The move is expected to take effect immediately.

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The "Vaughn Peete, Dot's vice-president for domestic sales, said that Vaughn is currently completing a new television script for a January release. Vaughn's million

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Perry, George Big Click at Copa

**Continued from page 8**

with a variety of material. Her delivery was sensational. Perry was particularly effective, although everything was great—Swinging in 10:30, Perry's Legs style was whipped around by little musical instrumented. His singing was strongly supported by an all-out arrangement worked out by her conductor Louis Levy and her arrangement. The arrangement was said to be the best arrangement in the world, as she has made it famous and the net result is "You'll Get Over It," "Lonesome Road," a song written by Louis Levy and her. The music was said to be the thing as Miss Levy delivered it behind a pounding rocking blues beat. The arrangement had a feeling emphasized by amplified harmonica. Later in her performance, Perry spoke directly to the audience, thanked them, and said she was glad to be back at the Copa. Perry, who has made the Copa her home away from home, said that she was grateful for the chance to be back on stage. She said she was thrilled to be back at the Copa. Perry said that she had been appearing there regularly since the beginning of the season and that she was looking forward to returning next year. She also thanked her fans for their support and said that she hoped to see them again soon.

BULova—WARNER'S new cartridge stereo system, showing general relationship to the phonograph, and the playback cartridge and needle. Of particular note is the use of double cartridges which permits bidirectional recording. The wax record cartridges need for cartridge turntable. The full details of this are available from the company.

CRAWDISS

**Continued from page 1**

s capable of playing both long and uninterrupted passages as found in musical or classical works. Bulova is the maker of the largest production of watches and also is engaged in numerous non-consumer operations. The company grossed in excess of $121,000,000 last year and is listed on the New York Stock Exchange. In addition to its high quality timepiece operations, Bulova manufactures automation machinery designed and built to process micro-electronic components, as well as transistors and integrated circuit modules.

Bulova became interested in the Warner cartridge stereo system in early 1966, and purchased the rights to it, Gewertz said his firm subjected the cartridge to an intensive technical analysis, patent search and market study.

Patent Coverage

According to Gewertz, the system is protected by adequate patent coverage on both the playback and the cartridge to provide security to any interested licensee or manufacturer who will identify all our licenses. Licenses will be made readily available without special conditions or encumbrances, and Bulova will act as technical consultant to all licensees.

The system was invented by Edward Schermer. Ralph J. Samuels, an attorney and president of Kleinman & Samuels, Development Corp., acquired the rights to it in 1965. Bulova has been working with tape and playable records for a number of years and has an extensive automation system engaged in business machines. He and the inventors worked for three years on the system to develop it. They believe that system would satisfy a market need.

According to Gewertz, Samuels approached Bulova more than two years ago with the project of another system. "At that time," Gewertz recalled, "the first Warner Cartridge was all 4-track, left the Warner system at the starting gate. As time passed, it appeared to us that the gadget was not all that it seemed to be. It was not being satisfied by any existing system. Our system was developed and refined, and we concluded our work right around 1966," Gewertz said. Gewertz said he had been with Bulova for the past 14 years. "I am involved in the firm's non-consumer activities relating to military and industrial operations, including military-safe mechanics and artificial fusing. Bulova's activities in personal entertainment are the Warner system has been under his supervision.

BULova—WARNER'S new cartridge stereo system, showing general relationship to the phonograph, and the playback cartridge and needle. Of particular note is the use of double cartridges which permits bidirectional recording. The wax record cartridges need for cartridge turntable. The full details of this are available from the company.
LISTEN... LISTEN!

TWELVE GREAT PERFORMANCES ON BOTH SIDES OF

GARY LEWIS

LATEST ALBUM: "LISTEN!"
# LRP-3524 / LST-7524

GARY LEWIS

LIBERTY RECORDS
Indian Music May Prove Borne to Electronic Sound

NEW YORK — The recent surge in interest in the music of Indian in-
music may prove to be a boon to electronics. According to independent arranger and pro-
ducer Joe Renzetti, electronic music, key to Western pop

Sonny’s ‘Views’ Get Atco Drive

NEW YORK — Atco Rec-
sors has set a large-scale ad-
vertising and promotion cam-
paign on Sonny’s first solo al-
burn, “Inner Views.” KHI, Los
Angeles, in charge of the vehi-
ce is expected on the Waldorf-Astoria Hotel.

Country Music Luncheon Set

NEW YORK — Nearly 1,000
radio, TV, and advertising exec-
utives are expected at the Mon-
day luncheon at which the Na-
bbaired is becoming noted for it.

C/P Buys Building

PHILADELPHIA — Cameo/ Park-ways has bought the building which it had been renting. A new B-
track recording studio is now installed in the studios there.

MUSIC BUSINESSMAN
(VICE PRESIDENT)

The General Manager we seek has a strong sense of personal
direction and camaraderie. He is
a habitual sets and achieves demands goals. He is expert in the
engineering of consensus and magnetic in his leader-
sip. He is sensitive to the human elements in corporate
accomplishments. Subordinates admire his bold and consistent
decision making. He prizes talent.

This demanding position as operational head of our music
publishing subsidiary, which is a major factor in the industry,
requires a varied experience. An instinctive feel for produc-
tive new music, knowledge of how imaginatively to
exploit the old, a talent for innovative thinking, a persistent
profit orientation, and a record of goal achievement are also
required. We are particularly interested in candidates qualified
executive from the music side of the entertainment industry.

This unusual opportunity, its compensation (competitive with
our present), unique arrangements for capital gains, as well as
your qualification is an opportunity for meeting with our consul-
tants by telephoning Robert Fordyce or

 Renzetti, is the most produc-
for electronic music explo-
it’s cost of the console, which
is $13,000. Renzetti, who is working on writing,
arranging and producing electron-
cut, the sound of an instru-
can be seen, while maintaining the
western line system.

Renzetti cited a number of
group rocks which are imitating
electronic sounds. “The Su-
permen are using a basic simu-
lized electronic sound in "Re-
collections," and other groups
which include the Byrds and Yard-
birds are becoming noted for it.

Why not use the electronics initially?

The cost, according to
Renzetti, is the most produc-
tive way to achieve this in the
field of electronic music ex-
ploration. "Cost of the console is a new
$13,000. Renzetti, who is working on writing, ar-
anging and producing electronic
numbers, arranges material
for Jay and the Techniques, Spunky
and Our Gang, the Intr-
ducers, the Kit Kats, Bunny Siddler and Bobby
Hebb.

He is interested in pro-
ducing, with an instrumental
version of "A Whiter Shade of Pale" set for release on 20th Cen-
tury. In another venture, Renzetti will be arranger and
A&M Building Planned

LOS ANGELES — A&M
will construct a two-story build-
ing on its Larrba Avenue lot to
house its accounting department, ID and Personnel, and Madi-
don, controller and five-year
associate with A&M, will shift her
16-person staff to the new fa-
cility. Construction will start late
in May.

According to co-owner Jerry
Moss, $400,000 worth of equip-
ment has been ordered. We-
heimer said that many artists and
a number of foreign distributors
are interested in the company.

He added that programmers
do not have to be involved with
export sales and to stop

Some of the more well-known artists, according to
Weheimer, are expected to have their own distribu-
tors in the near future. The company is also expected
to increase its sales by 15% in the next year.

Operations manager Stuart
Colesman will assist with Mad-
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to increase its sales by 15% in the next year.

London to Stage ‘Robbery’ Push

NEW YORK — London
Records plans a large-scale cam-
paign for the soundtrack of the
upcoming film “Robbery of the
Cameo.” Included are a week
of spot radio, various adver-
ses, and photos from the movie. Release of the album was rushed
to tie in with the film’s opening on Wednesday (27). The promotion will end
just prior to Christmas.

London also has slated sev-
eral other albums with the same
from “Robbery.” The Burling-
ton Music Group controls world-
wide publishing rights to the
score by arrangement with Em-
(berry Pictures Corp.

CPA Analyzes Disk Problems

NEW YORK — Problems and techniques in connection with the
special audits of record companies were the subject of a
program Tuesday (11) presented to the members of the New
York State Society of Certified Public Accountants at the
Hotel Billmore. Strauss analyzed the types of record royal-
including monies accruing to artists, publishers, artists and fon-
THE GRASSROOTS

HAVE A NEW ONE

WAKE UP, WAKE UP

D-4105

DUNHILL RECORDS INC./NEW YORK BEVERLY HILLS A SUBSIDIARY OF ABC RECORDS, INC., 1330 AVENUE OF THE AMERICANS, N.Y./MADE IN U.S.A.
homburg
by Procol Harum
produced by
Denny Cordell
happily on
A&M Records
homburg
only great again.

CONNYE FRANCIS
LOVELY AGAIN
K-13814

b/w When You Care a Lot for Someone

Another emotion-packed single by the incomparable Connie.
Headed for the heart of the charts on

MGM Records

MGM Records is a division of Metro-Goldwyn-Mayer Inc.
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Fawns</td>
<td>Wish You Were Here With Me</td>
<td>Breakout orders in WASHINGTON BALTIMORE</td>
</tr>
<tr>
<td>The Masqueraders</td>
<td>I Don't Want Nobody To Lead Me On</td>
<td>The Most Exciting New Group You've Ever Heard</td>
</tr>
<tr>
<td>Chuck Jackson</td>
<td>Shame On Me</td>
<td>Picked on Top Stations WVOM—WFUN</td>
</tr>
</tbody>
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They're Chartbound and Spreading The Sweet Sound of Success is on SCEPTER/WAND
STAR performer—Sides registering greatest proportionate upward progress this week.

1 1 1 THE LETTER / Ray Long, One Panel, Motown 444
2 3 5 NEVER MY LOVE / The Association, Reprise 7873
3 23 25 TO SIR, WITH LOVE / Sammy Davis Jr., Columbia 3957
4 11 13 LITTLE OLÉ MAN (Uplifting—Everything's Alright) / James, Reprise 3959
5 11 15 I'M COMING OUT / Bobby Vee, Charm 553
6 6 7 (Your Love Keeps Lifting Me) HIGHER AND HIGHER / James Brown, Colpix 1566
7 4 4 COME BACK WHEN YOU GROW UP / The Dells, Vee-Jay 21
8 9 14 HOW CAN I BE SURE / Youngbloods, Mercury 1112
9 10 16 CRY LITTLE SIGN / Brenda Lee, Columbia 4444
10 12 40 SOUL MAN / The Temptations, Motown 16
11 8 6 APPLES, PEACHES, PUMPKIN PIE / The Mamas & The Papas, Capitol 104
12 19 24 HEY BABY (They're Playing Our Song) / Al Green, Arista 1
13 23 31 GROW YOUR Own / Marvin Gaye & Tammi Terrell, Tamla 45
14 15 29 DANDELION / Delaney & Bonnie &3 Mark Frede, Atlantic 286
15 17 38 EXPRESSWAY TO YOUR HEART / Real Grass, Columbia 1166
16 16 27 GET ON UP / James Brown, Colpix 157
17 12 9 HEARTS WITHOUT HAPPINESS / The Drifters, Mercury 1114
18 38 70 A NATURAL WOMAN / Marvin Gaye, Tamla 45
19 24 45 YOU KEEP RUNNING AWAY / The Marvelettes, Motown 47
20 13 14 BROWN EYED GIRL / The Righteous Brothers, Warner Bros. 5770
21 14 80 FUNKY BROADWAY / Sammy Davis Jr., Columbia 4445
22 7 5 REFLECTIONS / Dianne Ross & The Supremes, Motown 45
23 32 44 PEOPLE ARE STRANGE / The Doors, Elektra 401
24 39 38 IT MUST BE HIM / The Four Tops, Capitol 15
25 33 49 LIGHTNIN'S GIRL / Etta James, Philadelphia International 45
26 21 21 GROOVIN' / The Isley Brothers, Atlantic 40
27 40 63 LET IT OUT / Ben E. King, Atlantic 63
28 31 41 LET LOVE COME BETWEEN US / Sam & Dave, Stax 45
29 39 77 ODE TO BILLIE JOE / Steve Miller Band, Warner Bros. 45
30 37 34 WHAT NOW MY LOVE / The Rascals, Atlantic 29
31 41 52 THE LOOK OF LOVE / Sam Springfield, Philips 45
32 42 56 WHAT CHILD IS THIS? / Virginia Rodgers, ABC 91

HOT 100-A TO Z-(Publisher-Licensee)

11 THE LETTER (Publisher—Motown, Licensee—One Panel)
11 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
15 THE LETTER (Publisher—Motown, Licensee—One Panel)
13 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
12 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
10 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
9 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
8 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
7 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
6 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
5 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
4 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
3 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
2 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
1 ORANGE SKY (Publisher—Emi, Licensee—Atlantic)
The Original Sound Track from one of the MOST EXCITING MOVIES EVER MADE!

Slams right into action... with rhythmic cracking electricity.

“A TREAT FOR ACTION ADDICTS! THE PICTURE EXCELS WHEN THE HEAT IS ON!”

“The film crackles! Slick acting, fast pace, a snappy, effective action film!”

Joseph E. Levine Presents

ROBBERY

Music by

Johnny Keating

Exclusively on LONDON Records
Arnold Hard-Hitting With His Easy Style

LOS ANGELES—Eddy Ar-
nold opened at the Coconut Grove Towney (2) with a low pressure, simple style that was totally effective. He hit his 75 minutes on stage. Arnold's roots may be in the South, but his presentation here was a com- pendium of both American folk- lore and love stories.

Arnold's gently gliding voice and almost effortless style car- ried him through his program.

Paul & Thomas Ink Deal With Wilkes

NEW YORK—David Wil- kes Music Corp. has concluded a management and producing agreement with a new act from Illinois, named Paul & Thomas. The two young men, Paul Han- sen and Thomas Hill, recently finished their first New York engagement at Gerdy's Folk City. The boys are now writing material for their first album. Gamble Rodgers, ex-member of the Serendipity Singers, also managed by David Wilkes, will leave his college in North Carolina, to train with the group.

of 27 songs, with big band charts by his pianist-arranger Bill Willshock. A 22-piece Dink Stableb orchestra offered full- sounding pop, not country sup- port.

Before sitting down with his guitar to play a few old chest- nuts, Arnold moved around the large stage with the slide. He favors the medley form, tying together such songs as "Dear Heart," "Lenox Me," and "Hello, Dolly!" or "Turn The Lights Out On Old Ford," "What's He Doing In My World?" and "Make The World Go Away.

Arnold, who records for RCA Victor, has great vocal power, but it's barely exposed. He is successful in communic- ating but defies the traditional show business axiom of build- ing one's act to a climax.

ELIOT HIEGEL

"Winkle' Awakens As a New Musical

One of the more promising acts to come out of the West Coast is writer Kermit Goell is building a 3,000-seat Washington Irving Amphitheater outdoor production of a musical version of "Rip Van Winkle" slated for its outdoor amphitheater also will be available for concerts and other events.

"Rip Van Winkle" has book by Cooper, with a score of mu- sic by Fred Selman, lyrics by

McKenzie in Overseas Pitch on His Hit Disk

NEW YORK — Scott Mc- Kenzie is solidifying the Euro- pean market for his album "San Francisco" (Be Sure to Wear Your Glasses) on Ode Records, with a promotion tour of England and the Con- tinent this month. Accompanied by Lou Adler, head of Ode, McKenzie will be introducing his new single, "Like an Old Time Movie."

A highlight of McKenzie's trip will be an Oct. 30 appearance at London's Albert Hall, where he will be a guest star at a Mammas and Papas concert. CBS International affiliates are moving quickly to release the new single in their markets to coincide with McKenzie's tour. In conjunction with his new Ode release, CBS Records is giving McKenzie a heavy pro- motional push stressing the theme "the voice of Scott McKenzie."

"The San Francisco" disk has taken off in England, Germany, Belgium, Holland, Luxembourg, Norway, Sweden, Denmark and Austria. It's continuing to move out in France, Italy, Japan, Latin America and Spain.

Goell, who also is the musical producer. The production will be co-produced with music ma- sics by Fred Selman, lyrics by

"The Great Johnny Rivers' album for Reprise promises to rep- resent great sales in popular records outlets. It's a continuation and collection of most of his early material, in- cluding favorites like "Oh What a Kiss," "So Dagome Lones- some" and "Blue Skies."

Perhaps the most appealing selec- tion is "Too Good To Last." One of the qualities that makes this album outstanding is Johnny Rivers' choice of his guitar. He plays a Gibson—the choice of profes- sionals. (Adverti

Talent

NASHVILLE—The Cowsills captured the Nashville Sound and captivated the Nashville audience.

The MGM family group, ap- pearing at the Ramada Inn as part of a promotional tour, re- ceived a standing ovation from a predominantly music industry audience.

Particularly effective was their rendition of "Nashville Cats," performed after an intro- duction by Bob Cowsill in which is this where it's happening."

The group opened with "The Rain, the Park and Other Things," their current single, and performed several numbers from their new album, includ- ing a couple of original tunes penned by members of the family. Swinging back to Nash-ville, the group told the second-heavy round of applause for "Oh Lonesome Me."

Frank Mancuso, MGM's head of promotion and artists rela- tions, said the Cowsills had never before played this same show twice on their promotional outing. "The plan for this program particularly for Nashville. It showed good general and exceptional talent.

BILLY WILLIAMS

N.Y. Rock 'n Roll Ensemble Versatile Group to Watch

NEW YORK — The New York Rock 'n Roll Ensemble demonstrated flexibility Tuesday night (3) at the Wheel de- cotheque. Their band ranged from a hard rocking blues number "I Love You, Baby," to an instrumental piece on which three of the group drafted on by Martin Gandy.

5 Jazz Artists To Milestone

NEW YORK — Milestone Records is expanding its efforts in the jazz field with the signa- ture of five new artists, the first musicians added since the label began expansion plans under new ownership.

Inclusion in pianist-composer Bobby Timmons, whose earliest discs were produced for Rivers- side Records by Orrin Keep- news, Milestone general man- ager. Timmons joins Milestone from Prestige Records. Tenor saxophonist Joe Henderson, pre- viously with Blue Note, has completed an album slated for fall release.

A front, West Coast producer, will record vibra- tionist Milt Jackson and Tommy Vig for Milestone. Vog is based in Las Vegas. Singles have been cut from the line- up and Vig albums, the label's first serious entry into the singles field. Other new artists signed besides Vig are also saxo- phonist Gary Barzz and guitarist Phil

"Dark Horses' Play It Light

NEW YORK — "Dark Horses" are coming at Upstairs at the Downstairs, tenures with bands at Sun City, LBJ, Mayor Laser, venereal disease ('"It's not a good idea to rely on cards.

Five of the six performers are California-born, one a year, and the three boys and three girls perform in polished and sophisticated fashion. The two previous Upstairs at the Down- stairs reviews, "Mixed Doubles" and "Below the Belt," have been received through mail-order and in New York stores.

This summer the group does not plan to record itself, but is looking for a label to handle the session and issue the album under its own logo.

Most of the material in the review is geared to an upper middlebread New York audi- ence.

AARON STERNFIELD

"ODE TO BILLIE JOE" is promoted during the recent Venetian Night festival in New York, when its promotion manager of the Niles, Ill., Capitol branch, is seen as it appears over the afternoon. An inventory clerk Dotie Donaghy, played the role of Billie Gentry.

Fallen Angels Is A Hard Driving, Solid Group

NEW YORK — The Fallen Angels, a talented rock group recently signed by Roulette, made a strong hit record. If the group has any drawbacks, they are the result of production in their show. However, on weekends the group appears in black tie and tails and the production may improve. But there's no doubt about the musical ability and the group's hit-record potential.

CLAUDIE HALLE

The Mainstream, a new female vocal group featuring Ellis Green- wish as lead singer, has been signed to Ato Records. "Friday Kind Of A Day," written by Milt Greenw ich and Jeff Barry, is the group's first record. It's an inventive song, and the inspira- tion for a David Kapp Production which will be featured on the disc.


Brian Hyland has signed Dot after two years on Philips. Snuff Garrett, who is Dot's singles ad- minister and who recorded him for Philips, will handle the new job. The former actor Edgar Buchanan also to Dot. His debut single will be a novelty titled "Phantom 309."

Cesar Cruz, Mexican vocalist-film personality, to Capitol for re- cordings in the U.S.

VAN MORRISON, left, goes over the score with arranger Gary Shannon during recording ses- sion for Bang Records at New York's incredible Sound Studio.

October 14, 1967, Billboard
THE MOMENTUM CONTINUES

KEEP THE BALL ROLLIN'

JAY AND THE TECHNIQUES

S 2124
New Hit Single
From The
Hit Album

A JERRY ROSS PRODUCTION

If It's a Hit...It's on
SMASH RECORDS
Radio-TV programming

W. German Nets Looking to Staff Cleffers as Buffer in DJ Strife

By OMER ANDERSON

Common Market set-up, Foreign competition will become a permanent part of the German scene next year when Common Market agreements permitting the "free flow of labor" through out the six-nation trade area take effect.

German musicians have been seeking action by the Bonn government to bar foreign musical talent, but have been rebuffed.

The status-seeking disk jockeys have raised the hackles of radio network executives, one of whom complained them to Nasser and the Suez Canal. "They are just like Nasser," he said.

"They used recorded music against us just like Nasser used the Suez Canal against his enemies.

"We are getting fed up with the uncertainty surrounding the use of recorded music, and we are examining various alternatives."

1,000 Disk Jockeys

There are now 1,000 German disk jockeys, and they have formed an organization—Deutsche Dsk Jockey Organisa tion (DDO), which contends that beneath the glit exterior of every deejay there is the sensitive soul of an artist.

A big stimulus to the status aspirations of the disk jockeys is a tax advantage (granted by German law to artists) of being a free-lance artist.

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Roscoe, 'Uncurbable,'

Bows Off WOR-FM

NEW YORK — With all of the flourish and grandure of a swashbuckler—and they're a vanishing breed—Roscoe re signed on-the-air Monday night from WOR-FM. The RKO General stereo FM station had blasted a programming path in FM radio with album cuts but recently fell prey to consultant Bill Drake and a tight playlist. The word is out that WOR-FM is playing only about 30 records—the hits. These are being passed by with golden oldies.

Roscoe follows Murray (the K) Kaufman, who literally was fired on the-air a couple of weeks back on a Friday. His show had been taped for the night (the deejays were working five nights live and the other two on tape); he got a telegram at home about the moment his show was taken over. He said the reason for "doing this without letting management know is that usually when a deejay leaves the reasons are smoothed over."

It was about half an hour into his show, which started at 10 p.m. that Roscoe spoke of honoring the letters and respect listeners had for the station... he spoke of the programming consultants, saying that "what they're asking us to do is dishonest to us and to you." If there had been anyway to continue, he said, "we would have. I did a lot of soul-searching. This has nothing to do with the old management we started out with. We got a lot of beautiful new things. This has been curbed." He said he couldn't go on with the new policy because people would be saying, "Hey, Roscoe, you're not the same anymore."

Scott Muni has taken over the evening slot, followed by a new deejay.

Interview Set

By WKYC-TV

CLEVELAND—A new daily half-hour variety and interview program was launched here last week by WKYC-TV as part of NBC's new program development project. Clay Cole, host of a WPNX-TV bandstand-type show in New York, teamed up with comedian-singer Mark Russell to co-host the new weekday 1:130 p.m. color show. Russell is set to join the show after a few weeks when he finishes previous commitments. Show is produced by Alan Neuman. Show will be distributed to other NBC-owned TV stations and also placed in syndication. No title has been set as yet.

OBER 14, 1967, BILLBOARD
TO ALL OF THE Record Companies & Publishers WHO HAVE MADE THESE ALBUMS POSSIBLE

we wish to extend our SINCERE THANKS on behalf of our clients

and also the numerous charitable institutions such as hemophilia, etc. who have financially benefited from these albums

A Division of TAKE 6 Enterprises, Inc.
Executive Office
6565 Sunset Blvd., Suite 420
Hollywood, Calif. 90028, (213) 463-5107
NEW YORK — "Flowers' Garden," a two-hour, twice-a-week show that bowed July 20 as a pilot on KXLS-FM in Oklahoma City, will be launched on all CBS-owned stations within the next two weeks. Show starts Oct. 6 on WCBSS-FM here, then on KMOX-FM, St. Louis; WEEB-FM, Boston; WCAU-FM, Philadelphia; WBBM-FM, Chicago; KCBS-FM, San Francisco; and KNX-FM, Los Angeles on Oct. 13.

KNOB-FM 24 Hrs.
ANAHEIM, Calif.—Starting Sunday (4), KNOB-FM began broadcasting around the clock. General manager Jack Bocozzi said the move was made at the request of listeners and sponsors. The 79,000-watt stereo station, which serves the entire Los Angeles-Orange Country area from a transmitter atop Signal Hill in Long Beach, formerly shut off at midnight.

WITL, FM in C&W
LANING, Mich. — Both 500-watt WITL and WITL-FM here are now full-time country music stations, announced Program Manager Tom Allen. Station flashes a chart for all who wish copies.

Bell Trims ‘Brown’
NEW YORK — Bell Records last week reshuffled radio stations, shorter version of the Rupert's People single "Reflections of Charles Brown." New version is 2:58 minutes compared to the old 3:24 single.

Show will be 11 p.m.-2 a.m. Friday and Saturday in New York, fitting into the "Young Sound" programming of WCBS that is also heard on the other CBS-owned operations and syndicated to other stations around the nation. Ray Dawson, manager of KXLS-FM, also uses the "Young Sound" package and said he is now in the black in profits.

The Flowers show, hosted by J. M. Flowers, is produced by John DeWitt, who also produces the "Young Sound" material. Bill Greenbe, head of CBS-FM, is in charge of the operation. The Flowers show has an unusual programming policy—material is airlifted until the record gets on the chart, then dropped. DeWitt feels that after AM stations began playing the record, it has lost some of its specialized appeal to a hip audience—basically the audience the show aims at.

Such records as "The Letter," "Brown-Eyed Girl," and "Little Ole Man," received initial play on CBS-FM. The Flowers show actually reached the market.

DeWitt claims that Flowers is batting about 50 per cent, according to his personal records, in helping expose potential hits.

RECEIVING AWARDS FOR major promotional efforts at MGM Records' recent Osage Beach, Mo., conclave were Ron Saul of C&C Distributors, Seattle, on Every Mother's Son; Bob Greenberg of Eastern Record Distributors, San Francisco, for "The First Family of 1967" LP; left: Mike Becce, MGM national promotion man; Mort Nasatir, MGM president; Saul, Greenberg, Gibbs, and Harold Berkman, Mainland Distributors, San Francisco, for "The Letter," "Flowers' Garden," many of KXLS-FM, also in charge of the show aims at. The Flowers show, hosted by J. M. Flowers, is produced by John DeWitt, who also produces the "Young Sound" material. Bill Greenbe, head of CBS-FM, is in charge of the operation. The Flowers show has an unusual programming policy—material is airlifted until the record gets on the chart, then dropped. DeWitt feels that after AM stations began playing the record, it has lost some of its specialized appeal to a hip audience—basically the audience the show aims at.

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TONY MAKES IT HAPPEN AGAIN

FOR ONCE IN MY LIFE

TONY BENNETT

COLUMBIA RECORDS

I want to thank the D.J.'s for their great comments

Best wishes,

Tony
PERSONALITY PROFILE

KMPC’s Cook Caters to All Tastes

LOS ANGELES — After 18 years as a morning disk jockey, KMPC’s Ira Cook has learned that daytime radio here doesn’t totally mean an exclusive housewife audience. Recent contests have drawn 50 per cent male responses during his 10-1 p.m. air slot.

Consequently, Cook has begun programming his show with more men in mind. This has resulted in airing more female vocalists, he says. Men hold a result in his re-evaluation of vocalists, he says. Men hold a

vocal slot.

This has totally mean an exclusive house-

Cook plays an even split be-

 tween LP’s and singles, all in the middle-of-the-road genre. He plays 12 disks per hour, keeping his charter brief.

Cook’s show has several well-

known features: his almost ex-

clusive (for Los Angeles) em-
phasis on Hawaiian music, the
something you didn’t expect to
hear corner (Johnny Mercer do-
ing “Straw Hat” for example),
the “star of the day” (one artist, one track each half-hour).

Cook says he’s had no reac-

tion from women to the increase in female vocalists. “It’s kind of a subtle thing; a lot of people

say he’s had no reac-

tion from women to the increase in female vocalists. “It’s kind of a subtle thing; a lot of people

won’t recognize it overnight.”

The 30-year radio veteran (20 years with the station plus previous stints with KFAG and KABC) acknowledges that he has to follow trends. “You used to look for a new artist or a new song; now I’ve found that people want to hear something familiar.”

Cook’s star one day are artists with a hot record. He selects his week’s roster on the prior Friday. At home he estimates he has 25,000 albums plus 8,000 singles in his gar-

age which he uses for the un-

expected feature.

Cook works his own turn-

table while improvising his mu-

sic selections. There is nothing formal about his playlist, which can range from the Association to Dionne Warwick. He plays one Hawaiian cut each hour.

The program is fed to Armed Forces Radio TV Service where it is made into transcriptions for overseas stations. “It’s really fascinating getting letters from servicemen in Iceland asking about Hawaiian music. It seems to be as popular there as coun-

try music.”

KTXR-FM Adds Younger Sounds

SPRINGFIELD, Mo.

KTXR-FM, the only stereo operation here, is up-dating its format to include younger sounds—especially Easy Listening records, said program dire-

ctor Rod S. Tucker. Kenneth E. Meyer is president and general manager of the station. The station, headquartered in the Emp-

pire Building here, will broad-

cast Billboard’s Top 40 Easy Listening Chart every day 4:30-

3:30 p.m. and records from the survey will make up the founda-

tion of the station’s playlist throughout the day. Deejays in-


POP SINGLES—5 Years Ago

October 13, 1962

1. Green Onions—Booker T & the M.G.’s (Stax)
2. You Want Me in the Patch—Stanley (Motown)
3. Sherry—Four Seasons (Vee Jay)
4. The Music Man—Sound Track (Columbia)
5. Do You Love Me—Contours (Gordy)
6. Green Onions—Booker T & the M.G.’s (Stax)
7. I Remember You—Frank Ifield (Vee Jay)
8. Happy, Happy Birthday, Baby—Tony Wenkus (Cleaver)
9. Keep a’ Knockin’—Little Richard (Speciality)
10. Let’s Dance—Chris Montez (ABC-Paramount)

POP SINGLES—10 Years Ago

October 14, 1957

1. Wake Up Little Soldier—Every Brother (Columbia)
2. Honeymoon—Jimmie Rodgers (Roulette)
3. Tammy—Donny & Mary (Capitol)
4. Savannah Rock/That’ll Be the Day—Chubby Checker (RCA Victor)
5. Bluebird—Paul Anka (ABC-Paramount)
6. That’ll Be the Day—Chickas (Brunswick)
7. Candy Jane—Johnny Mathis (Columbia)
8. Hula Baby—Bobby Vinton—Tune Weavers (Cleaver)
9. Mr. Lover Lover—Bobby Vinton (Atlantic)
10. Keep A’ Knockin’—Little Richard (Speciality)

POP LP’S—5 Years Ago

October 13, 1962

1. West Side Story—Sound Track (Columbia)
2. Peter, Paul & Mary—(Warner Bros.)
3. Modern Sounds In Country & Western Music—Ray Charles (ABC-Paramount)
4. The Mean Man—Sound Track (Warner Bros.)
5. Hawaiian Rhythm—Nat King Cole (Capitol)
6. Roy Charles Greatest Hits—(ABC-Paramount)
7. Roses Are Red—Dobby Vinton (Epic)
8. L. L. Cool J—Close to My Heart—Tandy Bennett (Columbia)
9. Balcony—Henry Manolis (RCA Victor)
10. The Stripper & Other Fun Songs for the Family—David Rose & Orch. (MGM)

The program is fed to Armed Forces Radio TV Service where it is made into transcriptions for overseas stations. “It’s really fascinating getting letters from servicemen in Iceland asking about Hawaiian music. It seems to be as popular there as coun-

try music.”

Radio-TV programming

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Already a Smash and Heading to the Top of the Charts

THE PRECISIONS

For Information Contact

Bob Szilagy — Bill Craig

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DREW RECORDS, INC.

18292 WYOMING

DETROIT, MICHIGAN

October 14, 1967, Billboard
PERSONALITY PROFILE

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Consequently, Cook has begun programming his show with more men in mind. This has resulted in airing more female vocalists, he says. Men hold a 60-40 edge over female performers. Previously it was 75-25. Cook's most recent contest, in which a heavy male response resulted in his re-evaluation of his audience, involved sending in a pet hostility.

Cook plays an even split between LP's and singles, all in the middle-of-the-road genre. He plays 12 disks per hour, keeping his chatter brief.

Cook's show has several well-known features: His almost exclusive (for Los Angeles) emphasis on Hawaiian music, his "something you didn't expect to hear corner" (Johnny Mercer doing "Strip Polkas" for example), plus the "star of the day" (one artist, one track each half-hour).

Cook says he has no reaction from women to the increase in female vocalists. "It's kind of a subtle thing: a lot of people won't recognize it overnight."

The 30-year radio veteran (20 years with the station plus previous stints with KFAC and KABC) acknowledges that he has to follow trends. "You used to look for a new artist or a new song; now I've found that people want to hear something familiar."

Cook's star of the day are artists with a hit around Me. Cook selects his week's prior Friday. At 1 minute he has 22 plus 8,000 single songs which he uses expected features.

Cook works his table, while intro-Head selections. The formal about his can range from to Dianne Warwick to Hawaiian charts.

The program is Forces Radio TV in.

Yesteryear's Hits

Change-of-pause programming from your librarian's shelves, featuring the disks that were the hottest in the land 5 years ago and 10 years ago this week.

Here's how they ranked in Billboard's charts at that time.

POP SINGLES—5 Years Ago: October 13, 1962
1. Sorry—Four Seasons (Vee Jay)
2. Monster Mash—Bobby (Boris) Pickett and the Cryptiders (Capitol)
3. Gumbie—Rose—Net King Cole (Capitol)
4. Let's Dance—Chris Montez (Monogram)
5. Remember You—Frank Hold (Vee Jay)
6. Green Onions— Booker T & the M.G.'s (Stax)
7. Do You Love Me—Motels (Gordy)
8. Patches—Dicky Lee (Soul)
9. Alley Cat—Best Fabric (Atco)
10. If I Had a Hammer—Peter, Paul & Mary (Warner Bros.)

R&B SINGLES—5 Years Ago: October 13, 1962
1. Green Onions—Booker T & the M.G.'s (Stax)
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10. Green Onions—Booker T & the M.G.'s (Stax)

POP SINGLES—10 Years Ago: October 14, 1957
1. Wake Up Little Suzie—Everly Brothers (Columbia)
2. Heartaches—Janie Huggins (Roulette)
3. Tommy—Debbie Reynolds (Gala)
4. Jollie Rock (Tree Me Nice)—Eddie Presley (SAC Victor)
5. Dial—Paul Anka (ABC-Paramount)
6. That'll Be the Day—Clydes (Brunswick)
7. Changes Ago—Johnny Mathis (Columbia)
8. Happy Happy Birthday Baby—Tony Warner (United)
9. MC—Bollocks (Atlantic)
10. Keep A Knockin'—Little Richard (Specialty)

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THEIR FIRST RELEASE
Already a Smash and Heading to the Top of the Charts

TIE THIS IS LOVE
DREW 1003

THE PRECISIONS

OCTOBER 14, 1967, BILLBOARD
GET HIP!
DIG THE CAPITOL PSYCHEDELIC SHOP

Original San Francisco dance posters by Family Dog.
Counter display browser contains 100 posters.
(20 of 20 different designs)
Cat. No. PDP-100

20 DIFFERENT
MODERN DANCE POSTERS

Lapel 'Happy Buttons' in good taste, for every occasion.
20 Each of 20 different slogans attractively displayed in unique self-service counter merchandiser.
Cat. No. 460-HA

Op-Art Carrying Cases in dazzling designs and colors.
Available for 12 LP albums (Cat. No. 1260) and 7 records (Cat. No. 740)

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Gentlemen,
I'm interested in your products. Call me at once.

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State: ____________
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Phone: ________________

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"...DON'T LET IT BE FORGOTTEN THAT ONCE THERE WAS A SPOT..."

ORIGINAL MOTION PICTURE SOUND TRACK

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... without stint or question, an album of staggering significance!

And as befits such rarity of product, the exploitation effort planned and set for this Lerner-Lowe classic has no precedent in all the history of Warner Bros. Records!

Never before, an Album Presentation so lush, so rich, so alive with consumer provocation! And never before, the entire Warner Bros. Organization so feverishly keyed to bring about a height and depth of sales excitement commensurate with the special nature of its quality and substance!

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- Huge Posters in Full Color.
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- Camelot Buttons for Clerks; Store Personnel.

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- Ad Mats and Glossies; Gift Order Forms; Theatre Lobby Displays; Total Promotional Saturation.
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The Automatic "45" Record Player
that PLAYS IN ANY POSITION!
SLIDE RECORD IN - PLAYS AUTOMATICALLY
CAN'T FALL OUT

Walk with it, dance with it, take it anywhere —
in your car, on your boat — to parties, picnics —
at home, on vacation.

The Record Eater is safe and simple to use. Slide your 45 record into the slot and the unit begins playing automatically. At the end of the play, the record is gently ejected and the unit turns itself off. During play, push the reject button to change records.

- Automatic needle brush cleans the needle before and after each record play.
- All weather ceramic cartridge assures trouble free performance in any climate.
- Weight: 5½ pounds, including batteries (not supplied).
- Standard 90 day R T M A warranty.
- 11½ long x 4½ high x 8½ wide.
- Solid state all transistorized amplifiers.
- Powered by 6 inexpensive D cell flashlight batteries.

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OCTOBER 14, 1967, BILLBOARD

(Continued on page 59)
Artistry in Sound Award

presented to HERB ALPERT by

AMPEX
STEREO TAPES
Artistry in Sound Award

Presented by AMPEX Stereo Tapes, in recognition of outstanding contributions to the field of recorded sound.

*This year's award is a Triptych . . . a rare art form predating the Renaissance. The entire design of this massive, impressive award, 3 feet in diameter, was created and executed by famed Mexican artist, Felipe Fabregat. Appropriate to the award winner's "name in brass," Mr. Fabregat commissioned artist Harry Matsuda to produce a brass sculpture for the outer bi-panel casing. When open, the panels reveal a burnt wood etching finished in 24K. gold leaf, which also serves as a frame for a brilliant oil-on-wood portrait of Herb Alpert, by Fabregat.

It is a great pleasure for Ampex to bestow this coveted award on Herb Alpert and the Tijuana Brass ... for bringing a new dimension in sound to the music world ... for his originality in concept and orchestration ... for consistent quality in performance.

These Herb Alpert albums are currently available on AMPEX Stereo Tapes:

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These fine A & M artists ... also available on AMPEX Stereo Tapes:

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AMPEX STEREO TAPES
ATTENTION DEEJAYS

HERE'S A GREAT SHOW OPENER TO PUT YOU IN A HAPPY MOOD!

"GLAD RAG DOLL"

sung by

LARRY CHELSI

on

LEOPARD RECORDS

WB 391

And it's only 2 minutes & 20 seconds long

PRODUCED BY: STEVE VERROCA

PROMOTION BY:

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CORNFLAKES AND ICE CREAM

Now Exclusively on DECCA RECORDS

CANADA'S BIG NEW SMASH SINGLE

BY

THE LORDS OF LONDON

"CORNFLAKES AND ICE CREAM"  "TIME WAITS FOR NO ONE"

32196
Produced by ATLAS Promotion Co.

DECCA RECORDS - A Division of MCA Inc.
**Classical Music**

**Col. Releases 3 Mini-Paks**

NEW YORK—Columbia is aiming at a new 10- album, pre-pack promotion at dealers and rack jobbers. The series of three 10-album mini-paks is entitled World’s Favorite Music—World’s Favorite Artists.

A special album "100 Great Moments From Hollywood" will be offered free with the purchase of any of the 30 albums. The sampler album will contain a complete illustrated catalog of all of the albums in a special fold- over sleeve.

Columbia will also supply dealers with a floor merchandiser holding 100 albums and a header card for retail display containing all 30 album facings. A color border card also will be available for browser bins. An ad matrix for the campaign announcing the offer sampler also will be supplied.

Mini-pak No. 1, entitled "Top 10," contains light music featuring Leonard Bernstein and the New York Philharmonic, the Mormon Tabernacle Choir and the Philadelphia Orchestra. Most of the album contains

**Frank to Open Philharmonia**

NEW YORK—Claude Frank will be soloist at the opening of the 1964-65 season of the Philharmonia on Nov. 18. Seigfried Laudau, music director, will conduct.

Violinist Ruggiero Ricci will be soloist at a second Philharmonia concert on Jan. 27, piano. Grant Jeanmon on Feb. 24 and pianist David Burphii on Feb. 26.

A special program that will include the first New York performance of Bjoarn Lees "Leverik for Strings." Solists in Verdi’s "Manon Requiem" on April 21 will be soprano Eramare Endriz, mezzo-soprano Beverly Witt, tenor Seth McCoy, and bass Arthur Luey. The program is listed for March 23.

**RECORD REVIEW**

**Richardson’s New Look A Sound Investment**

NEW YORK—London Records is revitalizing its Richmond line with the four- opera inaugu- rated "A Sound Investment" Treasury Series. And the quartet is a worthy one. Titles included are the first stereo re- lease on Richmond, Mozart’s "The Magic Flute," the last package of "Der Rosenka- valier" and Wagner’s "Parsifal." And "Die Meis- tersang," a four volume stereo reissue of five releases of these operas and the first Richmond sets to have more than three releases.

The first contains four LPs, while the "Parsifal" operas have five discs each.

The Strauss opera has an outstanding recording of the aca- polsal in Maria Reining as the Marchhahlin, Sena Jurinac as Octavian and Elisabeth Schwa- Sophie. Also noteworthy are Ludwig Kocher as Baron Ochs, Anton Dermota as the Singer, and Alfred Poell as von Faninal.

Music also includes Richard Wagn- ers’ first concert, the ross presentation.

**Atlanta on TV**

ATLANTA—WSB-TV will telecast four concerts of the Atlanta Symphony during the 1965-66 season including the opener on Thursday (19), the debut of Robert Shaw as the orchestra’s conductor. A young people’s concert and a Christmas card program will also be included in the TV schedule.

**BMI TO AWARD $14,300 TO STUDENT COMPOSERS**

NEW YORK—The 16th annual Student Composers Awards competition sponsored by BMI will award winners from $1,000 to $2,000, with a total of $14,300 available for the project.

The 1967 competition closes next Feb. 15. It is open to students who are enrolled as regular college or university students in the United States and are enrolled in accredited secondary schools, colleges and con- servatories. All compositions must be composed by established teachers. Entries must be under 26 years old as of this Dec. 31.

William Schuman, president of the Lincoln Center for the Per- formering Arts, is chairman of the judging panel, which includes com- posers, publishers and interpreters of music. Official rules and entry blanks are available from Oliver Daniel, director of Project Broadcast Music, Inc., in New York.

**RECORD REVIEW**

**Callin’ Flies High With 10 Pkg. Tape**

NEW YORK—Vanguard Records’ medium-priced Cardi- nal series will be launched with a debut with a 10-package re- lease, which, hopefully, will do something good things to come.

Generally, the package represents a wide variety of music and musical styles performed with independence of thought and creativity of taste. Individu- ally, it wisely includes chamber works and orchestral pieces, opera excerpts, the piano solo pa- rade are two magnificent Mahler works, the No. 3 and the No. 2 ("Resurrection") symphony.

The Leipzig Gewandhaus Orchestra, conducted by Rudolf Lotz, in a recording by the limited So- gno. The No. 2 brings Maurice Abravanel, the mine's favorite interpreter, to the re- corded podium. And his efforts here with the Utah Symphony are authoritative and intense, and should gain for him ever increasing honors. Winona City Civic Chorale and two fine instrumental groups, and Florence Koplef, help give the selection a tender sound. Organist Alexander Schneider is flawless.

Still another valuable two- record set is Monteverdi's "Ves- pers of the Blessed Virgin Mary," presented by the Opera of the Orchestra of the Accademia Montever- diana. It contains several individual voices such as Urula Conseta, Shirley Mander, and others. "Vespers" is sacred music at its finest.

**‘SMILES’ TIE BY LONDON**

NEW YORK—London Records is releasing excerpts from Lehr’s "The Land of Smiles" by the American tour of the operetta starring Goring and Geiberger. It has been scheduled to be featured on the disk with Dag- kolter, Keizer, Lenz and Gavoro as the Vienna Volksoper. The album was recorded in Berlin.

**FRED KIRBY**

OCTOBER 14, 1967, BILLBOARD
An Announcement from

THE NARM SCHOLARSHIP FOUNDATION

Are the high costs of college keeping you or your children from continuing their education?

The National Association of Record Merchandisers, Inc. (NARM) annually awards college scholarships with a total value of $4000.00 ($1000.00 per academic year), to successful applicants among the NARM family, both Regular and Associate Member Companies.

1967-68 WINNERS

$4000.00 SCHOLARSHIP AWARDS

BARBARA BRENNER
UNIVERSITY OF MINNESOTA
Father is employed by
J. L. Marsh Company,
Minneapolis, Minnesota

RONALD JASINSKI
UNIVERSITY OF CONNECTICUT
Father is employed by
Columbia Records,
Stratford, Connecticut

GREGORY RASMUSSEN
WABASH COLLEGE
Father is employed by
Amberg File and Index Co.,
Kankakee, Illinois

MICHAEL WONG
UNIVERSITY OF CALIFORNIA
Mother is employed by
Calectron, Inc.
Daly City, California

Complete details concerning the NARM Scholarship Awards are available from your company office, or write directly to:

NARM Scholarship Foundation
Jules Malamud, Executive Director
Trianon Bldg. 703
Bala Cynwyd, Penna. 19004

Applications for the 1968-69 Scholarship Awards must be submitted by November 30, 1967.
UA BACK IN CLASSICAL CUT CONCERT

NEW YORK—United Artists Records is returning to the classical field with the live recording on Sunday (22) of a Town Hall concert with pianist Eli Wanger, conductor and violist Marc Brown, UA, which formerly produced classical albums, has had no new classical product in several years.

The Town Hall concert, a benefit for the Walden School, will consist of Schubert’s “Sonatina,” Mendelssohn’s “Sonata No. 5 (Spring),” Brahms’ “Sonata No. 2,” and Piazzolla’s “Sonatina.” Bernstein has composed the scores for more than 70 films, many of which have been UA soundtrack albums. Brown heads MBA Music.

Regal Rec’ds For Students

PORTLAND, Ore.—Regal Records is branching into the conventional commercial record field for the first time, with a series of pieces designed principally for the school market. Al Wanger, producer of Beethoven’s “Sonata No. 5 (Spring),” Brahms’ “Sonata No. 2,” and Piazzolla’s “Sonatina.” Bernstein has composed the scores for more than 70 films, many of which have been UA soundtrack albums. Brown heads MBA Music.

Cardinal Flies High With 10-Pkg. Issue

Continued from page 40

The recording is full of exciting delights, inspired by Denis Stevens, FAA, a vivid, knowledgeable approach.

For the baroque buyer are Vol. 1 and II of “Musique De Table” by Telemann issued on conventional recordings. The 17th century composer is at present enjoying a “rediscovery,” and this contribution should help him along. Vol. 1 contains the larger works and features some charming interplay of two solo oboes with two solo violins. The second volume, which consists of three chamber works and one solo piece which shows such chamber masters as Anne Hancovert, Jerg Schaffeltein and Nicolas Harmandn, who is also director, in striving for a more conventional approach.

Guinness Novara shines brightly in a single LP of the oft-recorded Beethoven “Moonlight,” and “Farewell” sonatas. The treatment is basically straightforward, devoid of simplification, warm and fresh and beautifully controlled. Another standard Brahms “Variations on a Theme by Paganini,” and a Liszt “Study No. 2 in E Flat Major” give East Wind ample opportunity to display his light-fingered, wide-ranging technique. The result: a rich, round recording brought out by this fine pianist.

Charles Ives’ “Orchestral Works” has all the right expressive strength and unsetting seasoning of typical Ives’ eccentrications, and the Royal Philharmonic and conductor Harold Parberman, gives the score of their own make to the LP, which contains, among others, “The Robert Browning Overture” and “The Unanswered Question,” highly charged and colorful.

The Yuletide Quartet makes its recording debut with Beethoven’s “Lieder” quartet No. 15 in A Minor” and rounding out the package is a LP of selections from “The Magic Flute.”

The best recording for Christmas—Forest," also handles the Vienna State Opera Chorus and Vienna Philharmonic Orchestra.

In “Parsifal,” Knappertsbusch directs a 1951 Bayreuth Festival performance with both Parsifal and Kundry. Here, too, the cast is outstanding as Wolfgang Windgassen as Parsifal, Hans Hotter as Amfortas, and Hermann Prey as Kundry. It is heard as one of her most famous roles, Kundry, another

Richardson Look

Continued from page 40

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BEST SELLING BUDGET LINE CLASSICAL LPS

1. ART OF DENNIS BRAIN—Seraphim 6040 (No Stereo)
2. PUCINI: LA BOHEME (2-12" LPs)—Various Artists/RCA Victor Orchestra (Berchem), Seraphim B 6000 (No Stereo)
3. ARTURO TOSCANINI CONDUCTING BEETHOVEN SYMPHONIES NO. 1, 4, 6 & 8 (2-LPs)—Victor Symphony (Toscanini), Seraphim 6015 (No Stereo)
4. ART OF GERALD MOORE—Various Artists, Seraphim 6004 (No Stereo)
5. VES: HOLIDAYS SYMPHONY—Dallas Symphony (Johnson), Turnabout (No Mono), 3416 (12")
6. SATIE: PIANO MUSIC/FITTS GYMNAPSEES—Igor Markevich, Angel (No Mono), 1357 (12")
7. RODVARK: NEW WORLD SYMPHONY—New Philharmonia Orchestra (Dorati), London (No Mono), 2577 (5.12")
8. PUCINI: MADAME BUTTERFLY (3-12" LPs)—Sofa/Bergen/Roma Hosa Orchestra & Chorus (Sir John Barbirolli), Angel (No Mono), 73702 (12")
9. DAMROSCH: SYMPHONY NO. 9 (New World)/SCHUMAN: MANFRED OVERTURE—NBC Symphony (Toscani), RCA Victor 1247 (12")

...Contents from page 38

...Contents from page 38
EQUINOX RECORDS PROUDLY ANNOUNCES ITS FIRST RELEASE

"The 3rd Prophecy" by The Ilford Subway

THE FIRST OF MANY FINE QUALITY RECORDS NOW IN PRODUCTION BY TERRY MELCHER
NEW ACTION ALBUMS

★ NATIONAL BREAKOUTS
NO NATIONAL BREAKOUTS THIS WEEK

★ NEW ACTION LP's
Three new albums, all not on Billboard's Top LP's Chart, have been making good strong sales action by others in the industry.

OUR GOLDEN FAVORITES...
Fortune & Taylor. United Artists UXI 3535 (M); UXI 6556 (M) 
These are lush, excellent albums that can be recommended for either light listening or as the centerpiece of a large collection.

TELL HIM...
Ria Diamond. Capitol T 2004 (M); ST 2904 (M) 
300-02804-3; 300-02804-3

TAKE A LOOK...
Avasha Franklin. Columbia CL 7754 (M); CS 9554 (M) 
350-0013; 500-0013

YOU'RE A VERY LOVELY WOMAN...
Merry-Go-Round. A&M LP 112 (M); SP 4132 (M) 
100-01013; 100-01013

LIVE AT THE FILLMORE AUDITORIUM...
Chuck Berry. Mercury NO 21138 (M); SR 41183 (M) 
600-1182; 650-11128

A LATIN LOVE-IN...
Tony Mahelu. Guilder, Project 3 PR 1010 (M); PR 1010 SD (M) 
750-00210-3; 750-00210-3

INTERNATIONAL SPOTLIGHT...
I STILL LOVE YOU...
Javier Solis. Columbia EX 5196 (M); ES 1846 (M) 
100-0133; 100-0133

INTERNATIONAL SPOTLIGHT...
EITHER YOU HAVE IT OR YOU DON'T...
Charlie Palmeri. Alegro LPA D516 (M); SLC 8200 (M) 
Hand-drumming Latin rhythms by the Charlie Palmeri orchestra and singer Victor Valtos come on strong with English lyrics and an infectious, driving flavor. The presentation is competent and appealing.

SPECIAL MERIT PICKS
Special Merit Picks are new releases of outstanding merit that deserve exposure and which could have commercial success within their respective categories of music.

STANDARD MERIT PICKS

POD SPECIAL MERIT
THE MEASURE FAIR
Uni 3009 (M); 73009 (M) 
Here's a group which is check-full of fine vocal harmony. With a rich, exciting, robust sound, the Pleasure Plus Chorus is an ideal choice for this chart position. "Don't Ask for the Moon" is a top selection. Other tunes are featured as well.

POD SPECIAL MERIT
LISTEN TO THE WARM...
Rod McKuen. RCA Victor LPM 2660 (M); LSP 2663 (M) 
The latest poem of Rod McKuen, narrated and sung-to music, will strike even harder than before. "I'll Never Be Alone" is a compelling, easy listening ballad. "Crashing in the Canyon" is also lovely. "Listen to the Warm" is about love.

POD SPECIAL MERIT
ONE MORE TIME...
Lone Cantrell. RCA Victor LPM 3858 (M); ESP 3867 (M) 
This is a highly-original instrumental, with Freeman giving a competent piano performance and the backing from the orchestra adding to the mood. The imaginatively written cover, gilded packaging and the Project 3 hype should give this one much exposure.

POD SPECIAL MERIT
FASCINATION...
Stu Freeman. His Piano & Orch. Proj- ect 3 PR 1012 (M)
This is a better-than-average instrumental, with Freeman giving a competent piano performance and the backing from the orchestra adding to the mood. The imaginatively written cover, gilded packaging and the Project 3 hype should give this one much exposure.

POD SPECIAL MERIT
FILLIN' THE BAND...
Lone Cantrell. RCA Victor LPM 3858 (M); ESP 3867 (M) 
This is a highly-original instrumental, with Freeman giving a competent piano performance and the backing from the orchestra adding to the mood. The imaginatively written cover, gilded packaging and the Project 3 hype should give this one much exposure.
JUST RELEASED

THE PLATTERS

BRAND NEW HIT SINGLE

"SWEET, SWEET LOVIN"

MUSICOR 1275

JOHNNY CYMBAL

"THE MARRIAGE OF CHARLOTTE BROWN"

"Penned and performed to perfection by "Mr. Bass Man" himself. This creative single could put Johnny right back on top! Surprise ending must be heard!"

BILLBOARD TOP 60 PICK

MUSICOR 1272

"Off-beat love story, great lyric should carry Cymbal high on the pop chart. Unusual melody and surprise ending."

CASH BOX PICK OF THE WEEK

NEW R&B HIT ON DYNAMO

BARBARA & BRENDA

"NEVER LOVE A ROBIN"

DYNAMO RECORD D-108

BILLBOARD SPOTLIGHT PICK

...should prove the biggest winner the group has ever had.

"NO MORE TEARS"

MUSICOR 1270

THE JIVE 5
HE
singing for every guy
who ever got put on
and put down by
SHE
K-13817
ROY ORBISON
taking her off her pedestal and
putting her at the top of the charts!
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<th>#</th>
<th>Artist/Band Name</th>
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<td>The Beatles</td>
<td>Get Back</td>
<td>20</td>
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(Note: This is a sample of the Billboard Top LP's chart from 1967. The complete chart would list many more albums and artists.)
Pop, Premiere & Parties to Be Order of Day at 'Ole Opry Fete

By BILL WILLIAMS

NASHVILLE—Everything from a movie premiere to a show with dancing girls will be a part of the fete marking the 42d anniversary of the "Grand Ole Opry." The expected 5,000 registrants will be feted to almost constant entertainment, partying and serious business sessions during the three-day affair, Thursday (19) to Saturday (21).

WSM also has established an international and national news bureau, staffed by radio personnel. The bureau will provide up-to-date news of the convention scene. Located on the main level of the Municipal Auditorium, the bureau will be a free service to convention participants and their sponsoring stations. WSM will also furnish phone news reports complete with interviews with the stars and music industry officials to stations calling a special "bopper" number. This will be handled by Mrs. Emily Bradshaw, public relations manager for WSM.

The convention will get under way with a special Minnie Pearl Fried Chicken presentation, Saturday-long music by Jack Irvin and 12 Rockette-type dancing girls, and Hickory's outstanding new pop discovery, Gall Writers Minnie Pearl and Hautie Bainbridge.

Fender Musical Instrument Co. is bowling a show this year, and Miller is again providing for an instrument firm. The show will feature leading country musicans who play Fender Guitar.

Between the Minnie Pearl and Fender shows, Crescent Amusement Co. will premiere a movie, "Watermelon," featuring a song theme by Mercury's Roger Miller. Invitations to this private party will be mailed out or issued to those at the convention. Miller will be on hand for the showing.

The WSM breakfast and Opry spectacular will feature all of the 50 stars of the Opry in a fast-paced show. (Continued on page 55)

THE ORIGINAL SMASH HIT ON THE BILLBOARD CHART THAT EVERYBODY'S COVERING BOTH COUNTRY AND POP

THE GODSMIN BROTHERS

BAKERSFIELD INTERNATIONAL RECORDS 

#102

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D. J.'s, need copies, write to above address.

HICKORY RECORDS executives Lester Rose, left, and Dee Kilpatrick, right, present the portrait of the late Hank Williams, another artist who was an Opry regular, shortly after the Nashville artist's death.

The Roy Acuff Museum in Nashville has the acoustic guitar that Acuff used while he was singing with the Ozark Mountain Daredevils. The guitar, which has been used for many years on sessions, is now in the possession of the Ozark Mountain Daredevils and is being displayed at the museum.

(Mrs. Emory Squires)

By BILL WILLIAMS

Carl Ballew's son deadline for surgery. Guest stars on the new WSM-TV series, "Pop and Country" include Ray Stevens, the Oak Ridge Boys, Boots Randolph, Don Bowman and Sammi Smith. The show, hosted by Teddy Bart and Pete Sayers, is syndicated potential.

Roger Miller has written the liner notes for Curley Putman's album, "Five for an October Release.

Dec'ea's Jamie Howard in the past two years has duplicated all of her personal and business papers. The USF-VEA, reports the biggest season since its inception at outdoor fairs. The Barbara Mandrell and the Country Rockers worked 152 days this past year. They said they would not work with the Opry again until they could agree on terms.

Minnie Pearl Goins is happy to announce that he is working on a new album for release next fall. The album is expected to be released on the new WSM-VeA label. The album is expected to be released on the new WSM-VeA label.

The original WSM-VeA label was Columbia's Claude King, who won the crowd with his hit song, "Wagon Wheel." "Catch a Little Rainsong," and "Tiger Woman." (Continued on page 55)

Michigan Music Scene

Carl Ballew's son, Don, suffered a gunshot wound to the leg in a recent accident near his home. He is expected to recover fully and will return to the Opry in a few weeks.

Vince Gill, who has been a regular on the Opry for several years, will be joining the Opry this fall. He is expected to make his debut appearance in October.

The Opry is working on a new album for release next fall. The album is expected to be released on the new WSM-VeA label. The album is expected to be released on the new WSM-VeA label.

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The price increase on mono albums has had a sharp, although temporary effect on the country LP market. Wade Pepper, country promotion director for Capitol Records, said rack jobbers and others, in many instances, are refusing to stock the mono albums because they are afraid of being stuck with a large inventory.

"The country music buyer therefore can't find the product he's seeking," Pepper said. He noted that many of them still have the mono record players, and have not made the switch to stereo.

Pepper said Capitol had offered a 20 percent discount for stocking the mono albums, which have been in high demand. He felt some other labels also were offering such a discount.

The Capitol official looks on this downwarding as short-lived. He said the country music buyer might just wait until the product arrives, or switch to stereo, and the album sales would catch up.

Single sales, at an all-time high for the country product, have not been affected in any way.

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TITLE SONG FROM THE MOTION PICTURE
MON AMOUR...
MON AMOUR
MUSIC BY FRANCIS LAI, COMPOSER OF "A MAN AND A WOMAN"
ENGLISH LYRIC BY CARL SIGMAN, AUTHOR OF "WHAT NOW, MY LOVE"
ROBERT GOULET

THE FIRST RELEASE OF EDITION
I FOUND A REASON
A MAJOR NEW SONG
BY MIKE SETTLE

INTO NO. 2 SPOT IN ENGLAND—NOW RELEASED IN U.S.A.
HOLE IN MY SHOE
Stevie Winwood's brilliant new group—

THE WHO
I CAN SEE FOR MILES
A FAST-BREAKING CHART CONTENDER!

MAKING A STEADY CLIMB IN U.S.A.
TOM JONES
I'LL Never Fall In Love Again
Produced by Peter Sullivan

HOLE IN MY SHOE

THE WHO
I CAN SEE FOR MILES
A FAST-BREAKING CHART CONTENDER!

TRO COLUMBIA

MAKING A STEADY CLIMB IN U.S.A.
TOM JONES
I'LL Never Fall In Love Again
Produced by Peter Sullivan

NICK PALMER
ON SATURDAY NIGHT
OFF KEY (DESAFINADO)

THE BROTHERS FOUR
Here Today & Gone Tomorrow

ROBERT CAMERON
"I'LL Get By"

SINGING ONE OF HIS OWN "WINKY" SONGS
LOVE YOU TILL TUESDAY

PETE SEEGER sings his own— "Waist Deep in the Big Muddy."

The British are Coming!

- WATCH FOR PROCOL HARUM—HOMBURG
- WATCH FOR THE MOVE—FLOWERS IN THE RAIN— (TOP 3 IN ENGLAND)
- WATCH FOR PINK FLOYD—NEW LP ON TOWER

TRO The RICHMOND ORGANIZATION
DALLAS FRAZIER

has a new 'COUNTRY' single!

'Everybody Oughta Sing a Song'

c/w 'Only a Fool'

#2011

Capitol RECORDS
THE BARON STRIKES AGAIN

Dick Curless

BIG FOOT
b/w TORNADO TILLIE

Record No. Tower 362

Ramblin' Country
Tower No. 5669

All Of Me Belongs To You
Tower No. 5866

Mgmt. by: Jack McFadden
Omar Artists Corporation
403 Chester Avenue
Bakersfield, California
A.C. 805 FA 7-7201

Country Music

HOT COUNTRY ALBUMS

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**Pop, Premiere & Parties to Be Order of Day at ‘Ole Opry’ Fete**

*Continued from page 50*

A breakfast show, this will be followed by the WSM-CMA sales programming workshop in the lower level of the Municipal Auditorium. Joe Epstein, New Orleans, will moderate the panel which includes Ed Bunker, senior vice-president of Inter Public Inc. (“Good Operators Get the Business”); Dolly Kepphart, Tucker Wayne Advertising, Atlanta (“Why I’ll Never Buy You Cowboy”); and Harold Kerleston, Plough Inc., Memphis (“Will Success Spoil Country Music?”). The workshop will be taped so that stations can air it at a later date.

**Dot Show**

The Dot Records luncheon and show will feature Bonnie Guitar, Sonny Curtis and Mac Wiseman, and will be followed by Billy Vaughn. Eleven top executive Dot are coming in for the occasion, including Arnold Burke and Dick Peice. The Decca Records party and show will feature all of Decca’s top country acts, including Ernest Tubb, the Walburn Brothers, Lereta Lynn, Jack Greene, Ian Howard, Mecan Worth, Jeremy Newman, the Osborne Brothers, Red Foley, Bill Monroe, Webb Pierce, Johnny Wright, and Bill Phillips and others.

On Friday night CMA will have its massive attention-getting party at the of their announcements. This function will take place at a banquet at the Municipal Auditorium. Additionally, ASCAP will produce a Friday night party.

The RCA Victor breakfast on Saturday morning will be emceed by Porter Wagoner, and will feature Bobbi Staff, Stu Phillips, Connie Smith, Jim Ed Brown, and Crates Vivian I. and Lynn Anderson, who is a RCA Victor-affiliated Chur artist. She will be introduced by her mother, Liz Anderson. Among those executives from RCA Victor on hand will be Norman Rauchman, vice-president and general manager; Harry E. Jenkins, vice-president; Allen Clark, Joe D’Imperio, Steve Sholes, Dick Broderick, Vito Blando, and George Parkhill.

The Columbia luncheon will feature such stars as Ray Price, Carl Smith, Flat and Scroggs, Claude King, Sonora Jackson, the Haggard Trio, Lefty Frizzell, Carl and Pearl Butler, and several others who had not, at this writing, given positive commitment.

At the Capitol Records show and pizza party, artists on hand will include Del Reeves, Cliff Hasky, Charlie Louvin, Ray Pillow, Jean Shepard, Dallas Francy, Mec Travis, Wynn Stewart, Tex Ritter, Buck Owens, Wanda Jackson, the Greeneslaw Brothers and Ray Pennington. Top officials will include Stan Goroy, Ken Nelson, Herb Henler, Maurice Lathower, Larry Hathaway, and Boyle Gilmore.

The party will be emceed on Saturday night by the 42nd anniversary show of the “Grand Ole Opry,” after featuring the Opry act. At the Pamper Music dance following the Opry, Jack Green and his band will entertain, along with Kenny Price.

In addition to the officially listed functions, CMA will conduct its quarterly meeting, its general meeting, and its election of officers and board members for the coming year. This will take place on Thursday, again at the Municipal Auditorium.

Both BMI and ASCAP will host invitation-only parties, and several other parties are planned. Mrs. Mary Reeves of Jim Reeves Enterprises will present London recording artists at a special outdoor show adjacent to the Andrew Jackson hotel.

**Britain Wants Pure’ Demo: Bob Kinston**

NASHVILLE—Britain’s ack men want to hear “pure” demonstration records, not those emblazoned by strings and other backgrounds.

This is the voiced opinion of Bob Kinston of London, who represents the interests of Peer-Southern and Cedarwood Publishing companies in Britain.

Kinston, who said he came to Nashville to “get the feel” of the music, also had advice to offer. He said American publishers should present their music in the most simplified possible form when seeking recordings in England.

“The people there are interested in the melody and the lyrics, not in the background,” Kinston said. “They (producers) like to start virtually from nothing, to do their own building and arranging, and not be influenced by any embellishments they might hear on a demo.”

It has become common practice in recent years to provide producers, in America and abroad, with the most complete demonstration tape possible, to give the producer the idea of the eventual sound envisioned by the writer and publisher. Producers now almost demand this.

“That’s not what we’re after,” Kinston emphasized.

The English publisher’s representative, who also is in the film business, said his visit to Nashville gave him “a feeling of belonging.” He also said he had been effectively placing both Peer-Southern and Cedarwood songs in London, but felt he would be stepped up more in the future. “My only concern is London,” he said. “If it catches on there it will catch on internationally.”

**Country Music**

**‘DRINK’ OK’ BY NASHVILLE**

NASHVILLE — Passage by substantial margin of a liquor-by-the-drink referendum here is expected to enable increased activity in the music industry.

Overcoming a long religious opposition, the city has changed a law which had stood in the way of entertainment growth.

The new law becomes effective at once, and the by-the-drink sales will begin as quickly as possible.

---

**DON OVENS**

**PINK FLOYD**

The No. 3 Best Seller in England

an instant smash in San Francisco!
**Album Reviews**

- **Continued from page 44**

**CLASSICAL SPECIAL MERIT**

**PROKOFIEV: THE COMPLETE MUSIC FOR SOLO PIANO (Vol. 1)**

Gyorgy Sandor, Vox SVBX 5408 (M)

Sander, well known as an interpreter of Bartok, does equally well with Prokofiev in these two consecutively numbered three LP sets, which include all nine Piano Sonatas, a number of shorter pieces, Op. 112, "Music for Children, Op. 63," and many short songs.

**LOW PRICE CLASSICAL**

**STAN'S orders Phone, complete Genuine Smell Ulna Wire WAY LARGEST additional jb prices.**

---

**LOW PRICE CLASSICAL**

**BEETHOVEN: VARIATIONS AND VIGNETTES**

Alfred Brendel, Turnabout TV 241625 ($)

Brendel, who has recorded all of Beethoven's piano music, has taken a chance to display his pianistic versatility in this collection. It includes the difficult, furious "Rage over a Lost Penny" and variations on "God Save the King." "Rule Britannia" and the "Turkish March."

---

**RELIGIOUS SPECIAL MERIT**

**FOR HEAVEN'S SAKE**

Joe Feeney, RCA Victor LP3 3850 (M) LSP 3850 ($)

Joe Feeney, tenor featured with "The Lawrence Welk Show" on TV, offers a slide of every move on "I'll Walk With God," "Take Me Home, I'm Sorry," a narrative. TV exposure and RCA Victor promotion could make this a best seller.
NOW
WE’LL REALLY
TURN YOU ON!
GET IN GEAR WITH
YOUNG AMERICA
ON THE MOVE!
IT’S
THE
ROVER
FROM
MASTERWORK
A PRODUCT OF COLUMBIA RECORDS

IT PLAYS
ANYTIME—
ANYWHERE—
IN ANY POSITION!!!

"SWING ALONG WITH A SINGLE"

With this Battery Operated 45 RPM SOLID STATE
Portable Phono/Groovy for the car, beach, house, boat
and for anyone with wheels ... only $24.95

MOVE WITH MASTERWORK
A Product of COLUMBIA RECORDS
Orpheum to Bow Popsicle Label

NEW YORK — Orpheum Productions will bow the Popsicle label for r&b and pop recordings, with another new label slated for jazz and Latin American discs. Orpheum also is signing new acts in all areas, the latest being the Webs, Leo McCorkle and William Hunt.

New releases also are set for Lou Courtney and the Gems. Otis Smith has been promoted to vice-president, general manager in charge of operations for Orpheum, with Talmus Strickling, formerly with Liberty Records, as national promotion manager. Orpheum has leased its Riverside catalog to ABC Records.

New Directors Set Up, TRO Program

NEW YORK — The Richmond Organization has set up a New Directions program to bring together Hot 100 and r&b publishing activities. Just appointed to head the new activities is Hewie Kane, former general sales manager of Kama Sutra Music and a member of Jay & the Americans for six years.
Seven Superior Releases
A MONUMENT TO ARTISTRY

BOOTS RANDOLPH
WITH THE KNIGHTSBIDGE STRINGS & VOICES
MLP 8082/SLP 18082

THAT MAN,
ROBERT MITCHUM SINGS
ROBERT MITCHUM
MLP 8086/SLP 18086

BRAVO! BRAVO! AZNAVOUR!
CHARLES AZNAVOUR
MLP 8084/SLP 18084

HELLO, I'M DOLLY
DOLLY PARTON
MLP 8085/SLP 18085

REVERIE
THE KNIGHTSBIDGE STRINGS
MAM 3004/MAS 13004

HAWAII
THE KNIGHTSBIDGE STRINGS
MAM 3005/MAS 13005

GILBERT & SULLIVAN
THE KNIGHTSBIDGE STRINGS
MAM 3006/MAS 13006

COMING UP!
"Burning Sands, Pearly Shells & Steel Guitar", Jerry Byrd (Monument MLP 8081/SLP 18081)
"Everybody's Grandpa", Grandpa Jones (Monument MLP 8083/SLP 18083)

monument record corp.
nashville/hollywood
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EVER ONE A WINNER!

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<th>2 yrs. (104 weeks)</th>
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- **PAYMENT ENCLOSED**
- **BILL ME**
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- **RENEWAL**

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- Europe and Great Britain (via Air Jet) $40.00
- Mexico, Caribbean, Cen. America (via Air Jet) $45.00
- South America & Africa (via Air Jet) $45.00
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- All Countries (via Sea Mail) $30.00

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EASY LISTENING

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“ADULTS ONLY”

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OCTOBER 14, 1967, BILLBOARD
The Spanish tenor sax, Pedro Iturralde and his sextet, with the flamelike chops of Milt Jackson, will present jazz in the Bahamas this summer.

The Indonesian group will play jazz based on ancient Javanese and Bali folk music. The Indonesian group members are all pupils of the American jazz clarinetist Tony Scott, who also will play at the festival.

One of the big attractions of the festival will be the Herbie Mann group, for which many of the Festival's outstanding attraction of the Newport Jazz Festival in the U.S. For the first time this year will play jazz impressions of the Middle East, using Turkish, Syrian and Arab forms.

Other big names include pianists Thelonious Monk and Erroll Garner, singer Sarah Vaughan, and Sonny Stitt, and the big band of Louis Armstrong.

The Festival opened in some of the city's numerous jazz cellars, then moved to its own grounds and to its Rhone prominence.

The connection said Baden Second "Something one promotion Caravan popular. Launches Capitol's don and rector play the "One," of Indonesian of Al in Rawls Meets the Europe taking and Capitol's Smith, Capitol Martino would between this European to prepare and Rawls has Capitol's in Rawls and took and Capitol in Rawls and continued.

But Berlin One," of Indonesian of Al in Rawls Meets the Europe taking and Capitol's Smith, Capitol Martino would between this European to prepare and Rawls has Capitol's in Rawls and took and Capitol in Rawls and continued.

During the festival, the Clarke Roland Sextet, the Klaus Daus and Quartet and trumpeters Dusko Goykovic and Ted Cursen.

Cologne claims to have more jazz musicians than any other West German city. The festival opened in some of the city's numerous jazz cellars, then moved to its own grounds and to its Rhone prominence.

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"THE COMMON PEOPLE"

# 7088  Produced by DICK GLASSER

THE MOST MEANINGFUL SINGLE OF THE EVERLY BROS. CAREER!

WARNER BROS.
SEVEN ARTS RECORDS, INC.
Germans Whooping It Up at Home
With Fun & Games Party Records

By OMER ANDERSON

The Germans have moved their bonhomme out of the beer cellar and into the center of attention in this country and in the process they are giving a big kick to disk sales in this country.

German record companies have been victims of this expanding new market, which creates an additional dimension to the German record market, with a rash of "party" pop labels.

Pop for home entertaining is providing a much-needed carnival madness which grips wide areas of the Fatherland. November through Lent. The Rhinefront, Bavaria and Berlin are all afoot for their carnival merry-making.

Jazz Surge Seen by CBS

LONDON -- CBS pop prod.

By ARNOLD MAXIN, left, president of the Big 3, chats with Ben Nisbet, general manager of B. Feldman Ltd. of London. The Big 3 overseas-publishing network includes the London firm.

The firm also launched the new

DUBLIN

Despite a head start by the Johnny Kelly version, which has already been in the charts for the last couple of months, the Dubliners' 'Black Velvet Band' is in the top five. The traditional song is the summer's biggest hit here.

...The Ladino, the folk trio whose 'The Sea Around Us'...is included in February 1966, is one of the all-time best-known folk hits, having debuted. Leader Jim McCan and Margaret O'Brien will shortly add their separate ways as solo artists, while Gerry Caden has gone to Scotland.

...The day after the group announced the news, its latest Pye 45, 'Plaisir D'Amour,' was issued. As LP is also in hand, Telefis Eireann and Frank Sinatra's 'A Man and His Music.' Following British changes, Liberty's direction moves from EMI to Irish Record Fitters (RF) here. RF is heavily...

CBS and Producer Hurst Sign Deal

LONDON -- Speaking at the third annual CBS sales conference at Hilton Hotel, the company's adver.

The president catalog in several European countries.

The Hurst deal has also entered the religious market here with plans to set up for October release, including several U. S. sacred singers, such as Sister Joe May... Beulah drumming rings for Hurst have been signed to appear in the music from the best-selling books "The Shadow of the Damned," along with Richard Burton and Martin Ben.

...Philips Records has launched an album introduced by TV personality David Frost called, "A Christmas Carol," in aid of Oxfam, the anti-famine charity.

Philips Records held a reception last week to launch the disk, attended by many of the new artists, including David Jacobs, Mike Rafter, Sandy Denny, Anneke Blackbourn and Mike Len.

...CBS has recently signed with the Mamas and the Papas to launch the "Look at Me I'm Free." Many other hot British acts

The Four Seasons have released 

A Christmas Carol...
jazz hits the charts!

ALLIGATOR BOGALOO
b/w REV. MOSES #45-1924 by
LOU DONALDSON
smash single
from the top-selling Blue Note L.P.!
From the Music Capitals of the World

- Continued from page 64
in Miami Beach's Eden Roc Hotel through Thursday (12).

Sergio Franchi will make his film debut in Stan Kramer's "The Secret of Santa Vittoria," which will be shown at Astor Quinto.

Cred Taylor, president of CIT, back from Hollywood, where he contacted deejays, distributors and dealers in the Los Angeles area promoting A&M albums by Wes Montgomery and Antonio Carlos Jobim, which he produced. Spainky and Our Gang have signed for more than Ed Sullivan TV appearances, the first being Dec. 1...Sum Kaplan, independent promotion man, has been contracted by Stan Carson, general manager of Warner Bros. Enterprises for Midwest promotion of new singles by Patty and the Emblems being shipped from Canadian to radio.

Steve Frenzel of the Federal Records quartet will perform in Chicago Jan. 3 at the Art Center.

Laurie. Experience embraces the college odd and ends while a student at the University of Chicago.

Carlos Creed also.

Edison announces a major all-disco Alexis event that will be aired on-2 DEALER 14, 1967.

DAYS 4 South West Airlines.

The MWC, distributor to "Jules and Jim," will be shown at the Cannes Film Festival.

Mike Gross

STOCKHOLM

EMI Svenska launched a big promotion campaign for the Regal line in Sweden throughout September.

"Regal is the local designation of the British music for Pleasure Records," said EMI manager handling Sweden.

Embroidered with the British music for Pleasure Records, the Regal record sleeve has adorned Sweden throughout September. The campaign involved not only the issuing of a large number of promotional music for Pleasure Records, but also a special hardcover booklet, which contained extensive advertising material. The booklet was distributed free to a limited number of stores.

The booklet included detailed information about the Regal line, including its history, production methods, and the artists featured on the records. It also featured a special section on the Regal label's unique packaging and design, which was intended to make it stand out in the crowded market.

In addition to the booklet, EMI ÅF also distributed Regal records to radio stations and music dealers throughout Sweden.

The campaign was successful, and Regal records enjoyed increased sales and visibility in Sweden during the fall of 1967.
New Car 8 Track Sales Hit Record

By HANK FOX

NEW YORK — More new car buyers will order factory-installed 8-track tape CARtridge units with their 1968 automobiles than will 4-track units. A full statistical analysis of the total number of tape cartridge installations for the 1967 model year supplied by Ford, General Motors, Chrysler and American Motors and 1966 statistics of Ford, sales reach their highest percentage for the period through December 31, begin slowing down after Jan. 1 and continue to slide to the end of the car production year. Sales in the fourth quarter (July-September) are at their lowest level.

A compilation of player sales for Ford (including the Lincoln-Mercury Division), Pontiac and Oldsmobile broken down into quarters reveals that all automobile manufacturers are following the same pattern in cartridge installations. Quarterly statistics were not available from Chevrolet and American Motors. Buick and Chrysler offered dealer-installed players only.

Total installation for Ford, Oldsmobile and Pontiac during the first quarter of the 1967 model car year (October-December) was 64,409 or 4.8 per cent of total production. Ford's installation numbered 44,978, or 4.8 per cent of total production. Pontiac Division posted some 14,148 installation, also for 4.8 per cent. And the Oldsmobile figure was 5,283 (3.8 per cent).

During the second quarter (January-March), installations for Ford and the two GM divisions totaled 88,308 or 4.1 per cent. While more than 64,400 units were installed by these three during the first quarter, only 23,900 players (3 per cent) were ordered after the 1966 Christmas period through March. Of the 1,832 players installed by American Motors during the complete model year, some 1,100 were ordered through the halfway mark. Chevrolet officials also reported that more than 22,000 factory-ordered cartridge players were installed through March 31. Some 28,500 units were installed by Chevrolet through September. And of that number, it is estimated that some 22,000 players were factory-installed by March 31. Chevrolet also offered dealer-installed units.

The slump which was plugging the automobile industry through the first half of the model year (September-March) reversed year by mid-April and car sales picked up. Production for Ford, Oldsmobile and Pontiac for the three-month period ending June 30 was 829,315 as compared with 802,812 the proceeding three months. The gap, however, between total production and cartridge installations continued to spread. Installation rate for the three companies combined, April-June, was 2.6 per cent (21,784 players).

July marks the end of the model year sales period for all manufacturers and all manufacturers slowing down production to a trickle. Cartridge installations tumbled to slightly above 2,100 for Ford, Oldsmobile and Pontiac as car production sagged to 258,000 during the period of July through September. Percentage of installations to cartridge purchases in the last quarter (July-September) for the three manufacturers dropped to 0.9 per cent.

All statistics used in this analysis represent factory-installed 8-track cartridge players and do not include factory-installed-dealer-installed, or after market figures.

RCA Names Merco

NEW YORK — RCA Victor has named Merco Enterprises as its tape CARtridge distribut or for metropolitan New York. Merco, with main offices in Garden City, will handle RCA's full line of 8-track cartridges.

Western Tape Shifts Operation to Nevada

LOS ANGELES — Western Tape Distributors, Inc. of San Francisco, the first tape rack jobber in the country, has moved its operation to Sparks, Nev., to take advantage of "no tax" laws.

Epic Releases 4 Oct. Cartridges

NEW YORK—Epic Records is releasing four 4-track and eight 8-track stereo tape CARtridge for October.

Two successful Epic albums, David Houston's "Golden Hymn," and "Hawaii's Greatest Hits," featuring Prince Kuhia and the Tropical Islanders have been put into cartridge form. For the rhythm & blues market, Epic is issuing the Staple Singers' "Why" and Major Lancer's "Major's Greatest Hits."
New for October on RCA STEREO
CARTRIDGE TAPES
The most trusted name in sound

New for October on RCA STEREO
CARTRIDGE TAPES
The most trusted name in sound

RCA VICTOR PRESENTS PERRY COMO'S HOLIDAY SPECIAL
with Rowan & Martin, Jefferson Airplane, Bobbie Gentry. Special Guest Stars: Sergio Mendes & Brasil '66 in color, on NBC-TV, November 30, 7:30-8:30 EST; 6:30-7:30 CST

www.americanradiohistory.com
three years ago, we invented eight track stereo: this year, we perfected it.

Lear Jet stereo eight.

Not long ago the experts were pretty loud when it came to the shortcomings of eight track stereo.

They said it was improbable.

Today the same experts are speaking softly and carrying a small tape. A stereo eight tape. An hour and twenty minute winner, that never quits.

Now every car maker offers stereo eight as an option. Now you can choose from over 10,000 stereo eight cartridges from every major recording company. Now the experts are singing a new tune.

For those people who care about uninterrupted music in their home, in their car, or in the open, we have six new models.

They sound as good as they look.

If you want more sound advice; Lear Jet stereo eight will be seen and talked about at the Tape Cartridge Forum, October 16-17, at the New York Hilton Hotel.

And a long time after.

Lear Jet Stereo Div.; 13131 Lyndon Ave.; Detroit, Michigan 48227; (313) 272-0730.

2. 3-piece home music system. Eight track tape cartridge player with 20 watt peak amplifier and four high-fidelity speakers: Model HA-20.
4. Solid state stereo eight for cars. Shown here, FM radio (FM stereo with multiplex adapter optional) and tape player: Model ASM-871.
AM radio with tape player: Model ASR-851.
Automotive tape player only: Model AS-831.

Lear Jet stereo eight
it plays happily ever after
Sentry, Dubbings Sign $360,000 Contract for Cassette Duplicating

By CLAUDE HALL

PARAMUS, N. J. — Sentry, the tape division of Atlas Rand Corp., last week signed a contract calling for $360,000 in cassette duplicating from Dubbings, Harold Rosen, president of Sentry, said the deal included 30 releases each in October, November and December.

"In the equivalent six months that we have been selling cassettes, as compared to the first six months a couple of years ago that we entered into cartridges, the rate of flow has been four times more in cassettes," Rosen said.

In a series of separate deals, Sentry has just acquired tape cartridge product for distribution of Capitol Records, Columbia Records, and Motown Records. Rosen said the deals entailed more than $1,000,000. The firm had only recently taken on the entire line of Mercury Records, including cassettes. Concentration of distribution is in the photo field (Sentry blanked 10,000-plus photo outlets), but Rosen said that Sentry also covers electronic, auto, and entertainment outlets. "We have a group of salesmen calling on these fields."

Sentry imports its own label of 4- and 8-track cartridge players from Japan. In addition, it distributes in photo outlets the entire line of Mercury cassette players, as well as a Peersless "Swinger" cassette playback-only model retailing for $25. In cassettes, Sentry distributes the Mercury line, the Ampex line, and its own line. It was six months ago that Sentry started its own cassette line with 24 titles, it now has 78.

Melody N. Y. Distrib Of Borg-Warner

NEW YORK — The Melody Record Supply Corp., a wholly owned subsidiary of Merco Enterprises has been named New York area distributor for the Borg-Warner Deluxee 3800 automobile stereo tape cartridge player and the B-W Cart/Able portable cartridge player.

GENERAL ELECTRIC has introduced this low-priced cassette recorder at $49.95. In the firm's Tape Products Business line, the unit is designed for businessmen, students and housewives on the move. It plays and records, weighs about three pounds and operates on four "C" batteries. It has capstan drive.

with 90 soon to come. "The quality of sound on cassettes has so improved that it's difficult to tell the difference between a cassette and an album . . . it's comparable to 7 1/2 i.p.s. reel-to-reel tape," Rosen said.

Dick Price, sales manager of Sentry, said he felt cassettes to be the dominant system. "It's becoming a very significant part of our sales. Eight track is still the dominant part of our business. More than 50 per cent, in fact. But cassettes are coming fast."

Sentry pioneered in special programs for dealers in cartridges, offering 100 per cent return privileges, plus counter and floor racks free to dealers. The firm just moved into new quarters in Paramus, N. J., on Aug. 1.
The Most Illustrious and Dynamic Roster of Key Industry Leaders Ever Assembled To Discuss the Burgeoning Tape Cartridge Field

AT THE SECOND ANNUAL

TAPE CARTRIDGE FORUM

Sponsored by BILLBOARD & MERCHANDISING WEEK

OCTOBER 16-17, NEW YORK HILTON HOTEL

PROGRAM & SPEAKERS

Prepounding Your Sales Effort Through Creating a Customized Catalogue in Accordance with Consumer Tape Product
Speaker: Irwin M. Anics, President

SALESMEN:

SESSION 5: MURRAY HILL A

SALES OPPORTUNITIES IN THE BROADENING APPLICATIONS OF TAPE CARTRIDGES AND EQUIPMENT
Chairman: Jack C. Cummings, President

Universal Tape Data Corporation

His wife will discuss the<br>Applications of Tape Cartridges and Equipment.

Speaker: Thomas J. Ransier, Director, the Equitable Life Assurance Society of the U.S.

The Speaker will discuss the<br>Applications of Tape Cartridges and Equipment.

Speaker: Robert E. Linn, President

The Speaker will discuss the<br>Applications of Tape Cartridges and Equipment.

Speaker: Ronald W. Snow, Vice President and Editor

The Speaker will discuss the<br>Applications of Tape Cartridges and Equipment.

SESSION 6: MURRAY HILL B

CHARACTERISTICS AND DIFFERENCES AMONG MAJOR TAPE CARTRIDGE SYSTEMS—AN ENGINEERING EVALUATION FOR THE LAYMAN
Chairman: William T. Lack, President

Polaris, New York, New York

The Program will discuss the<br>Characteristics and Differences Among Major Tape Cartridge Systems—An Engineering Evaluation For The Layman.

Speaker: Martin L. Atwood, Engineering Manager

The Speaker will discuss the<br>Characteristics and Differences Among Major Tape Cartridge Systems—An Engineering Evaluation For The Layman.

Speaker: Frank Shakes, President

The Speaker will discuss the<br>Characteristics and Differences Among Major Tape Cartridge Systems—An Engineering Evaluation For The Layman.

The Cassette Society

The Speaker will discuss the<br>Characteristics and Differences Among Major Tape Cartridge Systems—An Engineering Evaluation For The Layman.

Speaker: Robert M. Wilson, Technical-Commercial Manager

North American Phillips Co., Inc.

The Speaker will discuss the<br>Characteristics and Differences Among Major Tape Cartridge Systems—An Engineering Evaluation For The Layman.

SESSION 7: GRAMERCY A

REACHING SPECIAL MARKETS TO EXPAND CARTRIDGE AND EQUIPMENT SALES
Chairman: Don Wolfe, General Manager

American Audio Tape

His wife will discuss the<br>Reachin Special Markets to Expand Cartridge and Equipment Sales.

Speaker: Edward J. McLaughlin

The Speaker will discuss the<br>Reachin Special Markets to Expand Cartridge and Equipment Sales.

Speaker: Harold D. Hoo, President and General Manager

The Speaker will discuss the<br>Reachin Special Markets to Expand Cartridge and Equipment Sales.

Speaker: Delbert M. Hoo, President and General Manager

The Speaker will discuss the<br>Reachin Special Markets to Expand Cartridge and Equipment Sales.

Speaker: Harold Hoo, President and General Manager

The Speaker will discuss the<br>Reachin Special Markets to Expand Cartridge and Equipment Sales.

Speaker: Harold Hoo, President and General Manager

The Speaker will discuss the<br>Reachin Special Markets to Expand Cartridge and Equipment Sales.

GETTING GREATER MILEAGE IN SELLING AND DISPLAYING PRODUCT
Chairman: George M. Novak, Manager, Sales & Market Development

His wife will discuss the<br>Getting Greater Mileage in Selling and Displaying Product.

Speaker: George M. Novak, Manager, Sales & Market Development

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The Speaker will discuss the<br>Getting Greater Mileage in Selling and Displaying Product.

SESSION 8: NASSAU SUITE

SALES REPRESENTATIVES: YES OR NO
Chairman: Ted E. Goff, Tapes, President

Columbia Tapes, New York, New York

Mr. Goff will discuss the
Sales Representatives: Yes or No.

Speaker: Ted E. Goff, President

The Speaker will discuss the
Sales Representatives: Yes or No.

Speaker: Ted E. Goff, President

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Sales Representatives: Yes or No.

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Sales Representatives: Yes or No.

Speaker: Ted E. Goff, President

The Speaker will discuss the
Sales Representatives: Yes or No.
Tape Club Offers Auto Sound's Buyers Cartridges at a Discount

By JERIANNE ROGINSKI

CHICAGO—A Tape Club keeps customers coming back to your store for more cartridges, reports Gordon Frederick, owner of Auto Sound, Inc., in Skokie, Ill. "We offer customers a membership to our Tape Club after they have purchased three or four cartridges at our store for the normal price. We give them a card signifying that they fill the requirements and then they can purchase all their future cartridges at a small discount," Frederick explained.

In addition to the Tape Club, Auto Sound offers numerous bonuses in their newspaper advertising to draw customers to the store. A customer gets a bonus tape with any cartridge unit purchased at Auto Sound. Frederick's carries a full line of 8-track, 4-track and cassette in both home and auto players—giving the customer a wide selection of machines to choose from. Installation of auto sound is made immediately in the garage attached to the rear of the store.

Promotes Home Units

In promotion of his home units, Frederick's recently advertised 10 per cent off on any home player with the purchase of a car unit. "Sales of home units are picking up," Frederick's said. "Most of the purchases of the home units already have car units. Of the people who come into the store, I would say 50 per cent know what they want and the other 50 per cent have to be educated on tape cartridge machines."

Frederick's claims the cassette is the machine people know the least about because of the late development and lack of auto units. "We just began carrying the Alwa auto cassette units. No one comes in and asks for them. They have to be introduced to the customers," Frederick said.

About 75 per cent of Auto Sound's business is in 8-track, Frederick's estimates. Formerly most of the 8-track market was sold to adults and the teen-agers bought the 4-track because of the cheaper price. "Lastly, more kids have been buying 8-track because they want to hear the Monkees and the Jefferson Airplane. These are on RCA and RCA only makes 8-track."

Auto Sound stocks more than 40,000 musical selections in cartridges and includes all three types of tape cartridges in his selections. In addition to owning the retail outlet, Frederick's also has a distributorship from Tenna Corp.

DOT, MUNTZ SIGN A DEAL

LOS ANGELES — Dot Records has announced a new stereo Pak for exclusive 8-track duplication of its line of companies. The label had previously been represented in 4-track with several other companies, and Muntz will duplicate and distribute Dot through its own outlet.

FREE

Send for this NEW TESTING CARTRIDGE and Discover New Source of Sales!

Channel Marketing has developed the first accessory to enable owners of tape cartridge players to test their units at home or in the car. This means extra sales for you and a source of more profit because:

If units need repair or adjustment, your customers will return to you with business for your service department. You'll make happy cartridge customers because they'll be getting top performance from their players. And happy customers represent more sales of your cartridge music and other equipment.

Channel's NEW cartridge — the only one designed for mass retailing — tests every important function of the tape player: frequency response, tape tracking, program and individual track volume balance, speaker and program identification and automatic switching, instructions to the user are announced at the beginning of each test.

We want you to examine this NEW cartridge — at no charge to you — and see for yourself how profitable this accessory can be.

Send this coupon, attached to your business letterhead, for one FREE test cartridge. We will also send you literature on other accessories for making cartridge accessories. This offer is for bona fide dealers and distributors only.

TO: Channel Marketing, Inc., Dept. 8
10167 9th Ave., New York, N.Y. 10027

Please send me FREE — your NEW test cartridge (black only), 4-track or 8-track

Example of equipment dealer: distributor interested in increasing my tape cartridge sales

IMPORTANT: In order to qualify for this offer, you must attach this coupon to your business letterhead.
**GRT Timeliness**

is the latest 4 & 8 track stereo cartridge hits from:
- Vanilla Fudge
- James Brown
- The Seeds
- Neil Diamond
- The Impressions
- The Grass Roots

**GRT GENERAL RECORDED TAPE**

1286 Lawrence Station Road
Sunnyvale, California 94086
(408) 734-2910

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**GRT Album Reviews**

- Continued from page 56
- **RAVEL: CONCERTO IN C MAJOR**
  Piano and Orchestra
  Prague Symphony (Smetana), Philharmonia Orchestra (Krenek), Philharmonic Society (Dienst)

- **RASSEL SYMPHONY NO. 3 IN G MAJOR**
  Philharmonic Society (Newman), Philharmonic Society (Smetana), Philharmonic Society (Dienst)

- **R. STRAUSS: A HERO'S LIFE**
  Munich Symphony, Berlin交响乐团, Philharmonic Orchestra (Newman), Philharmonic Society (Smetana)

- **JAZZ**
  Ain't Doing Too Bad, Bad, Ray Bryant Quartet, Cadet LP 795 (M); LPS 795 (S)

- **SUNNYVALE, CALIFORNIA 94086**

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**INTENTS AND PURPOSES**

The Bill Harris Orchestra, RCA Victor LPM 2844 (M); LSP 2844 (S)

**ENVIROMENT**

The Joe Meeting Quartet, Cadet LP 797 (M); LPS 797 (S)

**AFRO BRAZIL ORCHESTRA**

Philharmonic Society (Newman), Philharmonic Society (Smetana), Cadet LP 808 (M); ST 808 (S)

**PROVIN' WITH THE SOULFUL STRING**

Cadet LP 796 (M); LPS 796 (S)

**MOTOR CITY MOUL**

Fathers Time, Cadet LP 806 (M); LPS 806 (S)

**COMEDY**

Boy! Am I Glad We Joined The Indians, Cadet LP 807 (M); LPS 807 (S)

**Audiopak contain Audiocape.**

Any cartridge is only as good as the tape it contains.

---

**CHRISTMAS**

A New Christmas Spiritual/ Violet for Harp & Holly/Laudation, RCA LP 12526 (M); ST 12526 (S)

**INTERNATIONAL**

Love Songs From Mexico, Records, Columbia, TX 5197 (M); ES 1987 (S)

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**THE BEST OF SPIKE JONES AND HIS CITY SLICKERS**

Jubilee, Gala 2806 (M)

**DICK WALDEN'S WORLD OF COMEDY**

Jubilee, Gala 2806 (M)

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**Here it is! At last... the publication you've been wanting and waiting for!**

---

**The first magazine with complete 4 & 8 track cartridge tape listings**

Yes, it's finally been done. A magazine with complete—and we mean complete—listings of every cartridge tape available—both 4 and 8 track—every artist, every label—nothing's left out. But that's not all. Every issue will feature pictures and stories of top artists. A special section on new release cartridge tape reviews.

To be published 6 times a year, THE GLASS LIST will be a must for all your cartridge tape fans. You'll sell it for 50c... there's big profit in it for you. Here's a sure-fire hit. Be sure to take advantage of the one and only complete cartridge tape listing—THE GLASS LIST. Your customers will be asking for it... will you be ready for them?

---

**Quality 1st Canoe Firm Into Duping**

TORTO--The first Canadian talent album to make the tape cartridge scene is now in production in 4-track, 8-track, and reel-to-reel form at Quality Records, first Canadian company to go into tape cartridge duplication. It's "The Merry Ploughboy" by the Calgary Showband on the Carl label; the title tune was the Canadian hit of 1966, made popular by a beer commercial on TV and radio.

---

**AMERICAN CRYSTALINE ELECTRONICS**

2150 Canary Dr., Costa Mesa, Calif. 92625

supplier of the world's finest recording tapes to the record, music and tape cartridge industry

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**The Glass List**

October 14, 1967, Billboard
Audio Retailing

18% More Discount Stores

CHICAGO—There are now 2,600 discount stores in the U. S., and 18 per cent increase over the 2,200 operating last year. The rate of increase in opening of discount stores is the greatest in retailing, according to a study just completed by Audits & Surveys, Inc., a New York market research firm. The study shows that fast-growing segments of retailing—such as drug outlets, taverns and bars, food stores—are in considerable decline. The number of radio and TV and music and record stores is holding steady. There are 2,731,000 retail outlets in the U. S. today, the study shows, compared with 1,733,300 in 1966. And the growth in the number of retail outlets has not kept pace with population growth. The store-to-people ratio has declined to one store for every 113 persons. In 1951 there was one store for every 97 persons, one for every 110 in 1963 and one for every 112 persons last year.

While discount stores are increasing in number, so are department stores of all types, reaching a total of 5,300 to 6,160 in a year.

Concenrated

"It has been increasingly apparent for several years that discount stores are becoming more concentrated in fewer but larger outlets," said Audits & Surveys president Solomon Dutka, "This year's figures confirm this pattern as a dominant factor in the industry."

Data showed that over the past 20 years, "discount operators have been credited with an exaggerated influence. Now, however, it appears they are emerging as a substantial significant force in retailing."

The Audits & Surveys census is used as the basis for the firm's National Total Market Audit, the study is based on a random sampling of 40,000 retail and service outlets.

Yule Tapes From Capitol

LOS ANGELES—Capitol has released its new, open reel stereo tapes of Christmas music this year.

Martino, "A Merry Christmas" (YIT 2165).

Cranston, "A Christmas Gift" (YIT 2396).

Lou Rawls, "Merry Christmas" (HOLY HO 4, YIT 2730).

Jackie Gleason, "Tis The Season" (YIT 2163).

"Ella Fitzgerald's Christmas" (YIT 2085).

Dietrich was also released "On Parade" by the Soviet Army Chorus & Band (YIS 40018) and Puccini's "Madame Butterfly," Sir John Barbirolli conducting the Rome Open House Orchestra and Chorus (YIS 3170).

New Receivers From H. H. Scott

MAYNARD, Mass.—Two new 65-watt telecast stereo receivers have been introduced by H. H. Scott, Inc. Both have built-in color-tuner stereo systems, and themselves, with provision for color reception from the TV set as well.

Model 342B, at $299.95, has integrated circuitry, dual audio speakers for listening at main room, or both, and built-in tape recorder, speaker, noise filter, front panel headphone jack, separate controls for each channel. At $139.95, model 382B offers Scott's Automatic Variable tune section and automatic gain control.

Avnet Acquires Channel Master

NEW YORK—Avnet, Inc., has acquired Channel Master Corp., as a fourth operating division.

Avnet claims to be the largest manufacturer of outdoor TV antennas and indoor antenna systems, and the firm is also involved in consumer electronics items such as TV picture tubes, high-fidelity tape recorders and other electronic products. Channel Master manufactures a variety of home entertainment products.

THE ROWER FROM MASTERWORK, five-pound record player for $2.95.

Columbia's Rover A 'Youth' Product

CHICAGO—At $24.95, compact, lightweight, capable of playing singles in any position—even while sprawling through the air like a foott—the new Rover phonograph from the Masterwork Audio Products division of Columbia Records has all the attributes for the burgeoning bar, of "youth products" from entertainment electronics manufacturers.

All the major firms are eagerly selling youth with low-cost, mobile, musical merchandise, and this Columbia singles player is a unique entry. It is played by inserting the 45-r.p.m. record in a slot. The record may be stopped during play or changed during play by pressing a reject button. At the end of a record, the unit shuts off automatically.

For youth products, color is important. The Rover is available in fire-engine red and bright-aqua blue.

Circuitry and other technical matters are also sometimes important. The Rover has a solid-state amplifier and operates on eight flashlight batteries. Weight: five pounds.

Masterwork is also offering a black-leatherette carrying case for the new Rover, shoulder strap and compartment for storing records, for $2.95.

The player is packed in a self-merchandising carton for display on counters and in windows.

New Allied Book

CHICAGO—All basic electronic components are described and illustrated in a new publication, by Allied Radio Corp., called "Encyclopedia of Electronics Components."

Priced at $1.12-page pamphlet is big pocket size for easy reference by technicians and electronics lovers. Easy-"layman" language is used and any special handling or installation requirement of various components is covered.

20-Year-Old Tape Industry Hits $2.1 Billion in Sales

CHICAGO—Since its birth in October of 1947, the magnetic tape recording industry has nurtured a growth pattern that will take it to an estimated $2,101,000,000 in world-wide sales this year.

This is an estimate of the Ampex Corp., which takes credit for having launched the industry with its Model 200, unveiled before an audience of broadcasters in Hollywood 20 years ago next month. Ampex estimates the sale during 1967 of $550 million worth of recorder-reproducer equipment for broadcasting, mastering, duplicating, industrial use, home tape recorders, cassette and cartridges, microphones, accessories and speakers, $30 million worth of magnetic tape for all applications; slightly over $1 billion worth of tape transports for computers; $110 million worth of video broadcast and closed-circuit videotape recorders, recorders and systems, $91 million worth of instrumentation recording systems and systems for laboratory and mobile use and several million dollars worth of video oil document filing and retrieval systems.

Poulsen Magnetic recording is much more than 20 years old, of course. The Danish scientist Valdemar Poulsen invented the technique in the 1900's, but the concept lay dormant for decades because of lack of parallel electronic development for amplifying sounds.

It was the World War II government of Germany which propped the state of the art forward, utilizing the skillful of engineers to develop models for propaganda broadcasts. These were the recording machines, and the recordings of Nazi leaders, including Hitler, were sometimes represented as the men themselves, so realistic was the sound.

Several of these engineering models were retrieved after the War and brought to the U. S. They contributed somewhat to the advance in technology which bred the tape recording industry. ABC Ampex' own Model 200 re

(Continued on page 78)
CLASSIFIED MART

BUSINESS OPPORTUNITIES

RECORDING STUDIO IN HOLLYWOOD. Capable of high-quality 1/2" tape recording. Write for terms.

SERIOUS MINDED COMPANY awaits to buy your studio. To carry on as music and recording studio. Write to Box 2186, Los Angeles 36, California.

WANTED: POP SINGERS FOR RECORD LABEL. Must be at least 21 years of age. Write for details.

DISTRIBUTING SERVICES

ATTENTION, RECORD OUTLETS: We need distributors and reps to carry our line of records. We are a well established company. Box 101, Los Angeles. CA. 90052.

NEW CURRENT POP SINGLES TO ALL record outlets, one free copy to all. Price $1.00 per dozen. Records for free to outlets. Buddah Rec. 4803 Hollywood Blvd. & Waverly, San Fernando, CA. 91340.

HELP WANTED

ACCOUNTANTS—RECORD INDUSTRY. Must be self-starters, have knowledge in record sales and marketing, and be able and willing to do accounting. Excellent opportunity for a young man. Send resume and references to Box 644, New York, N.Y. 10001.


PROMOTIONAL SERVICES

National Record Promotion

(Vinyl Record—Sleep Well) 30 minute tape for 30 minutes of sleep. Only $5.00. Write for further details.

At Liberty


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REGULAR CLASSIFIED AD 3" x 3" minimum. Minimum $5. First line set at extra cost.

REGULAR DISPLAY AD 3" x 3" minimum. Each additional inch $.15.

FREQUENCY DISCOUNTS: 2 consecutive insertions—nonreturnable, nonexchangeable, 25% discount; 6 insertions to 15% or more consecutive insertions, 15%.

CLOSED DATE: 5 p.m. Tuesday, 11 days prior to date of issue.

PAYMENT MUST ACCOMPANY ALL ORDERS

SEND ORDERS TO: John O'Neill, International Advertising Division, Billboard, 130 W. Randolph St., Chicago, Ill. 60601.

Audio Retailing

CHRISTMAS PROMOTION from Audio Devices, Inc., is a package offer- ing of a pink-model record player. The machine is priced at $126.50. The player comes complete with record player, speaker, and turntable. Ask about this special offer.

20-Year-Old Tape Industry Hits $2.2 Billion in Sales

• Continued from page 77

said a big market boost when American Broadcasting Co. radio stations throughout the country put the units into use daily for time delay of network programs. The choked sound of "electrically transmitted" programs is now difficult to remem- ber.

About the same time, record companies began using Ampex tape recorders instead of wax cylinders. This move, coupled with the development of magnetic tape recording, ushered in the high fidelity era. Ampex today claims that 90% of its first tape in the tape recorder market, the 200, are still in use.

Bing Crosby

As many in the trade recall, Bing Crosby also lent impetus to the adoption of magnetic rec- ording. At the height of his radio career in 1947, he began ordering Ampex's first distributor in the program to ABC to tape his weekly radio show.

The entertainment application of tape recording, however, are not and may perhaps never come to pass as predicted in the 1950's. Scientist began experi- ments to magnetic recording in a means of capturing and storing scientific information. Today in- strumentation; temperature change, stress, speed changes and hundreds of other phenomena at frequencies from zero (D.C.) to 6,000,000 cycles per second, or even on- going vital roles in space exploration, defense, industry and medi- cine.

Application of tape transport to data processing is yet a young technology, but it accounts for the biggest share of the market dollars. And the growth rate in this area expected to be stagger- ing. It was the precision which made Ampex an instrument recording that also made possible application of the magnetic re- corder as the basic storage me- dium for computers. The first application of this type of the mod- 1950's.

"Analog"
The application of magnetic recording to instrumentation and data processing is different, however. Instrumentation units record scientific information as an electrical parallel or analogy of the original phenomenon. This is called "analog" recording. Computers translate information into a form made up of a numerical series of various combinations of "1" and "0". The information is then arranged on the recording in a regular series of digits. This is the digital recording, and the machines are, of course, called digital computers.

Videotape recording, expected to account for $110 million in sales this year, is also in its fancy. A videotape recorder rec- ording on a black and white or color pictures on magnetic tape similar to that used with a audio recorder. Top frequency response of the videotape re- corder is limited to 20 cycles per second compared with 15,000 cycles per second for an audio recorder. This increase in frequency response was made possi- ble by the development of a new recording head which moves rapidly across the tape as it is running. The television in- dustry was astounded by the introduction of the first tape recorder in 1956 and moved quickly to acquire the equipment. The first experimental tape- broadcasted television was "Doughs and the News," on CBS, Nov. 30, 1956. Just as tape recording had changed radio, videotape recording changed tel- evision. Programs produced in New York are being made before three hours for broadcast at comparable times across the country's time zones. And many viewers today do not realize they're watching a tape recorder.

Films

In 1964, videotape recording was adapted to document films and retrieval. Ampex introduced a system called Imago. The system uses television techniques to reduce conventional film to paper to compact magnetic rec- ordings on videotape. As many as 250 minute pages may be filed on a single 14-inch reel. Files may be located and played on television screens or repro- duced in facsimile copies in sec- onds. The method may be re- trieved electronically at several retrieving stations simultan- eously, for documents are never out of file. Documents may be subject to be kept in tape files wherever desired. And they may be erased, relocated or re- placed electronically in the file. The first such system, called the National Aeronautics and Space Administration facility at Huntsville, Ala. The first will be delivered this year to the Southern Pacific Railroad Co. for handling of freight waybills. And a $2 million system is being developed for Bell Telephone Laboratories to store and retrieve mainte- nance data. American National Insurance Co. has ordered a system to handle its 23 mil- lion insurance documents.

With revolutionary appli- cations such as this coming along regularly, the future of recording tech- nology, the prediction is that in 1971 the annual industry volume will be in excess of $3 billion.

OCTOBER 14, 1967, BILLBOARD
MIAMI—One of Florida's largest vending companies has acquired the largest jukebox and game operation in Metropolitan Miami. The acquisition of Sol Tah's Mar-Tab Vending by Ace-Saxon of Broward, Inc., is seen as a move to establish their unchallenged location operation and is part of a growth trend noticed in these pages during recent months.

Board has learned that prominent industry figure Sol Tah retains Mar-Tab Vending's extensive routes in out-State Florida and will continue to headquarters.

Mar-Tab Vending's Dade and Broward county locations throughout the Fort Lauderdale and Miami metropolitan area have flourished under the promotion-minded and successful Sol Tah.

Two Choices

Ace-Saxon owner Mel Chasan was formerly an executive with Continental Vending Co., manufacturer and operators of Corsair cigarette vending. The Vendo Co. purchased manufacturing rights to the Corsair machine.

Chasen's operation here, which grew out of an acquisition from Continental some years ago, is one of the largest cigarette vending operations in Florida and is a member of the National Automatic Merchandising Association.

Commenting on the Ace Saxon move, a leading Miami vending executive said, "In order to expand, the vendor has two choices today; to enter the institutional field or to expand on-the-street operation. But to be competitive on the street, the vendor must offer the full package of music, games and vending.

MOA CONVENTION SHOW TO FEATURE TOP TALENT

WASHINGTON—This year's talent line-up for the annual Music Operators of America (MOA) convention Oct. 27-29 in Chicago will set a new record, according to the show's director, the show. Recording artists include Cowills (MGM); Al Martino and Buck Owens (Capitol); Jerry Vale (Columbia); Dollar Recus (ABC); Boots Randolph; Rick Nelson; Ray Price; Harry Palmer; Rufus Lumley; Lane Carrell and Marilyn Maye; RCA; Robert Caren, David Houston and Takamatsu; Cannon (Hi); Sonny Hines and Tommy Wells (Jerry-Gregory); Mills Brothers and Bonnie Guitar (Dot). Phyllis Herson is stage manager. Frank York's 15-piece orchestra, dance acts and comedians will perform.

New Ariz. Assn. Will Fight Location Selling, Break-Ins

SCOTTSDALE, Ariz.—Music Operators of America (MOA) officials helped in the organization of the Arizona Coin Machine Operators Association here last week. Plans were adapted to combat direct-location selling from banks and burglaries, "The association is definitely off the ground. There's very little skepticism about its success now," said MOA President James Telianno, Clearwater, Fla.

With Telianno here were MOA executive vice-president Fred Franger, Chicago, and MOA past-president J. Harry Southwest, Albuquerque, N. M. "A number of operators told us they already belonged to MOA and they thought this was sufficient. But in our talks we found a definite need for the necessity of local organizations. The operators are basically local. It is just that some of their problems are different from those in other states," Telianno said.

The meeting was held in conjunction with the National Automatic Merchandising Association trade show.

Vendor Buys Miami Mar-Tab

By BENN OLMANN

CHICAGO—An unprecedented 63 firms have reserved space for exhibit and demonstration and trade show of the Music Operators of America (MOA). Two conventions are scheduled for this week, one a Japanese firm, Taito Trading Co., Ltd., which will be a new entry to the line. The other newly signed company is Automatic Minut Machine Corp., of New York City. This company will exhibit a coin-operated machine.

For the first year in its 17-year history, the MOA exhibit may honestly be billed as an "international" event. In addition to Taito Trading Co., these foreign firms are exhibiting as well: Sega Enterprises, Japan (game); Jukebox Sales of America (Swiss-made jukebox); Associated Coin Amusement Co. (German-made jukebox); David Rosen, Inc. (Italian-made video machines); Discomatic, Inc. (Swiss made jukebox) and Newport Sales, Inc., Freeport, Bahamas (record vendor).

MOA SHOW

Exhibitor Total Sweeps to 63

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Will National Bulk Routes Choke Out Small Operations?

By EARL PAGE

CHICAGO—National bulk vending companies are a reality—have been for some time. Regional giants are numerous, and several are on the threshold of national operation. What's all this mean to the little guy who for over a half century has been the backbone of this colorful business? Will adverse competitive factors erase him from the picture?

While the advocates of national versus local operation differ in approach, both stress individualized service at the location level.

"The life blood of this business is the small, independent operator. He's the fellow who's got out on the street and hustled for a couple of extra dollars," said Irwin Nabi, Schoenbach Co., Brooklyn, and president of the National Vendors Association (NVA).

It still holds to individual service and this is why there's always a place for the small operator who can take care of the mom 'it pop store on the corner. You can get too big, you know. Look at the big cigarette operators. You can't afford to be a place that only moves 35 packs a week. That's still a very good stop for the smaller operator."

Few Big Firms

"I think you'll see more and more big, national operating companies acquire the smaller operators. They will take over the thrust of the market now," said Kantor.

But Kantor, despite his far-flung operation in 50 States and such overseas areas as Guam and Puerto Rico, still believes individual service is the key factor. "We tailor product to the local area by leaving our area men with the option of what to fill machines with."

If the small operator can make it on a commission basis so many in the business agree. (Continued on page 83)
Will National Bulk Routes Choke Out Small Operations?

areas have incentives and cover more ground and do a better job. We believe in service with a capital 'S' and we're constantly hammering this into our men.

"A man has to feel he's in business for himself to work for us," said Roger Folz, who with his brother, Harold, operates one of the largest national operations. "We use commissions and contests and have our own incentive programs.

"But there will always be room for the independent operator and it's not only the larger companies who can make use of advanced business methods. The statistics are available and it's more a matter of individual interpretation.

"The bulk vending business is unique, you're dealing with intangibles and you have to feel your way. It's kind of like painting by numbers. You just can't jump in and learn this business.

Folz Vending, as with Confection Specialties, operates all over the U.S. and has operations in Canada.

Another Approach

Just as Smith-Regal differs from Folz Vending and Confection Specialties, another national giant, Ford Gum & Machine Co., Akron, N.Y., has still another approach. "Our position as a national operating company is probably unique," said Vice-President John H. Fry.

"We specialize," he said, in characterizing the 50-year-old firm, now operating all over the U.S., in Canada and many South American countries. "First of all, we're not in the meat business at all, we merchandise 1-cent gum exclusively. And secondly, we make our own gum and our own machines and work through service clubs such as Kiwanis, Rotary, Lions and others.

A number of independent operators agreed that Ford Gum didn't have the "exclusive" corner on the national vending market smacked of the larger national operating concerns, too. "I may be wrong but I've heard that Ford's claims are not valid. They have the larger machine companies and work closely with them through various clubs," said Lew St. Louis operator.

"They're too spread out. You can tell by what you find in their machines. They just can't stay on top of the business and know what should be promoted in every area the way smaller vendors can.

Flexibility

"The servicing operator is much to be preferred," said Chicago attorney Don Mitchell, legal counsel for NVA; and this is the direction the larger national companies have taken. They have sufficient accounts so that they can have sufficient personnel in each area to handle these accounts.

"There are advantages and disadvantages in the large-scale operation. On the plus side, the large operations can apply controls such as through the use of IBM equipment and they are also in a good position to use everything they buy.

"If a product proves to be a dud in one area they can shift it to another area and finally dispose of it. Somehow else you can't do in the small.

"In many cases the flexibility of the larger operator is quite an advantage.

"On the minus side you might say the large operation is relatively unable to quickly adapt to changes in any given local area and it is not flexible enough to deal with the local problems.

Local Needs

"Each area has different tastes as to what products sell best," said H. B. Hutchinson, NVA vice-president and head of the large Atlanta distributorship under his own name. "What goes in Miami, New York, Chicago, may not go at all in other areas. This is why as much as possible you need to know your own local area and be able to service it on that basis.

"If your business will still revolve around the smaller, local type of operation," said Leonard Quinn, owner of Confection Products, Columbus, Ohio. "You can still count all the really native firms on one hand.

"It's difficult to make decisions up at a high level and then carry them out locally. You might send a man in one area a batch of baseball cards and then learn that this firm just isn't any good there.

"A locally operated company knows what products will sell in its own area and it can gear things to its own locations on a much more individual basis than is the case with the big operation.

Plenty for All

Should smaller operators be dismayed by the sophisticated of the national companies? "No," said Jack Nelson, Logan Distributor, Chicago. "I think there's room for tremendous growth in both directions. It's up to the companies and the operators to compete.

"John Nelson, president of the National Bulk Vendors Association, agreed with the NVA director, said, "If the small operator wants to tie in with the chain stores but a lot of operators probably aren't equipped to spread out this far."

"It's difficult to make steps up from the small chains and even the larger stores in every market, especially in the growing suburban areas around the large cities. There's enough business for everybody today, whether you're talking about the large national operations or the one-man operator."

'Promotion Prompts Profits'- Says Gold Medal's Evans

TORONTO—"All good promotion has one prerequisite," Gold Medal Products Co. executive J. C. Evans told some 600 members of the National Association of Concessionaires at their annual dinner meeting here, "an alert management attitude—a desire to buck conventional thinking."

He added: "Most certainly, the success of any promotion depends on an increased profit per person (sometimes difficult to measure because of the number of sales per day, but often only sales of person). Maybe you ought to look at profit contributions for each item you sell, or at least for each group of items. How do you evaluate unless you have facts."

Evans listed the following as key elements to successful promotions: (1) Facts on which to base your promotion. (2) The creation of an atmosphere where promotions or creative ideas can succeed. (3) Having the equipment and the trained personnel capable of executing the promotion in an effective manner. (4) Assurances that the quality is in the product. "You don't want customers to feel that he has been 'promoted.'"
MacMAN to Sell Tootsie Roll

OCEANSIDE, N. Y.—Mac- 
MAN Enterprises Corp., has ap-
nounced the national broker 
for 1-cent wrapped Tootsie Roll 
candy. The merchandising move 
was worked out with Lawrence 
B. Heller, national sales man-
ger, Tootsie Roll Industries, 
Inc., Hoboken, N. J. and Manny 
Greenberg, MacMAN's new 
member to 151.

Greenberg is currently estab-
lishing distributors for the 1-
cent size wraps, which will be 
available this fall. The candy, 
long-time favorite as a pop-
ular over-the-counter item, will 
soon be wrapped in MacMAN 
packages.

Distributors now assigned by 
MacMAN will have the "first 
Can Drink Rings 
Create Slug Woe

CHICAGO.—This city's 
30,000-plus parking meters are 
being plagued by the same 
type slug-bugging operators of 
bulk vending units in many 
areas. The 250,000 tabs from 
canned drink containers. Of the 
108,625 slips taken from Chi-
icago meters in a one-month 
period, 74,524 were rings from 
slabs.

Commissioner of streets and 
sanitation, James V. Fitzpat-
rick, said he is concerned about 
slugs' tendency to change 
designs.

Fitzpatrick said he has 
learned that three large makers 
of slugs estimate it would cost 
$7 million the first year to 
change the size of the ring-
pull tabs. An additional re-tool-
ing cost of perhaps $10 million 
would occur over the next five 
years, it was estimated.

BULK VENDING OPERATORS 
Now You Can Save

75% on servicing costs

Drop us a card today for 
advance information to be 
announced in VICTOR VENDING 
CORP.

5703-13 W. Grand Ave. 
Chicago, Ill. 60639

BOOZ-BAROMETER

Entertaining 
Great Repeater

The BOOZ-BAROMETER has great appeal for 
women and their friends . . . played for 
fun or as a sales tool.

BIG PROFITS FROM THIS 
PROVEN NICKELE NABBER!

BIRMINGHAM 
VENDING COMPANY

220 Second Ave., North 
Birmingham, Ala. 35203

MacMAN to Sell Tootsie Roll

Vending News Digest

NRI Providing Convention Buses

CHICAGO—Free bus service between the Conrad Hilton Hotel 
and the International Amphitheatre's Donovans Hall, site of 
the National Automatic Merchandising Association's 1968 
Convention, will be provided by National Raiders, Inc., a 
subsidiary of UMC Industries, Inc. The shuttle buses will run 
every 10 minutes.

Interstate Trains Management

LOS ANGELES—After a year's planning, Interstate United 
Corp., is beginning a management training program intended 
to prepare management personnel needed in the coin 
machine industry today. The new program is being set up at the 
firm's Chicago headquarters and will be offered here and in Seattle 
next year. The program will include classroom training and on-the-job-training.

Coming: 140-Item Vendor

HOUSTON—Tennes, Inc., here will soon begin tests on a 
vending machine that dispenses 140 different items. Called Sormatic, 
the unit could vend groceries. There are cold units that could 
be used to vend frozen foods. Objects measuring up to a maximum 
of 13 inches may be vended. The machine is manufactured by 
a German firm, Acker Verkaufautomaten. Price of the machine is 
expected to be between $3,000 and $5,000. Tennes says its 
additional marketing and manufacturing rights to the machine in the U.S. 
and Canada.

NAMA State Council Meet Oct. 27

CHICAGO—The annual pre-convention meeting of the 
National Automatic Merchandising state council presidents and 
officers will be held Friday, Oct. 27, at 2 p.m. in the Waldorf Room 
on the third floor of the Conrad Hilton Hotel, Chicago. This year's 
meeting is planned as a workshop on council problems.

July Cigarette Shipments Up

WASHINGTON—In July, cigarette shipments rose to 41,375, 
000,000, a 9.1 per cent increase over July of 1966. This was 
reported by the Internal Revenue Service.

Burglars Cut Into Canteen Cash

ST. LOUIS—Burglars broke open the back door of Canteen 
Corp.'s offices here several days ago, used one of the shop's 
acrylic torches to cut through the metal door into the service 
department and then drained $6,000 through a vacant change 
covey. They then dumped about $2,000 into the shop's rolling waste 
baskets and fled.

A Trend Toward Carton Buying

CLEVELAND—A poll of cigarette vending location owners here 
indicates that more smokers may be buying their cigarettes in 
carton sizes early this fall. According to the poll, 60 per cent of 
the respondents sawed in two to three carton machines, while 
the rest went into effect in 1967.

Wometco Earnings Increase 5%

MIAMI—Wometco Enterprises, Inc., reports that for the third 
quarter ended Sept. 9, earnings were up 5 per cent over the same 
1964 period. This Revenues for the same period was up 10 per cent 
over 1966.

Marlboro 100's in Flip-Top

NEW YORK—Philip Morris, Inc., has introduced Marlboro 
100's in "flip-top" box. Marlboro 100's in soft pack were 
introduced nationally during the first week in June.

Halloween, Yule Promotions

CHICAGO—The National Confectioners Association is involved 
in special candy promotions for both Halloween and Christmas. 
Promotional kits created and printed by the association have 
distributed to 6,000 Kiwanis Clubs for the sixth annual Share-the 
Treats Halloween campaign. And, as in 1966, the organization has 
arranged with Special Publications to create Christmas candy 
design ideas to appear in all of the nation's magazines.

The association, in 
November, that Christmas 1967, will see candy sales increase to 25 
per cent over last year.

Sugar Dispenser From Avenco

MINNEAPOLIS—Avenco has in a delivery, a compact, 
electrically operated sugar dispenser, believed to be the first of 
its kind on the market. It is powered by a 1-ampere electrical 
power motor and may be plugged into any standard 110-volt circuit. 
The sugar bin holds 750 pounds, enough for about 600 aver-
gage servings. The dispenser features one-hand operation and is 
designed primarily for use in institutional or industrial settings.
Interim Coinage
Canadian Solution

QUEBEC—Canadian Minister of Finance, the Hon. Mitchell Sharp, has announced that to help prevent chaos in the nation's vending machine industry the government will issue special 10-cent and 25-cent coins during a short period until coin-machine mechanisms can be changed over to accept the nation's new pure-nickel coins.

An announcement Dec. 23, 1966, that Canadian coins, due to an acute silver shortage, would be changed to pure nickel took the Canadian coin-machine industry by surprise. The Canadian Automatic Merchandising Association (CAMA) and other industry groups urged the government to delay the changeover until slug rejectors that properly accept both the new and old coins might be perfected and installed. (Both National Receptors and Cosco have announced that they have perfected such mechanisms and are rushing them into production.) The CAMA also petitioned the government for a subsidy to help defray the cost of changing mechanisms on all the nation's 500,000-plus machines. No word on that proposal has been handed down by the government.

The special interim coins, which will help conserve silver but at the same time work in current coin machine mechanisms, consist of half silver and half copper. The government estimates that these coins, now going into circulation, will be needed only until early 1968, when wholesale conversion of Canadian coin machines will be well underway. The new "interim" coins look just like present coins, but they are not as durable. And when they begin to wear, the coin collectors, realizing they have a rarity in their pockets, will hoard them out of circulation.

Bally Bingo's wanted
Top Price paid
write to:
American Amusement Company
15 4-Chome, Minato-cho,
Naka-ku, Yokohama, Japan

Watch for
The Bluebook
Every Month
In Billboard

Jupiter Sales of America
Division of Texas Enterprises, Inc.
3424 N. W. 26th Street, Miami, Fla. 33142
Cable: TARIANDOS

THE 1967
MOA International
CONVENTION AND TRADE SHOW
Pick Congress Hotel, Friday—Saturday—Sunday, October 27, 28, 29

3 GREAT DAYS

FRIDAY, OCTOBER 27
9:00 AM—Exhibits Open
12:00 PM—Ladies Luncheon
3:00 PM—Exhibits Close
3:30 PM—MOA Seminar on Record Industry
4:45 PM—Seminar Coffee Break
5:00 PM—Seminar Continues on Amusement Games
6:00 PM—Exhibits Close
Hospitality Suites Open in Evening

SATURDAY, OCTOBER 28
9:00 AM—Exhibits Open
11:30 AM—Brunch for MOA Members and guests followed by program on self-motivation
5:00 PM—Exhibits Close
Hospitality Suites Open in Evening

SUNDAY, OCTOBER 29
10:00 AM—Exhibits Open
11:00 AM—Meetings of Regional Associations
3:00 PM—Exhibits Close
6:00 PM—Cocktail Hour
7:00 PM—Gala Banquet & Stage Show

An outstanding roster of exhibitors representing the coin-operated music and amusement games industry here and abroad.

An outstanding event each day—1) All-Industry Seminar. 2) General Membership meeting and program. 3) Gala Banquet and Show.

Midway—Target Gun
A moving flying saucer, four stationary saucers targets and a flashing radar beacon, offer shooting challenges in this new gun game from Midway Mfg. Co. There are three position jacks for varying the degree of difficulty and another trio of jacks to adjust the movement of the saucers. The game is finished in bright orange, white and blue. There is a lifetime warranty on every part of the motorized drum and score reels: a 12-month warranty on all motors, and a 6-month warranty on all parts.

All Billboard Articles
Are Available as Reprints

Music Operators of America, Inc.
228 North LaSalle Street • Chicago, Illinois 60601 • (312) 725-2810

OCTOBER 14, 1967, BILLBOARD
Harry Jacobs had broken into the business on the Rock-Ola Rhythmmitron, a high-quality jukebox from Chicago's Grand—both 20 selections for $1.50. Badger Novelties Co., founded by the late George Badger in 1932, which became a major distributor of both Rock-Ola and the S. L. Smith consoles, took over the Seeburg line.

Interestingly, in the years that followed, the only major manufacturer of jukeboxes for sale to wholesalers who had been a major distributor of Rock-Ola and Seeburg, and the first two machines he bought were Wurlitzer, the factory outlet in Chicago.

“Harry Jacobs put the location was $10 used pistol novelty counter game. The first year our receipts: $22.50 in pennies.”

[Continued from page 79]

Harry Jacobs, through the opportunites that existed in used equipment, selling them to other operators at a markup, continued his equipment business while working for the Badger Novelty Co. Bill Willard remembers Jacobs was very much interested in handling the used equipment, particularly the ones that were left over and even veterans in this field have to unload their old machines. Before Jacobs jobbing had become a major element in his business.

The next step, in 1947, proved vital for the steadily growing Jacobs, Inc. It was the year that Harry Jacobs Sr. came on board. A top-notch insurance man, Harry Jacobs Sr. had a 20-year background with Prudential Insurance Co. to join his son’s organization. For eight productive years until his death at the age of 68, Harry Sr. made strong improvements for the firm. He adapted exceptionally well to a field of work entirely new to him. His death on June 3 of 1965 was mourned by many coin machine industry friends.

Wurlitzer, United, Inc., joined Wurlitzer in 1949, shortly before the model 1100 made its debut.

“At one time,” says Harry Jacobs, “we represented a total of 16 music and gaming lines. It was the fashion among distributors. Today, however, you can only do a good job as a distributor with three, perhaps four lines at a time.”

Among the lines United, Inc., at one time or another has carried, are United, Inc., Exhibits Supply and ABT Manufacturing. When television hit the market, Jacobs became a distributor here for DuMont and Olympic.

“Those were the early days when TV was mainly sold as a gimmick to bring people into taverns. Only a handful of TV sets were in private homes. We installed sets in quite a few tavern locations. But we found ourselves with too large an inventory and decided to get out.”

Background music, in vogue for a while among operators here, received considerable attention at United, Inc. The firm still controls several quality background music installations. But Harry Jacobs’ enthusiasm over leased, hidden music as part of the coinman’s domain has definitely waned.

United, Inc., has also scored considerable sales in coin-ops and games. It is the exclusive distributor in this area for Ameri-Can,器材, Show and the Reality pool table line here with another successful retailer.

Vending
Vending equipment distributing has become a major home from time to time but without the degree of success attained via music and gaming.

HINTS: Harry Jacobs has always been a firm believer in vending, particularly in the vending field. After the NAMA and MDA trade shows, he usually receives several announcements in order. In the coming year, Harry Jacobs’ chief goal will be to attain a big increase in Wurlitzer music equipment sales in the Milwaukee market.

“Although we have always exceeded our annual Wurlitzer sales quota, 90 percent of our volume has been to operators outside of Milwaukee. After the first of the year we will begin an intensive drive to boost Wurlitzer penetration in the metropolitan Milwaukee market to a more realistic figure.”

How will it be done?

“By promoting our new Wurlitzer locations to as well as operators. This drive will feature a mail campaign direct to locations with brochures illustrating the beauty and performance of Wurlitzer jukeboxes.”

Jacobs plans to “seed the jukebox market by first contacting location owners marking a fresh and militant approach for the veteran Wurlitzer distributor.”

“If our operators won’t solicit it locations to put in Wurlitzers, we will. All of the younger distributors in the business feel this way now. While waiting patiently for operators to decide to buy new equipment we can die.”

Which leads directly into Harry Jacobs’ philosophy which has trashed his machine as a coin machine distributor: “A distributor without a route operation is left without a backbone. An operation gives a distributor a distinct edge. This is a big word in every business. It develops respect, not fear, among the operators in your territory. Once you can see that you are doing well with the new equipment they will want to copy you.”

According to Harry Jacobs, his firm purposely diverted itself of all its music and gaming locations for a period of 10 years... “and those lean years.”

“In 1946 we had an operation of 146 pieces. I thought it would be more fair to our cenci.

(Continued on page 84)
A 50th...No, 30th...No, 20th Birthday for United Distributors

David Rosen Is A YES Man — that's the answer he gives those who want a preview showing now of CINIQUE BOX

This boxed set will be available in the territory. In a decade of "swearing it out," Jacobs admits he decided to operate and to put United, Inc., on a par with other distributors in this market.

"One day an operator walked into my office and said, 'I'm leaving the business...'. So we had to take over his route. Since then we have been operating some equipment."

See:
Summarizing his stand on conflicting views within the industry as to whether or not a coin can be both a distributor and operator, Jacobs says: "It isn't a matter of the distributor being able to buy his equipment cheaper than operators. The difference in markup isn't that favorable. Today, it is a necessity for distributors to get their equipment seen in use out in the field, creating a demand among operators. Before we re-established our routes, operators often told us bluntly that they never saw Wurlitzers out on location. They can't make that claim anymore, Marge Grubha says, it is known well that most of the big operators are shoved, sharp buyers, and our distributors make $100 on a unit that's a lot.

Through the years United, Inc., has garnered a reputation for providing needful salesmanship. In 1954 the firm enjoyed one of its peak years in Wurlitzer sales. The term in sales was in part attributed to the firm's in a "sitting room on wheels." This one and one-half ton utility Chevrolet van carried five new Wurlitzers each Monday morning out in the State territory. The salesman-repairman returned from a trip a few days later with a lot of trade-in equipment; he was sold out of new Wurlitzers.

Sparkling white, with the United, Inc., mark of a Wurlitzer names boldly emblazoned on the side panels, the mobile showroom was used to operators all over the State of Wisconsin during the last Michigan. It's beneficial effects were long lasting.

"That little room on wheels taught us a valuable lesson," Harry Jacobs claims. "Dealing with a person who is personalized, one-at-a-time basis create enduring, warm business relationships. Many of our best operators are the ones who were first contacted over a decade ago by that big white traveling showroom."

United, Inc.'s present location, 1907 N. 3rd Street, is in Milwaukee's inner core area. This section was hard hit last summer during the racial disturbances. All of the big plate glass windows in front of the showroom and office were broken during the riots.

Move:
Plans are being made for a move into new headquarters. Its location will be announced before long. Under consideration is construction of a new building to solve United, Inc.'s growing need for more display space, work area, warehousing and a parts and supplies department.

"We have been thinking of moving for some time," accord- ing to Harry Jacobs. "The recent riots were not the deciding factor. But to be frank, the unrest hasn't encouraged us to re- move here, either."

Participation in local and State trade association activities has always marked Harry Jacobs' three decades in this industry. He served a term as secretary of the Milwaukee Amusement Operators Association and has been a member of the Music Operators of America (MOA) since that group's inception.

The value of a staff capable of accepting full responsibility was evidenced this summer at United, Inc. when Harry Jacobs' physician prescribed a rest long at home. During his two and a half months of enforced layoff away from the office, the front office functioned smoothly under the combined guidance of son-in-law, Russ Lowenhend, the general manager, and Paul Jacobs, Harry's son.

They were aided by a quartet of veteran employees, service manager, Rambler Distributing Co., Joe Krentz, all around man, Willie Lithey, and office manager, Long rated among the coin industry's top golfers, Harry Jacobs owns a six handicap. This summer, obeying his doctor's orders and family's wishes he watched his favorite sport from the sidelines.

Still keenly attracted to the sport, however, he will be back swinging at his Blanchmore Country Club again next summer.

"As you get older you learn to play better golf," says Harry Jacobs. "You use your head more than your muscles."

This applies to business, too."

New Equipment

Billboard Day 2-Player

Williams Electronics, Inc., is out of the fall starting gate with Derby Day, a two-player, horse-race motif offering a new race each game. Scoring and advancing of horses is achieved with two four-position targets and seven back-of-the-playboard targets. It also features twin double-flippers and oscillating ball shooter with pointer. There are three ways to score special. Also has stainless steel door frame and trim, individual lift-out coin trays. Double or triple chutes optional.

New Ariz. Assn. Off the Ground

at each other's throats, it is

On the sidelines of the industry, as direct selling to loca-

tion or break-ins. We learned that over 20 per cent of the locations here own their own equipment and that the losses from break-ins are very high.

When left we were sure that there was a definite feeling on the organization could become a reality. For one thing, they are now part of a rim, a nationwide sale, to the National Horse-Racing Association, in Phoenix. This tourna-

ment will be held only in loca-

tions where operators own the equipment. There is also a plan to promote new occupations li-

tions to cover operators as an-

other way to combat the loca-

tion-ownership problem," Toli-

sano said.

Trio voted to elect an already named temporary slate of officers. They are presi-

dent, Ben Spalding; vice-presi-

dent, Bill Watts; secretary-

treasurer, Sam Robinson; direc-


MOA's Big Show

Continued from page 79


ing Title Strip Co. and Wico Corp.

Nearly every firm has in-

formed Billboard that it will have a new machine or new merchandise on exhibit.

Billboard will carry on an-

other tradition of the annual coin machine convention, pro-

viding convention floor paging and massage service at the large show booth.

JANE FEINSTEIN, daughter of the Nathan Feinsteins (World Wide Distributors, Chicago), was married to Michael Freeman, son of the Joseph Freeman, Chicago, Sunday, Sept. 17, in Temple Emanuel, which will reside in Chicago.

Kenneth Halverson Dies

MINNEAPOLIS—Kenneth C. Glenn, president and general manager of K. C. Sales & Serv-

ices, Inc., unexpectedly passed away at St. Mary's Hospital here last week. He was 38, Glenn, known as Ken- nedy, had been with United, Inc., for 15 years. Glenn, who operated his own route and had been associated with various dis-

tributors for the past 35 years. K. C. Sales is the outlet for United, Inc.'s Chicago Coin and Irving Kaye.

DEXTERTY WITH CHOPSTICKS is displayed by, from left, Ed Doris, executive vice-president, Rock-Ola Manufacturing Corp.; Robert Nims, A.M.A. Distributors, New York, and Mrs. William Patten, Moderator. The scene is Tokyo, where touring Rock-Ola distributors were hosted by David Rosen, managing director of Sega Enterprises.
Distribution Today

Three more key distributors speak out this week. To permit more distributor participation, we will present a fourth installment next week.

George Muradka
Vice-President
Simon Distributing Co.
Los Angeles, Calif.

We at Simon Distributing Co. feel we have built our success on service, dependability, quality first, above all, pride. Our customers are treated with dignity and respect at all times. We have pride in the quality of our equipment and in our service techniques. Courteous and helpfulness to every customer, whether operator or service mechanic, is shown at all times. We are in business to serve our customers in any capacity we can, from technical service problems to installations.

One of our biggest problems in the Los Angeles area is a shortage of good, trained and reliable service technicians. The turnover in this field is hard to believe, as trying to locate competent men seems to be a growing problem among the distributors as well as the operators.

We are finding that export trends are slowly changing. In many areas, foreign customers are requesting newer and later models of equipment. We are also finding new territories opening up for export of phonographs and games.

With the high cost of freight and duty, many areas can only afford the older machines, which is causing a problem in cost of repair. Replacement parts are very difficult to find. In some instances we decline orders because we feel it poor policy to ship machines we cannot stand behind.

Operators will benefit indirectly from the export of older machines as they will then find open channels for upgrading their equipment with newer models. This, of course, will result in fewer service problems, more satisfied customers and greater revenue.

We see in the near future a greater number of foreign machines entering the American market. Already imports are being received from many foreign countries. This will be a shot in the arm to this industry. It will give the operator and the location more selectivity in the choice of equipment.

We are now handling what we consider to be the most revolutionary coin-operated phonograph to come along in some time. I am referring to the NSM Control. This phonograph is designed by some of Germany's top engineers. Some of the features on this machine are being introduced in the industry for the first time. The concept of simplicity has been incorporated throughout. All components are the "plug in" type and many of the unnecessary switches, controls and relays have been eliminated. It has been tested extensively and found to be one of the most trouble-free machines on the market today.

This machine's new design in cabinetry has opened new doors. Many locations that never wanted a "jukebox" are eliminating their background music systems and are installing this advanced design not only to provide music to their patrons but to help enhance the decor of their locations.

We have had many compliments from operators on the beauty and design of this machine. At an example, at the newly constructed, $11 million Greyhound Bus Terminal here, they elected not to have any jukeboxes. After seeing this phonograph, they installed three in various rooms and express pleasure at the response.

We are very proud of our newly expanded parts department and we are in a better position to handle practically all of our customer's requests.

We carry a large variety of essential parts for phonographs plus an extensive inventory of game parts. We therefore consider ourselves a "one-stop" with respect to parts and supplies needed by operators and other distributors.

Marvin Stein
President
Eastern Music Systems Corp.
Philadelphia

PERSONAL BUSINESS PHILOSOPHY. The desire and need to create profits for one's company must dominate any businessman's philosophy. However, if this is his only goal, not only will success be an elusive objective, he will have missed the daily give and take that a more comprehensive goal can bring about. A distributor's primary function is to help build successful customers and thus automatically fulfilling his secondary duty, representing and selling his factory's products.

HOW DISTRIBUTION IS CHANGING

(A) Thirty-five years ago, a budding, just-developed coin-operated machine industry created "order-takers," distributors serving new customers daily with the assurance always of another customer tomorrow. This has changed markedly. Today's customers are fewer, far larger in size, and are attracted only by highly skilled marketing and merchandising practices.

(B) The financing of the Thirties and even the Forties, when $39.50 games and $200 phonographs prevailed, has given way to long-term financing of high-cost items, education of many operators as to "cash flow," "depreciation," "investment credit" and the like. A distribution office today must have available for his accounts in addition to sales and service, people who can aid in financing with future growth as a basis, provide tax and accounting advice and legal advice for contracts and loans, and, above all, the avenues to make money which the music makers by Rock Ola

New Catalog by Cleveland Coin

Cleveland — Cleveland Coin International has brought out a new catalog for international distribution.

Company executive Vice-President David H. Liebling, who heads the sales division, said the new catalog is the most comprehensive of the type "that has ever been utilized by the used equipment market."

The price book covers the entire coin-operated equipment field from kiddle rides to full line vending.

Along with the new catalog, Cleveland Coin has introduced a new export price bulletin key-tailed to catalog. The prices are for foreign dollars.

International operators desiring a copy of the new catalog may write Cleveland Coin International, 2025 Prospect Avenue, Cleveland, Ohio 44115, U.S.A.

New Hermitage

Memphis Office

Nashville — Hermitage Music Co. here is opening a new office at 746 Galloway in Memphis, Tenn., Hermitage president, William Bracey, said that this is the second new office opened by the firm this year. The other is at 1631 1st Avenue, North Birmingham, Ala.

Hermitage is also completing construction of a 6,000-square-foot warehouse addition to its operation at 469 Chestnut Street here.

International News Reports — 4th Issue of Every Month

Gottlieb's

SING ALONG

A Great Single Player
Big Play-Exciting Action

Gottlieb's

1140-50 N. Kostner Avenue Chicago, Ill. 60651

(Continued on page 86)
In Milwaukee, Business as Usual

By BENN OLLMAN

MILWAUKEE, Wis.—Sever-
eral weeks of daily civil rights
marches through midtown and
suburban neighborhoods have
had little or no disruptive ef-
fect on jukebox and coin ma-
chine receipts, according to
operators and distributors here.

Last June, at the height of
riots and racial disorders, the
city's Mayor, Henry Maier,
clamped a stringent curfew on
the community. Suburban of-
ficials followed suit and the
entire county was bone dry and
quiet for a full week. The pres-
cent pattern of NAACP Youth
Council-sponsored marches
throughout the city are a far cry
from what's going on. Some of
our spots are more crowded than
they normally might have been
since the marches began. And
in some neighborhoods we also
get reports that traffic thins
tout early in the evening as peo-
ple head for home.

Stu Glassman, of the Downt-
own Radio Doctors one-stop,
reports his disk sales are strong
and jukebox operators aren't
complaining.

"Most of our operators ac-
counts claim that things are
normal. But there is a strange,
odd sensation: in the areas
where the racial unrest is most
noticeable, tavern patrons act as
though nothing is happening
and they continue purchasing
exactly what is going on.

With a hefty share of its
locations on Milwaukee's South
Side, focal point of marches by
the protest group, its distribu-
tees, Mitchell Novelty Co.'s
Dan Matters reports business
is "a little slow." But the dip, he
adds, is not entirely due to pro-
test marches.

"Each fall when schools re-
open we experience a dropoff in
volume. This is not unusual for
the first weeks in September.
But if the trouble does con-
inue for a few more weeks then,
obviously taverns and restaurant
traffic will fall off sharply and
with it our receipts."

At Milwaukee Amusement
Co., one of the company spokes-
men indicated that route volume
has been holding steady. He also
attributed any decline in re-
cceipts to the reopening of the
area and Suburban school systems.

All operators queried, re-
ported that damage to route
machines and resulting violence
has been negligible.

New Pool Table Will Vend Ball

CHICAGO — United
Billiards will show a new pool
table at the Music Operators
of America Oct. 27-29 trade
show here. The all-aluminum
players to "buy back" balls that
have been inadvertently pocketed
(scratch shots). The last two
balls that accumulate below the
table will be sold for $1 each.

Daddi, president of the New
Jersey firm, said here last
week that United Billiards is
working on a succession of six
other non-pool amusement
games. Nice 'N Easy, a combina-
tion washers/bracket game, is
coming out this fall.

He must try to educate his
music-game customer to
handle his games in a businesslike,
bankable manner. Every week in
the Chicago area, he is forced to
subsidize his customer payments,
he reduces his cash flow, which, if
not minimized and contr-
teled, can affect the cost of
merchandise, payments and lost sales
for the short term and in the
long run can turn a successful operation
into a sick, unsalable account.

Of course, the distributor faces
the industry-wide problem of the inability
to hire trained service personnel,
further complicated by the labor
shortage, and the fact that in the music-game and
slot machine fields, young men are becoming less
willing to become route men or service men and face
some of the problems and dangers that are
of recent origin.

TRENDS IN EXPORT. The increasing demand
for music and games with an ever-changing price,
the opening of new markets and the sophistication
of the foreign buyer, require the distributor to
have a specialist in this field or to deal through
an agent. If he has to work through an agent
medium, he must always ship equipment in the
condition it's ordered, never trying to take
advantage of the distributor's needs.

WHAT AHEAD IN DISTRIBUTION? With
music and games taking on increasing
importance to the role of a being a dis-
tributor (as outlined in the previous paragraphs),
the distributor will be required to provide
financing, more business advice. He will have
to call upon his technical, mechanical, and
service people to handle the claims of the
qualified service people in the field, and the
incredible electronic innovations of the
future will demand knowledge and the
present and undreamed-of future innovations
in our game field. The problems

above subscription rates for Continental U.S. & Canada.

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S. D. Assn. Prepares
To Fight Tax Problem

PIERRE, S. D.—The possibility of cigarettes being brought under the 3 per cent sales tax as being a source of revenue for the state was being considered and moved to refute the group’s members of the Music & Vending Association of South Dakota, which met here last week. Over 35 members attended the two-day gathering and moved to refute the group’s regular legal counsel, participated in four separate roundtable seminars and formulated plans for next year.

John Trucano, Deadwood operator and an officer of the Music Operators of America (MOA), outlined the accomplishments of the national organization and urged members to attend the MOA Oct. 27-29 convention in Chicago.

Cigarette Problems

Robert Rider, of the Pierre law firm of Rider, Stephen & Hoffer, the South Dakota association’s attorney for the past nine years, explained the background of current legislative matters and told how a move to repeal the State’s fair trade law had been beaten during the current session. The law, staying in effect, prevents price-fixting of cigarettes by discount firms and oil stations.

Rider said that cigarettes and liquor might be included in the coverage of the State’s 3 per cent sales tax. Operators are now subject to an 8-cent tobacco tax on cigarettes but tobacco is not included in items covered by sales tax.

Cigarettes were the object of much discussion during the vending seminar in which operators discussed the pros and cons of converting machines to 100-cent length capacity. “In general,” an association Secretary-Treasurer Earl Porter, Mitchell, operators were proceeding slowly on conversions. The longer cigarettes have not taken off here as yet,” Porter indicated that vend

pricing on cigarettes in the State was stabilizing now at the 40-cent price. “Some are converting machines, for 100-cent’s are raising the price on the long cigarettes to 45-cent.” Porter said.

In addition to the seminar on vending, others were held on background music, jukeboxes and amusement games. Sioux don’t say their Jack Mulford, in addition, held a school session on Williams games.

The association chose Rapid City as its next meeting site, with a date tentatively set for the end of January. 1960. Co-hosts will be Rushmore Amusement Co. and Rushmore Vending Co., both separate firms. An election of officers will be held at this meeting.

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7-Back of the Playboard

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and featuring

Twin — Double Flippers

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Individual Lift Out Coin Trays

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EAGLE EYE

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EAGLE EYE

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BOX 466, READING, PA. 19603

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Why do we call it the "Music Merchant?"
Because it’s the only juke box with built-in features guaranteed to merchandise music. Here’s the Rowe AMI Dollar Bill Acceptor… the super music merchandiser that really pulls in the money.

Because this dazzling, eye-catching Rowe AMI “Change-A-Scene” makes the Music Merchant the center of attention in any location.

Because it talks right up and sells music… Rowe AMI’s exclusive “Play-Me” Records invite the customer over to play at any time of the night or day. And I love listening to that great patented Stereo Round sound.

And don’t forget… it’s got an up-to-date “PhonoVue” audio-visual adaptor. Any questions?

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