Forum Shines as Int'l & Educational Event

By LEE ZHTIO

NEW YORK—A record turnout of CARidge industry leaders from throughout the world attended last week's second annual Tape Cartridge Forum held here at the New York Hilton Hotel under the auspices of Billboard and its sister publication, Merchandising Week.

For complete Forum coverage, see pages 12-28

The two-day sessions (16-17) attracted a total of 453 registrants, marking the largest gathering of industry leaders in the history of the cartridge field. Represented were all those in the cartridge business including duplicators, record manufacturers, playback equipment manufacturers, equipment and cartridge wholesalers and manufacturers' representatives, retailers, mail order marketers, engineers, and representatives from leading brokerage firms involved in the new cartridge business.

This year's Forum was significant on several key points. It attracted a heavy international attendance, including executives from England, France, Germany, Italy, Belgium, Holland, Japan, Canada, Mexico, Puerto Rico, Brazil and Argentina. While Billboard's first Tape Cartridge Forum last year drew attendance from abroad, this year's session enjoyed far greater international audience. This indicates a rapidly growing interest in the cartridge industry in the world's markets.

TEXACO NOW DISK STATION IN GERMANY

HAMBURG — Deutsche Erdöl (DEA), the German subsidiary of Texaco, has begun selling records at 1,000 of its stations in the areas of Hamburg, Hanover, Hannover, Duisburg, Cologne and Frankfurt.

The records are supplied to the DEA stations by Record R & c k Schallplattenvertriebe, which represents the leading German record companies.

Several hundred titles, both singles and LP's, ranging from classical to pop, and including fairy tale disks for children, are offered.

DEA said that the record sales program will be gradually extended to all of DEA's 4,800 service stations in West Germany.

The service station disk sales program is based on the fact that nearly every German family now has a record player. Motorists buy records for their own use and for presents.

The first two will be Nancy Sinatra and the Seaburg Stereo Showcase, Joke in selling music operators everywhere as they head toward the Music Operators of America convention in Chicago.

Atlantic Sold in Big $$ Grab Era

By PAUL ACKERMAN and MIKE GROSS

NEW YORK—The pure independent record company of substance has become an exceedingly rare entity. It is a viable threat toward biggies, mergers and corporate maneuvers for diversification.

The prime example of this trend toward the disappearance of the pure indie of substance is the move by Warner Bros.-Seven Arts, Inc., to purchase Atlantic Records, which is expected to be completed within the next few weeks, amounts to a price (payable in Atlantic and Warner Bros.-Seven Arts stock) which would equate to roughly $17 million. It is estimated that for the fiscal year ending Dec. 31, 1967, Atlantic's sales volume will be $20 million.

Atlantic was the standout example of the pure indie of substance: a rare species, a completely independent label, with indie distribution, and with no umbilical cords. (Some of the other successful operations still holding on to their indie status are Tamily-Molown, Liberty, Kapp, A&M and Amy-Malakoff.)

Music Key at MOA,NAMA

CHICAGO—The two coin machine conventions of the Music Operators of America and the National Automatic Merchandising Association meeting here Friday to Sunday (27-29) will get an unprecedented boost from the music business.

Record company executives are determined to close the record programming and promotion gap. See Coin Section for more details.

Arnold CMA's Top Artist; Green Takes Many Awards

By BILL WILLIAMS

NASHVILLE—Eddy Arnold was named "Entertainer of the Year," but Decca's Jack Green walked off with the lion's share of trophies in the first annual Country Music Association awards presentation.

The awards were made Friday night (20) at the Municipal Auditorium as part of the gigantic show which replaced the multiple trade press presentations of the past, and made the single awards more meaningful.

Decca and RCA Victor had a virtual stranglehold on the winners, taking eight of the ten categories.

It was a spectacular night for Jack Green, the former drummer with the Ernest Tubb band, who struck out on his own on the Decca label. His "There Goes My Everything" was voted the Best Single of the Year, the LP of that same name was listed Best Albums of the Year. Green was named Male Vocalist of the Year, and the song, "There Goes My Everything" won for its writer, Dallas Frazier, an award for Song of the Year.

The Female Vocalist of the Year was Loretta Lynn, also with Decca, who scored consistently in the Billboard charts through 1967.

In addition to Arnold, RCA (Continued on page 6)
Catch Cold.

John Gary's hot new single "Cold"
c/w "Imagine" 9361

RCA VICTOR
The most trusted name in sound
DA Hot on Heels of Bootleggers—Dealer Arrested Distrib Hunter

NEW YORK — The New York State attorney general has discovered a "ring" of record dealers operating from New York City and throughout the nation, through the surveillance of the New York Police Department's tape surveillance division.

Robert Fried, the state's attorney general, has been limited to the arrest of a New York City record distributor, according to the New York Daily News.

Fried has been arrested and charged with violating Sections 6612 and 7292 of the New York Criminal code. The charges are based on an investigation by the New York District Attorney's office, which also involved the New York State Police and the New York City Police Department.

Fried's arrest follows a months-long investigation into the operations of the "ring" of record dealers, which includes several dozen individuals and businesses involved in the illegal distribution of copyrighted recordings.

The investigation, which began in early 2023, involved the use of undercover agents and wiretap devices to gather evidence against the dealers.

In addition to Fried, several other individuals have been arrested in connection with the investigation, including two record distributors and several record store owners.

The investigation is ongoing, and more arrests are expected.

STAX REDESIGNS LOGO TO FOIL COUVERTREETERS

MEMPHIS—Stax Records is redesigning its logo because of an increase in bootlegging.

The move, announced by Stax owner and president Stax and Volt, said he is aware that his records have been "run off" by thousands of bootleggers and pirates.

As a result, the company will use a more complex, multicolored logo that will be more difficult to copy.

The new logo will be implemented at the beginning of the year.

ABC Into Distrib With LHI

NEW YORK — ABC Records, the network's label, has signed a long-term deal with LHI, a major independent record company.

The deal is intended to increase the label's distribution capabilities and allow for greater reach and exposure for its artists.

LHI's executive vice president, Johnny Warner, said: "This deal is a major step in our ongoing commitment to expanding our distribution network and ensuring that our artists' music is available everywhere."

With the addition of LHI to its roster, ABC Records will be able to reach an even wider audience and continue to grow as a respected label in the music industry.

'Asia' Pkg. Gets WP's Biggest Ever Drive

LOS ANGELES — World Pacific Records, the company that released the first hardcover edition of 'Asia' and 'Young Master,' has announced a major campaign to promote the book.

The campaign, which includes a large ad buy, will focus on reaching a wide audience and increasing awareness of the book.

The campaign will run through the end of the year and will include print, TV, and digital ads.

Lulu Out on Two Albums

NEW YORK — Lulu has released two albums in recent months. The first, 'Fever,' is a collection of her hits and is currently available on vinyl. The second, 'Parrot,' is the singer's first studio album in over a decade and is available on digital platforms.

The album 'Parrot' features a mix of original songs and covers of classic hits, and has been well-received by audiences.

MGM Adds A New Dept.

NEW YORK — MGM Records has announced the creation of a new department focused on the distribution of its catalog.

The new department will be headed by Michael J. O'Leary, who will oversee all aspects of distribution, including digital, physical, and streaming.

O'Leary has over 20 years of experience in the music industry and has held previous positions at Warner Music Group and Sony Music Entertainment.

Lulu's "Fever" and "Parrot" albums will be released under the new department, as well as future releases from the label's roster of artists.
Millrose Inks With Famous


SESAC's Myr New President of the GMA

MEMPHIS — Jim Myr, director of international relations for SESAC, is new president of the Gospel Music Association for the coming year. He succeeds Rev. Jimmy Davis. James Blackwood was elected chairman of the Board, but he said he would relinquish all presiding rights to Myr, who will attend all GMA board meetings. Brooks Speer was named first vice-president; J. D. Sumner second vice-president; Bob McKenzie, secretary; and Bob Vinson, treasurer.

Lib's East Coast Unit Set Nov. 15

NEW YORK — Liberty Records opens its East Coast head- quarters at 2160 Broadway, just south of Columbus Circle, will be more than the second Liberty East Coast label. They will house studio and in- ternal offices of the Blue Note label, and Liberty publishing firms. Mylrea, who will be general manager, is expected to take over around Jan. 1. The new office will be responsible for sales and distributor relationships for the East Coast.

Producer Howe Dealing in N. Y.

NEW YORK — Bones Howe, West Coast independent producer, will talk with local Warner Bros. executives, has signed deals with Leek & Miller and Millrose, the Fifth Dimension of Soul City.

Music Synthesized By Decca Sound Engineer

NEW YORK — Decca Records is broadening the scope of its Syn-Ket, a music synthesizer. The Syn-Ket was invented by sound engineer Paul Keftel, which is an instrument that produces the potential of a room full of conventional equipment.

Music Synthesized By Decca Sound Engineer

CBS Plan to Acquire Sunset House Is Off

NEW YORK — CBS and Sunset House, the record firm of mutual agreement plans for the acquisition of Sunset by CBS. Sunset, based in Los Angeles, operates a catalog mail order business, and was to have become part of CBS' Direct Marketing Division.
Christmas is here...

Barbra Streisand: A Christmas Album

including:
Sleep in Heavenly Peace (Silent Night)
The Lord's Prayer
Jingle Bells?
Gounod's Ave Maria
My Favorite Things

Simply Streisand

My Funny Valentine
The Nearness Of You
When Sunny Gets Blue
Make The Man Love Me
Lover Man
More Than You Know
I'll Know
All The Things You Are
The Boy Next Door
Stir-Hearted Man

"Barbra Streisand is still in a class all by herself... This is an extraordinary exercise in vocal technique and artistry."
—Variety
Executive Turntable

Mike Maitland has been elected a vice-president of Warner Bros.-Seven Arts, Inc., the Warner Bros. Records company, which is now a wholly-owned subsidiary of the Warner Bros. Pictures company. Maitland was formerly vice-president of Warner Bros. Pictures before it was bought by Seven Arts. Maitland is also a member of the board of the Record Industry Association of America and a founder-member of the recording branch of the Hollywood Wood. He came to Warner Bros. Records in 1962 from Capitol Records.

M A I T L A N D

** Michael Chechik is the new West Coast A&R producer for Vanguard Records. Chechik will assist Vanguard’s executive producer Sam Charters out of San Francisco. Chechik previously produced pop and rock shows for stations KFPA and KMPX in San Francisco, and managed local rock groups.

** Dick Bowman, formerly of Liberty as regional sales director, has been appointed assistant to Ken Revercomb, national director of sales, at Dot.

Stanley G. Clark, formerly with Bruno-New York, RCA distributor, New York, becomes Southern regional sales manager for Ampex Stereo. He will leave in Miami Beach. Bud Dillinger, vice-president and national sales promotion manager for GNP and Crescendo Records, has resigned from the company.

Don Christopher has been added to the professional staff of the United Artists Music Company. Christopher was formerly professional manager of Barmour Music and Pickwick subsidiaries, Weiss and Barry Copyrights, as well as a staff member with both Chappell Music and Frances Music, the Connie Francis music publishing firm.

Edward Ochs has been added to the editorial staff of Billboard. Ochs, a recent graduate of Syracuse University, was (Continued on page 8)

Foley, Sholes, Reeves Into Country Music Hall of Fame

NASHVILLE — Red Foley, Steele-Stapleton, and late Jim Reeves and J.L. Frank were named to the Country Music Hall of Fame. The ceremony is to be held Thursday, November 20th, at the Municipal Auditorium.

Red Foley, who started his career at WLS, Chicago, in 1930, mastered his craft in the 1940s, and continued to be a major force through the 1950s and 1960s. He was one of the first performers to bring folk music to the country music audience.

Steele-Stapleton, a multi-talented musician, played with many of the greats of country music, including Red Foley, and was a member of the Country Music Hall of Fame.

Jim Reeves, a country music superstar, was known for his deep voice and emotional singing style. He was a major influence on many country singers.

J.L. Frank, a country music manager and promoter, was the founder of the Country Music Association and was responsible for the first Country Music Awards.

The Country Music Hall of Fame is an annual event that recognizes the contributions of individuals and groups to the country music industry.

Loetz Is Named Chairman, Long President of CMA Bd.

NASHVILLE — Jack Loetz, Columbia Records vice-president, was named Chairman of the Board of the Country Music Association for the 1969-1970 term. Loetz has been with the Association since 1962 and has served as President of the Board for the past two years.

Loetz began his career in music business in 1950 and has been associated with Columbia Records since 1954. He served as Vice-President of Columbia Records from 1962 to 1968 and was named President of the Association in 1968.

The Country Music Association is a trade organization that represents the interests of the country music industry. It is the largest trade organization in the world with over 30,000 members.

Arnold CMA’s Top Artist; Green Takes Many Awards

NEW YORK — Elektra Records has launched a promotion campaign for Tom Petty and the Heartbreakers, their new album, “Hard Luck,” which is scheduled to be released in September.

The promotion will include contests and local appearances by Petty and the Heartbreakers, as well as a national mailing campaign.

The album, released in May, has been well-received by critics and fans alike, and has charted well on the Billboard charts.

The campaign is being handled by Elektra’s public relations director Danny Fields, and promotion director Steve Harris.

Shapiro Renew Five Deals

NEW YORK — Kapp Records and Red Foley signed a five-year recording contract on April 1st, which will run through 1974. The deal includes a $10,000 signing bonus, as well as royalty payments.

Foley, who has been with Kapp for three years, will continue to record and perform. The new deal will allow Foley to expand his repertoire and explore new musical directions.

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Jay and the Americans
"French Provincial"
A new sound!
A new experience!
A new hit!

Produced by Jimmy Miller  Arranged by Larry Fallon
Atlantic Sold in Big $$ Grab Era

The great era of the indie—both in labels and in distribution—was in the late 1940's and early 1950's. Toward the end of the 1950's, it became in the fashion for the bigger record companies or even the smaller independent corporation looking for new money. It was in those days that the whole notion of the indie was evaporating. He could no longer sell it under his own name, and he was often asked to give up his own indie distributors, many of whom were already in overpayment for the product. And would pay only when the indie produced another hit. The road of the indie, with its distributors, grooves, won. The indie distributor developed the habit of moving one line while leaving his established lines dormant on the warehouse shelf.

The indie distributor, in turn, began to lose ground to his customers, the pick-up jobber and the one-stop, and in order to survive, it was the analytics, the 'little guys', when the indie distributor developed the habit of moving one line while leaving his established lines dormant on the warehouse shelf. The indie distributor, in turn, began to lose ground to his customers, the pick-up jobber and the one-stop. One of the examples is Heilicher Bros. and Schwartz.

"Asia' Pkg. Pushed

And the continuing trend will also result in an increase of the various majors. The majors supplied services for pressing, handling and shipping which made it comparatively easy for any music entrepreneur to get into the disk business. Now, Atlantic, which was formed almost 20 years ago by Ahmet Ertegun as a company to supplement, to diminish, to fill the gap between the majors and the distributors, has been able to do an independent, with the help of its management, personal, international, and artists as heretofore. The firm's policies will continue to be directed by Ahmet Ertegun, president; executive vice-president Larry Wexler, and vice-president Neuland Ertegun. It's understood that they are in on the foray of a new record company.

The activities of Atlantic will complement those of Warner Bros. Records and Reprise Records, as well as record, record, record, the various Warner Bros.-Seven Arts and Frank Sinatra. It's expected that the acquisition of Atlantic will enable each company to share the profits of the new label, and give each company the additional resources needed to make the label a success.

The acquisition was arranged by Ellas, who is a part owner of the board, and Benjamin Kalb, a part owner of the board, Seven Arts and Ahmet Ertegun, Atlantic's president.

Executive lumber

A feature columnist on a Syracuse newspaper before joining Billboard.

The following staff changes took place this week at Morty Wax Promotions: Neil Israel, a former account executive at the postwar public-records agency, has been appointed to the position of national sales manager, succeeding Sandy Leidell, who was the record department account executive. He will also work with Morty Wax on record promotion.

Allan Rinde now heads the newly opened consumer and fan publicity department. Clients in this division include Van Morrison, and John, Colin, and Frank Sinatra. Judy Leibman is now Wax's executive assistant, and Barbara Clarke is Miss Leibman's assistant. Miss Leibman will also head the radio and TV interviews department.

Jose Wilson joins UIN's new radio & blues label, Reve, as national promotion manager.

Musimart Ltd. in Canada has appointed Guy Bertrand as sales manager, succeeding Rudy Asseman, who has joined Polydor Records. Bertrand will continue to handle ad and promotion for the company.

OCTOBER 28, 1967, BILLBOARD
The Lovin' Spoonful

She is Still a Mystery

Just out and already a hit!

The Sound of the Now Generation is on

Produced by Joe Wissert
A Product of Koppelman-Rubin Assoc.

KA-239
Bryan Hyland's first for Dot
Apologetize

PRODUCED BY SNUFF GARRETT
www.americanradiohistory.com
Forum Shines as Int'l & Educational Event

*Continued from page 1*

This year's sessions were designed to meet the needs of two basic groups: people who are newly entering the field and are without basic knowledge of the field, and those who have been in the industry for several years and are searching for more sophisticated information. The needs of both groups were answered by utilizing the techniques of concurrent sessions. Thus, registrants had the opportunity to choose those sessions best suited to their specific requirements. The sessions were repeated so as to give registrants an opportunity of participating in the seminars of their choice without missing out on conferences which conflicted with the ones they wanted to attend.

The Forum wound up with the entire attendance participating in round-table discussions concerning some of the critical questions which face the industry. Each table consisted of 10 registrants representing all facets of the industry—serving manufacturers, wholesaler, and retailer—where questions were discussed under the chairmanship of a table leader. This provided an in-depth analysis and the exchange of views of current industry problems by some of the cartridge field's outstanding business leaders.

This year's Forum, just as in the past case of Billboard's First Tape Cartridge Conference last year, was produced by James D. Rice Inc., specialists in executive training and business seminars, and was co-ordinated by Coleman Fiskel, Rice executive vice-president.

Compass Pushes Keegan's 'Dolls'

NEW YORK—Compass Records has set a heavy promotion for its Kathy Keegan recording of the title song of the film, "Valley of the Dolls." According to Micky Kapp, Compass president, the Compass recording, with a volley of news materials, is aimed to give the "Valley of the Dolls" hit a new "girl." Miss Keegan will perform the song on the Compass play list and on radio and television appearances. Kapp closed three weeks in Mr. Kelly's, Chicago, Oct. 16.

Four independent promotion men are promoting the record in key markets, which will also be plugged by Miss Keegan in a series of magazine announcements. Miss Keegan will also promote the record on her ABC-TV special, "The Dolls," in December.

INDUSTRY STANDARDIZATION and legal aspects of duplication were the themes of this session chaired by Irwin Tarn, managing director of RCA Victor's record division, right. At Bemer, president of the Harry Fox office, agent and trustee, speaks on the need to understand the copyright laws in tape duplication. Bemer is joined on the panel by Robert C. Moyer, chairman of the FIA's recording and reproducing systems components standards committee.


FRANK STANTON discusses PlayTape, Inc., at the Tape Cartridge Forum. From left to right are: Marvin Talnatch, Stevenofsky of Long Island; Don Stromquist, Western Sound Corp., and chairman Sol Zamek.

Jazz Beat

By ELIOT TIEGEL

Birdland, the kingpin jazz room on Broadway, formerly the top jazz spot in uptown Manhattan, has been a passy fact for several years now. It's small, smoky, smoky environment has a distinct sense of being supported by the hugh, smoky environment of Long-Champ's Riverboat, New York's new home of big band jazz.

While Greenwich Village and the lower Manhattan area have remained an active location for jazz clubs, the Riverboat, at 34th Street and Fifth Avenue below street level of the Empire State Building, marks the launching of jazz in this portion of Manhattan.

One does not see the same patrons at the Riverboat, with its approximate 500 seats and circular mirrored stairwell as had frequented Birdland, also subterranean in composition, but above ground in the kind of music it presented.

The Riverboat has been booking bands, along with vintage performers outside the jazz ranks, which prompted Buddy Rich, a recent herb, to offer his closing night.

"Starting Wednesday, one of the great names in jazz, Carmen Cavallaro, Think of all the dancing you can do, folk mass. The packed house roared with laughter, one of the regular side-lites feature ones finds at a Bucky Rich performance.

Rich's 15-piece band, including several new faces not with him during his Western swing, played with as much verge and enthusiasm on this Saturday closing as they did on opening night, when curious New Yorkers flocked to the club to catch the band in its second booking in the following an explosive prior start at Bush Street.

A visitor from the West finds much to laud at the Riverboat. Sight lines are generally good. The sound system is clean and powerful (as if Rich's band needs any assistance in the amplification department). But the strength of the speaker system unquestionably helped Frank Foster's interim dance band, comprised of 12 musicians, all fine, clean jazz musicians, the former Count Basie tenor man explained.

Foster has been on his own two years, and he was quick to point out that the difference between his band and the much heralded Philip's; Martin Ehrlich, Lea Jet Industries; Ralph Cousino, Centronics; Stanley, and chairman William Hack, Audio Devices.

SOL ZAMEK of West Coast Tape Cartridges, discusses operation of a tape installation center, at the Tape Cartridge Forum. From left to right are: Marvin Talnatch, Stevenofsky of Long Island; Don Stromquist, Western Sound Corp., and chairman Sol Zamek.
PICTORIAL HIGHLIGHTS OF TAPE CARTRIDGE FORUM

11TH HOUR REGISTRATIONS Monday (16) zoom the second annual Tape Cartridge Forum's attendance to 453. Seventy-five music-cartridge executives registered Monday. There were 407 at last year's forum in Chicago.

STANLEY GORTIKOV, president of Capitol Records Distributing Corp., gives his speech at the opening session. From left: Jack Wayman of the Electronic Industries Assn.; Oscar P. Kusisto, general manager, automotive products division, Motorola; Gortikov; and session chairman Hal B. Cook, vice-president, Billboard Publications, Inc.

OPENING SESSION of the forum drew cartridge executives from many nations.

CARTRIDGE EXECUTIVES at the forum.

EARL MUNTZ, right, greets visitors to cocktail party hosted by his firm.

HARRY RINGLER of International Tape Cartridge Corp., left, with Joel Keenig of Chancellor Electronics and Harold Rosen, president of Sentry Industries, right.

FROM LEFT: R. W. Tinsell, director of education for the EIA; George Krug of Irish Tape Division, Morton sales company; Clarence Avant, consultant to the PlayTape system.

FROM LEFT: Chuck Wright, Action Records, Denver; Martin Ehrlick of Last Jet; Jack Cumingens, president, Universal Tapedex Corp.; Ike Sussman, Universal Tapedex.


FROM LEFT: Jerry Geller; ITCC; Mel Price of MGM Records; Herbert B. Hershfield, sales manager, General Recorded Tape and Bernard Sussman of PlayTape.

FROM LEFT: Tom T. Saki, Nippon Broadcasting System Services; Trevor Davies of Davies and Peterson appliance firm, Toronto; Arthur Tateishi, president, Seabreeze Products, Canada.

COMEDIAN BERT LAHR, left, with Tasha Tims, president of Manzua Electronic and Chemical Co., Japan, and Earl Muntz, president of Muntz Stereo-Pak.
NEW YORK—Through the use of slides, PlayTape President Ralph Cousino explained why the inner-working of the 2-track cartridge makes it into a market all by itself. Speaking before the second annual seminar cosponsored by PlayTape and Stereo Sound, Mr. Cousino pointed out that it's so much as what's in a unit as what's outside. He went on to point out that the speed of the device is important, i.e., as are 4 and 8-track cartridge.

Ehrlich on 8-Track

NEW YORK—"If the tape cartridge system is to succeed," said Martin Ehrlich, engineering manager of theadieseateer y Leor Jet Industries, "it must possess certain critical and indispensable characteristics." Speaking at the seminar dealing with the characteristics and differences among the major tape CARTRIDGE systems, Ehrlich cited three determinants which are primarily responsible for ensuring adequate fidelity and simplicity of playback equipment.

The first, he said, is that for the customer is a need that must be met, and it is a condition that we have long since discovered that the customer is frustrated by, and will not accept unless it is an apparent, true and complex system. The second is that the consumer and we feel aptly, been drawn between using a Stereo 8 cartridge and toasting a slice of bread. The action of placing the cartridge in the toaster and the action of placing a Stereo 8 cartridge in a player, the consumer has become aware that the cartridge requires a tight push upon its end, switch has been used, and the switch has been caused to drop into the toaster. There are no secondary levels of switching, no push, no tape to thread. Using only such type of touch, the user can turn on the machine quite comfortably.

One Moving Part

Adoption of a single moving part, second requirement, Ehrlich said. "We believe that 3\% inches per second is the optimum compromise between tape speed and low cost, and bandwidth and signal to noise ratio, and customer comfort.

Hanson on Cassette

NEW YORK—The history and rationale behind the development of the Philips cassette was presented at the Tape Conference Forum by Ed Hanson, technical-commercial manager of North American Philips.

"It's been 70 years," Hanson began, "since the invention of magnetic recording, but it was in 1956 that "Philips Record" first took to the market, and a new era began. The cassette was presented at the Tape Conference Forum by Ed Hanson, technical-commercial manager of North American Philips.

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The Audiopak "Triple-Threat" Cassette.

Now the secret is out. We have a cassette. Not an ordinary one, but the "triple-threat" Audiopak Compact Cassette. It's available three different ways so you can choose the best one for your operation.

1. This is the complete Audiopak Compact Cassette. It comes pre-loaded with a 22" leader. Just splice and wind in your pre-recorded tape and you're ready to go—without any assembly operations.

2. Or, you may wish to record directly onto tape pre-loaded into the Audiopak Compact Cassette. In which case, you'll be glad to know the tape you'll be recording on is low-noise Audiotape. You see, we're the only cassette and cartridge manufacturer who also makes tape. So you can be sure our specially-formulated Audiotape matches the needs of the cassette perfectly.

3. If you prefer to buy your cassettes in pieces, we can supply them that way too. In very few pieces and partially assembled. In fact, only one-fourth as many pieces as other cassettes. We designed them that way so you could assemble Audiopak Compact Cassettes with only one-fourth the handling.

But judge for yourself. Send for a free sample, whichever form is most convenient. We could make such beautiful music together.
A-Track Right Track: Muntz

NEW YORK — The aftermarket field is a 4-track market, said Muntz Stereo Pak, here last week.

The reason, he said, was that 4-track had become a standard because it was the first and there are now new products which are technically in use. Also, he felt the economy of 4-track in machines as well as in the cost of the machines in use. And you can also accommodate them by knowing what you are doing and having them installed on hand to sell.

Good knowledge of the music field, he said, means that buyers are not looked at as if they were going to sell the music field, but also as if they were going to market cigarette manufacturer Muntz. The answer is that "there are more than 60,000 paperback books done than there are at the moment for consumer himself who has more than 60,000 paperback books done.

Nineteen Million Cars

There appears to be about nineteen million cars this year and that the aftermarket manufacturer is the first of the automotive aftermarket people, he said, to recognize that two major 4-track ex-factors and the industry have been developed as the natural result. These cartridge manufacturers have enough money to very briefly and briefly be able to play this entertainment in the home through the car. Thus, the far-reaching car stereo dealers are carrying a complete line of home entertainment systems, together with the car's component car stereo line.

He recommended that after

market dealers have a complete retail facility to offer products and the music, install the equipment, and sell the tapes and the cartridges. "Anything less than that, and you won't be sold," he said.

Katcher Opens Doors to Buyer

NEW YORK — The door-to-
doorselling approach to dealers in a box was key to the Tape Cartridge Forum here Monday evening (17) by Gerald Katcher, secretary-treasurer of United Tape & Tape-Rac, Inc. of Freeport, N.Y.

Katcher pointed out that it is refreshing to see the enthusiasm exercised by the car stereo buyers when you go through a door-to-door call with a "peddler," he strongly said, and the styles are fresh.

He also pointed out that the home unit stores now offers an excellent prospect for a good tape sale.

"If the husband and wife can get along on having a tape in the house, and surely she can let him have one," said Katcher.

The important thing, he stressed, is that very few people have heard of or know what stereo tape cartridges are and therefore they are curious enough to take a look at the product.

"It is advisable," Katcher said, "to learn as much about your prospective buyers likes in music before visiting, so that you may bring his favorite music along for the demonstration.

Katcher also pointed out in the actual plans of the operation to illustrate the many good points of our system."

Free Pitch and End Sales: ITCC

NEW YORK — Less than 50 per cent of ITCC's distributors handle suspension in their automobiles. The source of this information is Larry Finley, ITCC president.

Finley, in discussing promotional aspects of tape cartridges at the recent Tape Cartridge Forum, told industry members that there are several things which can be done to have success in making tapes.

"If you can have a tape in the car, you can have a tape in the automobile. You can have a tape in the car, and you can have a tape in the automobile. You can have a tape in the car, and you can have a tape in the automobile. You can have a tape in the car, and you can have a tape in the automobile. You can have a tape in the car, and you can have a tape in the automobile. You can have a tape in the car, and you can have a tape in the automobile. You can". He also advised dealers to stress what tape can be used in the car as well as in the automobile.

Radio Reaches Buyer

Finley, in stressing how to set up a direct mail list, to stuff brochures with monthly statements from the local school supply dealers. He advised the use of FM radio stations, especially where they offered a very low price for reaching potential buyers, with the message that the tapes are available through local dealers and their program from the store window. He also went on to say that it is his best way to buy tapes.

Katcher, from his experience, also went on to say that a movie screen slide as an effective advertising medium, with padding. He also suggested a demonstration unit in the lobby.

Billboards are effective, Finley said, because they reach automobile drivers almost exclusively.

Tape Cartridge Forum: Muntz

NEW YORK — "The tape Cartridge Forum is in business in Los Angeles, but it could be if we get a 20 percent cut," said the president of Tape Town in Fullerton, Calif. told the second annual Tape Forum here Monday. He called for a cartridge association, saying that "it's in the line of business." "Bach" manufacturers who sell to a bunch of people at a bunch of prices. He called them "blood suckers" and said, "We are serious, who believe in and work for the future of the tape Cartridge Forum, and we want to find a way to eliminate their blood suckers. If we can find a way to make the distributor at a price that the distributors can survive in this industry, we can force the manufacturer to stop unfair competition, then we can all make a living.

The way to hold reasonable prices, he said, was through competition, but competition only with manufacturers that don't have unfair advantage.

Friedman Buoyant On Boat Players

NEW YORK — While the sale of tape CARtridge players barely made a dent in the market, stepping to date, Harold Friedman, president of Tape Cartridge Forum, told his audience that this market offers a strong potential. Speaking before the Billboard Arcade Convention Tape Cartridge Forum, Friedman said that during the last year of the technical problems have been solved, largely because manufacturers have added that speaker grills still took a lot of tape to hold up too well in salt water.

Friedman pointed out that some manufacturers have tape players as standard equipment in craft of more than 30 feet. Main problem, said Friedman, is that most Florida marinas take three to six months to pay bills due in 30 days, and therefore the distributors' capital is stretched.

Friedman feels that if marina operators are educated they will be successful in building a business, because many are stock intelligently and build a profitable business selling tapes to boat owners.

Friedman warned that many boat players are not represented properly, while many boat players do not buy tapes at all and could be profitable.

He pointed out that because there is a lot of potential on boats, tapes provide the answer. Boat installation, said Friedman, is relatively simple operation.

Bad Pitch Dead-Ends Sales: ITCC

NEW YORK — Mike Cason has formed Cason Records. The label's first release will be "The Day the MUSIC Died," a western and pop appeal, and "The Dillinger File," a crime record. Cason is personal manager of Miss Cason, who is soon to tour Boston, Philadelphia, New York and other major markets.

Buyer Pace-Setting, Solid Citizen: Zhto

NEW YORK — A composite view of the tape cartridge purchaser today reveals he is among the most discerning, largest, and among his solidists, Billboard's Editor-In-Chief Lee Zhto outlined the following picture of the cartridge industry. He noted the differentiation between advo-

ators and those by any individual configuration.

Equipment is owned by families and single persons.

Ninety-two per cent of all players are sold to men.

Friedman Buoyant On Boat Players

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"After a recent concert, Rosie Grier came backstage and brought me a rose! Right away, I knew either I was in trouble or the world was out of it. That's when I wrote

THE LOVE MOVEMENT"
Berman on Copyright Perils

NEW YORK—In a talk delivered at a forum sponsored by the Billboard and its sister publication, Merchandising Week, Al Berman of the Harry Fox Office stressed that the field of quality advertising, dealing with copied compositions, is a matter of increasing concern.

Berman defined the mechanism by which copyright is protected and the dangers it faces. He then analyzed specialized problems and legal pitfalls from the new uses of music.

Berman cited the use of co-shipments and co-promotions as an example of infringement. He warned that the tape cartridge industry is growing rapidly and that it has yet to confront legal problems when analyzed.

Stressing pitfalls of lease arrangements, Berman said, "The thing to remember is to deal directly with the publisher or his agent in his present quarters. Get them to pay the proper royalties to the owner when due. Here is a situation where eliminating the middle man might save the industry much money... On the other hand, if you lease your product to another manufacturer, you must release tape cartridge music on a co-label basis. You should see to it that they pay royalties when due. If they don't you may be in breach of contract, and you lose your protection. When you lease your product advise the publisher. They will take the necessary steps to ensure that your property is protected..."

Berman added that companies intent upon infringement are "easy to find. Know your customers. You can't fool a good businessman."

An interesting problem, Berman said, is the local sound studio who, for a small fee, will transfer a phonograph record to a tape. "It is obviously quite lucrative, but when a competitor is doing custom reproduction at a fraction of the price, the incentive for the legitimate operator to enter the market is over. We are aware that this service is now being offered by a local producer or..."

Berman urged that legitimate operators look to the owners of the music and the record manufacturers for assistance. He said, "In every case where they are appraised of such copyright violations they place the offenders under the gun..."

Strombly on Ways to Cut Costs

NEW YORK—Careful selection of the right location for a central location, honesty in dealing with customers, listening to the customer, and the use of quality advertising were cited by Don Stromslad, president of Western Sound Corp. of Denver, Tuesday morning as ways to avoid the expense of running a tape installation center.

Stromslad was speaking at a session on an Installation Center for Auto Equipment with a Retail Operations Conference of the Tape Cartridge Forum. Stromslad said that the first consideration for the merchant who wants to install a center was to choose the right location for his business.

"We are dealing with a product that is new and requires education on the part of the public," he said.

Appliance Dealers Mainliners

NEW YORK—The old radio-tv appliance dealer has become the major customer of Mabe and Simpson, according to President Berman, who said that the appliance dealer is the largest customer, the auto dealer.

The record outlet wouldn't

"Vallerius" of Diamond

SYRACUSE—Diamond Record Co.'s "Vallerius," by the Pineapple Heard, from Edward L. Wool, is the new hardware in the appliance store.

Tommy Boyce and Boby Hart, who have taken over from several Monkeys numbers.

Oakley Prescribed Cassette To Keep Doctors Informed

NEW YORK—The tape cassette has made a dramatic impact in spreading medical information about new drugs and new methods of treatment. About the point emphasized last week in the Tape Cartridge Forum was to stimulate the interest of doctors. The cassette, which is available in direct mail campaigns, says, "A subsidiary of the California Medical Foundation, the Cassette offers an international service to doctors who have had no chance to know..."

Livesey Stresses Cartridge Role in Study of Language

NEW YORK—ARRCARDS are providing unique opportunities for linguists, according to Robert E. Livesey, vice-president of the Institute for Language Study. "In this day and age of 'knowledge... or... opportunity,' he said, "not presented by any other means. Only one channel could be used for any foreign language, and for others for all explanations and translations, there are different learning levels—one for the elementary student and another for the advanced learner."

"Remarkable," he said before the Tape Cartridge Forum, was the decreased amount of money spent. "In the past, tape cartridges cost a dollar and a half, but with the new system the cost is reduced to the price of a dime."

"EIA Breakthrough Near on Statistics

NEW YORK—Complete and accurate statistics without many errors are available through the EIA, which has made statistics on the various models of tape cartridges available. The EIA is now active on standards of tape cartridges, frequencies, downloads, mechanical, and terminal properties. Paramount, RCA, and other film companies and appliance dealers are already in the process of standardizing on all the models and manufacturers are on board as the new standards are issued.

The EIA vice-president said that 1968 would be a blossoming year of interest among the home entertainment manufacturers in the several cartridge configurations. "Our industry," he said, "is now active on standards of tape cartridges, frequencies, distortion, mechanical, and terminal properties."

Kama Sutra Signs

NEW YORK — Kama Sutra Music Publishing has signed writers of "The Pentagon," as well as Piske, Lekka and Piske wrote the song "The Pentagon." The company has done commercials and promotional materials, as well as writing popular music.
BREATHING NEW LIFE INTO THE GUTHRIE TRADITION
Motorola Sees Unit Sales Spurt to 2 Mil. In '68

HAMBURG—Phils has reissued 19 classical titles in a big drive to establish classical repertoire for its cassette program in West Germany.

The classical titles are all from Deutsche Grammophon, which has placed the cream of its classical recordings on cassette. They include sister, which has placed the cream of its classical recordings on cassette. They include all titles in the classical repertoire for the cassette market on the same basic price level, with 19 sales has been a very popular one with owners of LP's.

The list also includes Beethoven's Sixth Symphony, No. 1; Schumann's Symphony No. 3; and Brahms' Symphony No. 1. Each title is available at a special introductory price of $14.98.
THE LOOK OF LOVE
from the Columbia Motion Picture
"Casino Royale"
written by Burt Bacharach/Hal David
published by
COLGEMS MUSIC CORP.
DUSTY SPRINGFIELD
Gortikov Trains Guns on 'Realities of the Moment'

NEW YORK — In a speech delivered during the keynote session of the Tape Cartridge Forum, sponsored by Billboard and Merchandising Week at the New York Hilton, Stanley M. Gortikov, president of Capitol Records Distributing Corp., dwelt with "realities of the moment" rather than looking toward a distant future. Titled "The Tape Cartridge—You Son of a Disc!": the executive said, in part: "I think we've all been involved in a major 'happening'... an uplifting, endless, mind-expanding experiences having little connection with reality.

With reference to the Forum, Gortikov said: "Those of you here who seek a seven-course dinner of intelligence... will find yourselves unfulfilled. But on the other hand, true value is here — but not to be spoon fed. You sit here in a giant cafeteria of perplexing interests and choices. All the offerings must be sifted, appraised, evaluated—not for you, but by you."

Gortikov termed the consumers the kings and queens of the tape cartridge sage. He said: "Why are we not looking more to him for control and guidance than to each other? Why are his tendencies and wants so subordinated to ours? Why is the new tape cartridge industry so confusingly oriented to hardware... instead of producing products."

Gortikov pointed out what he called the major quandary faced by record companies today—the decision on which cartridge formats to support with their releases. He elaborated: "Eight track only? Exclusively four track? Eight and four? Cassette? Playtape? Cassette Eight and Eight? Playtape and Eight and cassette and four? What to do?... Should we ask all retailers and all wholesalers to stock and sell still another inventory type? I doubt if there is a 'right' answer, and I'm sure that time, consumer reaction and profit results will all refine and reduce certain systems' availability. And also refine and reduce some of us here today."

Gortikov described the tape cartridge as still feeding off its host—the record, and he added: "Because the tape cartridge future is so dependent on the disk, you'd better look to the disk makers before you go crazily enthusiastic about your pet project. You must work with the capabilities and economics peculiar to the recording industry and the markets that industry serves. Each cartridge format ultimately must prove profitable to the industry and its record companies, or it will fail. You will not refine designs, your costly tools, your multiplicity of models, your theoretical objectives.

Gortikov listed as his "hopes" for the tape cartridge industry the following: (1) That each of its form yield a profit; that if a specific and convenient, not support must be withdrawn with regard to tunes and artists and performances; (2) that the cartridge becomes economically sound and ultimately absorbs its share of creative costs; (3) that it continue to offer access to new formats; (4) that to the degree that the cartridge displaces disk sales, that at least the same proportion of dollars is dedicated to the new format; (5) that retailers be found who are willing and financially able to stock duplicate inventories of all the cartridge forms you seem to desire. Gortikov added: "I doubt this: (6) that aggressive advertising be given to the notion of the contents of the cartridge and not to the industry as a whole."

"The new tape cartridge offers a potential market that could be tapped with more than just a sitting on the fence. But if you are not a full-fledged entrepreneur, you have no place to sit. You'd better get up and on your own."

"You've seen signs that an altogether new type of department will provide completely new retailing opportunities for the tape cartridge. It's not a record department, not an auto department, not a hi-fi department, but a tape department, operated separately and distinct from its sister activities. Here will repose all the kinds of hardware and cartridge you'd expect to relate to tape. How will this kind of unique outlet be supplied and serviced? Will it be a national or local warehouse? It's up for grabs, girls."

Product Proliferation

Gortikov observed that the cartridge is over-distributed currently; with too many filled pipelines, premature product proliferation by the record companies and too many wholesalers. "Too much of everything except tape decks. Make mass sales of decks and the whole thing can quickly come into balance..."

"The product is undergoing this period of turmoil, the special interest material, all the unique combinations... all these opportunities are pale alongside the same product success factors that have long characterized the disk record business. Like mother, like son..."

Muntz Cartridge Release #32, Available Immediately

BROTHE

4CL-9001 SMILEY SMILE—The Beach Boys

CAPITOL

4CL-2757 LUSH LIFE—Nancy Wilson

ELEKTRA

EKT-A-74011 CLEAR LIGHT

EKT-A-74014 STRANGE DAYS—The Doors

PHILIPS

PC4-600-243 NEW GOLD HITS—The 4 Seasons

SMASH

SC4-67095 APPLES, PEACHES, PUMPKIN PIE—Jay and The Techniques

WARNER BROS.

4WA-1322 GONE WITH THE WIND—Original Motion Picture Score

From the Top of the Billboard Charts

From the Tabulation of the Billboard Charts

1. SGT. PEPPER'S LONELY HEARTS CLUB BAND
2. THE DOORS
3. ODE TO BILLIE JOE

Capitol

ELEKTRA

Bobbie Gentry

Capitol

New Releases from Muntz Stereo Pak

1. M-30 Car Stereo

Price: $199.95

2. 4000 Home Record Playback

Price: $199.95

3. 4111 Home and Track

Price: $199.95

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OCTOBER 28, 1967, BILLBOARD
"Back on the Street again"  
back on the charts again  
the SunShine Company  
A demand release from this great album...
AID Offers Retailing Tips

NEW YORK—Rack jobbing experience and advice is important in handling tape CARtridgesc through auto accessory stores, Murray Klein, executive administrator of AID Stores, Inc. told Tape Cartridge Forum last Monday (16). The 46-store automotive chain headquarters in Woodside, L. I., N. Y.

Speaking on "The Experience of an Auto Accessories Retailer," Klein told the meeting on "How Can a Retailer Profitably Get Into the Tape Cartridge Business?" "Buy only from a manufacturer who will give you a free counter replacement policy for defective tape decks. He must either replace them with new units or credit you for the return of defective units. You cannot sell repaired tape decks. He must furnish you with counter displays, for you cannot sell them as a shelf item. Take your basic units: a low end four track, a low end eight track, a step-up eight track and a 48 tape compatible group them with your radio and 'verbs.' Activate the players; start with an initial inventory of 60 tapes and you are in the sound business. Your investment, with backup tape decks, will be under $1,000. The return will be in the area of 40 percent gross. You will be in a growing, exciting and profitable business."

Noting initial difficulties in stocking and supplying cartridges, Klein said, "I felt the answer was not in the automotive business, but in the motorcycle business. After all, record stores were being 'tricked' in super-markets, hardware stores, variety stores and every type of traffic outlet. I found a little tape retailer, sat with him and hammered out a program."

Klein described the pilferproof display racks being used by his 46-store chain. Through experience with several competing configurations, he said AID Stores had learned, "Neighborhoods call for different music. Although the initial rack have now doubled, tripled and quadrupled in size, there is a positive need for such a size order department."

Europe Is at Boiling Point, Says Andrews

NEW YORK—The beginnings of a potentially explosive market for cartridges in Europe with several competing configurations was forecasted at the Forum by Record Retailer Editor Graeme Andrews. He revealed that RCA had decided to market Stereowire in Britain and was likely to follow suit in Italy while other manufacturers—namely ITCC, Imperial, Midgall and PolyTape—are now also committed to launching their systems in several European territories.

An all-out systems war between U.S. configurations and the 30-month-established Philips cassette system was looming in a market where combined automotive production would overtake the U. S. next decade and where retailers were facing a retail market that had already exceeded the U. S. total.

Other spurs to bigger sales pointed up by Andrews included the evolving and expanding in-home trade area of the Common Market and rising living standards throughout Western Europe.

The ground on which the cartridge sales battle would be fought had still to be cleared. Europeans were less conditioned to music in their cars with shorter journey distances, and the home and portable markets would almost certainly prove more crucial than in the hinterland automobile market.

Phillips Competition

Philips, with cassette plants in four European nations, will be facing further competition from rival manufacturers in the establishment of ITCC subsidiaries in France and Switzerland to be followed by an ITCC company in the U. K. These would import and later manufacture 4-track and 8-track cartridges. At the same time the first 8-track duplication plant in Europe had been imported by University Recordings of London (Continued on page 24)

E CAR APES FEATURES COLUMBIA

4 and 8 track cartridge tapes

... plus all the other top labels

Distributors of all the top cartridge tapes, Car Tapes offers you these big PLUS advantages: Maximum Turnover – Minimum Inventory – Personal Service – Modern Fixtures – In-Store Displays – Proper Selection – Inventory Control – Impulse Packaging – 100% Exchange.

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OCTOBER 28, 1967, BILLBOARD
AN INTERESTING THING HAPPENED TO
RAMSEY LEWIS
ON HIS WAY HOME FROM THE AIRPORT.

He heard on his car radio and that little light in his mind turned on. It's the same little light that turned on the day he heard "In Crowd": He called us as soon as he got home and requested that studio time be booked for the very next day because 1) he was going to have the first instrumental version of Soul Man and 2) he felt it would be a tremendous hit. We agreed on both counts. His light ignited ours. Listen to the record and watch your little light turn on.

IT'S CADET 5585.

THERE'S A WORLD OF EXCITEMENT ON CADET RECORDS
Display Shows Way, Says H&H

NEW YORK — Planning a display for easy customer selection is one of the promotional keys to success in the cartridge tape field, Harold A. Witter, president of H&H Service and Sales, of New Castle, Ind., discussed the big sales possibility in home entertainment equipment at the Tape Cartridge Forum here, Monday (16).

Witter pointed out the need for more personal with the expansion of business and the importance of helping sell the job’s demands. The installation of car units, said Witter, could be best accomplished by servicing his own products. As a result, units could be installed whenever necessary, eliminating the time lost waiting for a filling station or due to lost motion.

The service department, besides making quick repairs and installations, were able to repair units sold in his market area by competitors. The result was the sale of more tapes and an increase in business.

Radio Campaign

For his grand opening, Witter advertised in the newspaper, and following the opening, advertised in newspaper and on radio. His cartridge campaign was promoted with free tape caddies and tapes given away with the purchase of several tapes or a unit. He also used portable displays and special shows for customers and car dealers, but he attributes his best exposure to an intensive radio campaign.

The only way of promoting the cartridge tape field, said Witter, “is to use a constant hard-hitting informative, appealing means of advertising.” He added that “the sales advertising is better on a good music type show.”

Inventory control of tapes and units was incorporated into the regular inventory control, which used a Candles System. Tapes were arranged on the shelves according to the types of music with the artists alphabetized.

Witter stated that with a basic format of planning, organization, motivation and control cartridge tapes, as a “natural traffic builder,” can lead to a profitable home entertainment business with big ticket sales.

Personal service to all jukebox operators and record dealers

Available a complete line of:

- R&B Spiritual+ C&W Singles & LP’s
- All Gold Standards
- Oldest But Goodest
- Free Title Strips

All Limited Edition 7 1/2 Track Cartridge Tapes

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Only New Cartridge Case With Every Desirable Feature

- KEY LOCKING Disguises Theft
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- SWIVEL FEET Mounts Anywhere In Store
- UNIVERSAL MOUNTING Mounts Under Desk or Any Tape Rack
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Retail $6.95

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WRITE FOR DEALERS AND DISTRIBUTORS INFORMATION TODAY

Billboard October 28, 1967
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are proud to present

BIG KAHOOONA PRODUCTIONS
Our Hearts are in the Charts

Producers of

The Music Explosion
(Little Bit O' Soul & Sunshine Games)
The Ohio Express
(Beg, Borrow & Steal)
Tommy James and The Shondells
(I Think We're Alone Now - Mirage - I Like The Way - Gettin' Together)

10 Months Six Million Singles and Albums Sold

BIG KAHOOONA PRODUCTIONS
is proud to present

ALLEGRO SOUND STUDIO
HOME OF
THE BIG KAHOOA

Coming Soon:
THE FAIRCHILDS
THE MUSIC FACTORY
THE BRITISH ATTACK
THE NEW JERSEY TURNPIKE
THE BO STREET RUNNERS
THE AUSTRALIAN BLOW UP

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FREE

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

Channel Marketing has developed the first accessory to enable owners of tape cartridge players to test their units on their 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 your business for service. Your parts and accessories can be sold as well. Your customers will be more satisfied because they'll be getting top performance from their player. And happy customers represent more sales of your cartridge music and other equipment.

Channel's NEW cartridge — the only design 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. The 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, attach your business letterhead, for our FREE test cartridge and price list. We will also send you literature on our other profitable cartridge accessories. This offer is for bona fide dealers and distributors only.

Channel Marketing Inc.
342 Madison Ave., New York 10, N.Y. 10017

To: Channel Marketing Inc., Dept. B
I am a merchant and/or retailer of telephone answering equipment. I would like to test your new cartridge for tape cartridge sales.

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

Name

Address

City

State

Zip

Telephone

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Duplication Cartridge 4 & 8 T. ID: 280, 500, 600, 1200' lengths
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Thanks... For Helping Red Cross

Help the United Way

Donovan Winds Up U.S. Tour in Chicago

NEW YORK — Donovan's tour of the U.S. will run through July 11 when he'll appear at the Opera House in Chicago. The Edgar Records' artist from England began his U.S. trek Sept. 22 at the Cow Palace in San Francisco.

From now until the final date, Donovan will be swinging through the East and Midwest, covering such cities as New York, Amberis (Mass.), Minneapolis, Philadelphia, Pittsburgh, Newark and Chicago.

College Fest Adding To Its 'Curriculum'

MAMI—Intercollegiate Music Festival, Inc., the organization that developed the Intercollegiate Jazz Festival, is moving into the pop and folk areas.

Beginning in 1966, there will be a special Intercollegiate Jazz Festival, an Intercollegiate Folk Festival, and an Intercollegiate Jazz Festival, with national champions from each event joining forces for a big Intercollegiate Music Festival each summer.

Six regional auditions screened entries from over 700 colleges and universities for the 1967 Intercollegiate Jazz Festival. Similar events will select national finalists for the Pop and Folk Festivals.

The 1968 Intercollegiate Jazz Festival is set for May 8-9 in Miami Beach. The Intercollegiate Pop Festival gets underway in November of 1968. It will be followed by the Intercollegiate Folk Festival in February 1969, the Intercollegiate Jazz Festival in May 1969, and the Intercollegiate Music Festival in July.

Locations for the new events have not been selected. Festival officials are currently talking with representatives of six major cities in an effort to secure suitable facilities for the new intercollegiate competitions.

Trans World Airlines and the Sear Slip Co., sponsors of the Intercollegiate Jazz Festival, will be joined by other companies to host the national competitions and the Intercollegiate Music Festival.

The Festival has built a close tie with the nation's colleges and universities through the use of MBA Campus Representatives at many schools, weekly releases to college newspapers and the development of a weekly half-hour radio show, "Campus Showcase," that will be heard on college stations beginning in January.

The Festival will produce the broadsides, provided as a public service by the Intercollegiate Jazz Festival and Trans World Airlines, ABC radio and television personalities, and the first 1968 national championships, will host the series, which features college music, celebrity interviews, fashion, travel, sports, and employment opportunities for college students.

"Campus Showcase" will cover important happenings on college campuses across the nation as well as activities in major cities. It will provide special travel information geared to the college crowd's interests and budgets.

The Intercollegiate Jazz Festival will conduct six regional competitions in Alabama, Pennsylvania, California, Illinois, Utah and Arizona to select the national finalists. The current national champions will contest for the 1967 Suds Ellington, John Coltrane and Tony Ben- net "National Championship Award for 1967 are Ohio State University, Seton Hall College and Rider College. Competition gets under way on Feb. 12 at Miami Jazz Festival with Southern schools battling at Mobile's Municipal Theater.

EASTERN colleges and universities meet the following week at the Villanova Intercollegiate Jazz Festival. Action swings to the West Coast for the Cerritos College Jazz Festival on March 22-23 in Norwalk, Calif.

Elmhurst College in Elmhurst, Ill., is the location of the Midwest College Jazz Festival in March.

The Montana College Jazz Festival brings together the best college groups in the Mountain States on April 5-6.

Final regional action takes place at the Little Rock Jazz Festival, April 12-13. Winning bands, combos and vocal groups from each event then fly to Miami Beach on May 8-9 for the national finals of the Intercollegiate Jazz Festival.

Robert E. Yoe, president and Raymond W. Wilco, vice-president of the non-profit corporation which guides the efforts of some 5,000 people across the nation as they conduct the national contests for college students.

Entry forms for all six regional contests may be secured from the Festival at P. O. Box 246, Miami Beach, Fla. 33139.

SALUTES... the exultation and suffering of bowed strings' changing moods, interwoven within...


classic 
classic 
classic

"Exclusive process of AMERICAN RECORDING TAPE"

FRIDAY, JUNE 28, 1967, BILLBOARD

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

Fidelipac 8-Track Cartridge

by Quixonic

a new breed in stereo tape 
cartridges

by QUIXONIc INC.

P.O. BOX 381 - PLYMOUTH, MICHIGAN 48170

exclusively by Quixonic INC.

We Brad...

QUALITY

SIMPLICITY
to get

RELIABILITY

October 28, 1967, Billboard

www.americanradiohistory.com
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Available on a 4 and 8 Track Stereo Tape Cartridges.
Everyone's talking about this one...

I HEARD IT THROUGH THE GRAPEVINE

GLADYS KNIGHT & THE PIPS

SOUL 35039

I HEARD IT THROUGH THE GRAPEVINE FROM THE SMASH SOUL LP, EVERYBODY NEEDS LOVE, SOUL 706

MOTOWN RECORD CORPORATION

"The Sound of Young America"
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... (Continued on page 52)
Peak-Season Promotions—What Retailers Are Doing

Last of four articles on how to make the most of the big four musical instrument buying season.

CHICAGO — If you still haven't snapped up one of the summer stumps, the delay could be your operation is promotion-starved.

And if this is the case, this compendium is for you. Here are the pick of the promotional ideas tested by your peers in recent weeks. Read on. One of these paragraphs could pay off.

Ludwig St. Louis has been holding clinics. Experts come in and demonstrate how to use mikes and other paraphernalia; help kids improve their sound. But they don't call them "clinics." They call them "group ins."

"Clinics" drew about 30 people. "Group ins" pack the main floor of the main store with 300.

Myrtle Ackerman, who runs Ackerman Music Center in Midland Park, N.J., discovered that her customers find the Ridgeview News was "in" with the right people—her potential customers. She began placing low-cost ads in the paper. She gets inquiries from those across all the country. Parents mail these papers to the kids, it seems.

Imprints

Pass-on-the-savings sales are being achieved by many dealers through store name imprinting on cork grease, instrument oil and guitar polish containers. Young musicians are always borrowing these from each other. McMillan Music is one supplier making such imprinting available.

Jose Friedman, president of Jose Friedman Musical Sales, passes on this tip: many lines of guitars and percussion instruments are enclosed in clear vinyl wraps, so why not tie up these wraps in red ribbon for store and window displays during the holidays. E. E. Forbes in Birmingham, Ala., ran an 8-week drum clinic, charged $48 tuition, and gave each student a pair of stock practice pad and practice book.

Everything sounds better on... AMERICAN CRYSTAlINED RECORDING TAPE manufactured by GREEN TREE ELECTRONICS

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

Frank's Drum Shop in Chicago runs as many free clinics as anybody around. During recent months they've had in Jose Cuaflin. The clinics are advertised in neighborhood-type newspapers.

Clinic

House of Music in Salt Lake City recently ran a big ad in the paper inviting all rock musicians to bring in their amplifiers for a free day of testing, regardless where the amp was purchased, to test it for power output and distortion free of charge.

In Wichita, M. G. Wiley—Wiley Music Store—promoted his lines for two and one half years by backing an under-15 rock combo and buying time for them six days a week on television. "It was really effective," he said. "We discontinued it when the band broke up. I haven't started another one because television advertising costs have soared."

Sherman Clay in San Francisco has been having good success with free sessions in their shopping centers, particularly in California where a Clay branch is located.

Grabowski Music Co. in Cleveland promotes its "in-owns." All ads carry the headline, "Grabowski Knows." They bring in artists like Frank Rosetti and Andy Nelson for clinics. And they pass out buttons that say, "Go home and practice."

One other thing about Grabowski's—and many other instrument retailers: they maintain a full-time band instrument repair shop, plus two electronics service shops.

Window

Of course, many dealers swear by the promotional value of rent-purchase plans, Neal Grif- fin, manager of Tillman's Music City in Charlotte, N. C., is one of them.

Window displays are standbys for many dealers, particularly during the holidays. Gene Gee, manager of Garry Gee Music, Richmond, Va., said, "I picked up into his act, has been ats plays at a trade show in Chicago several times before. They've become sort of a tradition for us. Every year people come in and comment on the display."

Intown Music in Minneapolis draws the combo musician traffic by offering customers the opportunity to cut demo tapes in its basement studio. This gimmick is catching on widely.

Grimmel Brothers, the Michigan giant, has backed off much-publicized store appearances by big-name artists. They always result in bedlam. "In favor of clinics," said.

A Milwaukee dealer has started a guitar clinic.

A major idea from Myrtle Ackerman in Midland Park, N. J. She has found that by tying up the necks of her two peddlers and placing 100,000 to 200,000 sheets on this stimulates extra traffic at Christ- mas.

IC Breakthrough In Combo Organs

CHICAGO — Successful installation of integrated circuits in an electronic organ has been achieved by Wurlitzer with its new combo organ. Wurlitzer's musical products engineering director Harold O. Schwartz disclosed at the 33rd annual meeting of the National Engineering Society in New York last week that the miniaturized integrated circuit system—more compact than the transistor-resistor units in regular combo organs—represents 24 transis tors and 52 resistors and comprises a package four inches high, 14 inches deep and 36 inches wide. The result, Schwartz said, is an organ console 13 pounds lighter than "comparable instruments."

Schwartz declared that the new Wurlitzer Combo, because of the new circuit system, will perform four times longer without service than existing combo organs. Combo organs are played not only by rock 'n' roll entertainers anywhere and everywhere the new generation makes the scene," Schwartz said, "but also by rock 'n' roll fans who prefer more traditional music. This instrument must withstand considerable abuse. Baed from home to nachleicht, stadium to theatre, cocktail lounge to gymnasium. The compactness of the new integrated circuit unit also resists weather conditions—high humidity, sudden temperature shifts, etc."

He said that the new system was not affected by voltage changes, as well. He did not discuss production and distribution plans for the new instrument.

FLEXIBILITY is the forte of this new solid-state preamplifier, says builder Dynaco. Inc. It has headphone output, front panel inputs for electric guitar with mixing between channels and provision for simplified tape monitoring. And there is a "special" input permitting adjustment for a wide variety of additional functions. It's model PAT-4. Dynaco Inc., 2912 Powelton Avenue, Philadelphia, Pa. 19104.

HENRY MARCHINI is doing a series of TV commercials for the Thomas Maltibu Organ to be aired over the American Broadcasting Co. network.

L A T I N PERCUSSION of Maywood, N. J., has introduced this new "Vibra Slaps" percussion instrument. For recording purposes it is said to adequately replace the Latin American jawbone, an instrument that has for years been popular in Puerto Rico, and "Vibra Slaps" has been used recently in recording sessions by Enrich Elight, Tony Mottola, Dinah Washington, Carl Perkins, Jean Martin and Dinah Co.

Appeal to the ego with an honest full-page ad this week at the Music House in Des Moines. It sells Ludwig drums and Kustom amps.

WONDERS can be worked with windows, such as this Hohner display created by Lynn & Hasley, Chicago.

Imprint Service

HUNTINGTON, Pa.—Dealers or manufacturers who want their names imprinted on supplies of cork grease, instrument oils or guitar polish can now have it through McMillan Music Company, a manufacturer of all three accessories.

The firm recently completed their own imprinting department and can provide company name imprints on all of their packaging. Presently, 70 firms and thousands of music stores are receiving the custom packaging. A stock of 100,000 containers are on hand to fill unexpected orders.

appearal to the ego with an honest full-page ad this week at the Music House in Des Moines. It sells Ludwig drums and Kustom amps.
Decca introduces
The Money-Making Kit

$69.35
SUGGESTED RETAIL PRICE

(At that price, you'll want one for yourself!)

Decca makes the music. You make the money.

This is it. The perfect starter set for the kid who's just beginning his rock-and-bank-roll. For a mere $69.35 he gets everything he needs to start twanging his way to fame and fortune.

- ELECTRIC GUITAR • AMPLIFIER • GUITAR BAG • INSTRUCTION BOOK • SET OF ELECTRIC STRINGS • GUITAR PICKS • GUITAR STRAP

Comes in a handsome self-selling carton and is complete with nothing else to buy. No need for him to sweat out choosing a starter guitar, then trying to match it with a compatible amplifier, when he doesn't know magnetic poles and outputs from his cousin Arnold. With this outfit, he can try it on the spot, see, touch and hear the quality, and most important, feel secure with the famous Decca name.

And he won't have to swipe any hubcaps to pay for it. He can't beat the deal. Decca quality. Decca name. $69.35. He'll be on his way to making his fortune. And you'll make a buck yourself. That's why we call the starter set the Money-Making Kit. Works for the customer and for you.

Contact your Decca representative and he'll give you the whole deal. And tell you about our drums, guitars, amplifiers, bongos, tambourines, and a full line of accessories. Teen-age kids are getting rich with a little hair and Decca instruments. Why shouldn't you? (Even if you're bald.)
Personal Managers Vow to Flood Agencies’ Gates With New Talent

By MIKE GROSS

NEW YORK—Agencies doors will be bulging with new talent if the Conference of Personal Managers has anything to do about it. According to Ken Greenglass, newly elected president of the Conference of Personal Managers East, the organization is going to make a pitch to the various talent agencies to form special departments devoted exclusively to new and untapped talent so that the newly formed departments with more specialized activities will aid agencies’ efforts in developing new business by acting as eager, enthusiastic, interdepartmental liaisons.

Greenglass pointed out that he had been planning the Conference of Personal Managers to drum up agency interest in a new talent program to work out a subdivision of the agency’s classification of agencies. This new talent program will be designed to encourage the agencies to develop new talent in the entertainment and advertising fields, and to help agencies to develop new business by using the talent department as a source of new business.

Greengrass also wants the Conference to establish the point that managers are not interested in competition with the agencies. “Our goal,” he said, “is to develop a personal relationship with the agency and help build him as a performer who can be sold to the act.” Since the success of a performer benefits both an agency and the performer, Greengrass said that the Conference would continually try to develop more working relationships with the agencies.

The Conference is planning to loosen its rules for membership. Greengrass pointed out that it is too easy for other fields such as publishing, legal, and accounting are finding it difficult to be managed as agencies, there is no reason why they should not be eligible for membership. The Conference’s membership committee is now working on ways to expand the organization’s roster, and Greengrass foresees a time when talent will be represented by managers and agencies, rather than by agents.

The Conference is also launching a campaign to the business community. It has already established an entity on the entertainment. The pieces pegged along these lines will be pitched to agencies, brokers, and other talent-providing entities. It is also considering the image of the Conference of Personal Managers.

Col’s Theater Bus Starts 2d Season

NEW YORK — The Columbia Records Theatre Express has begun its second season of providing a variety show on nightly bus service to and from the theater district. The record firm is underwriting the operating expenses of the bus service. Columbia Records president, said, “We thought the initial experience was very gratifying.” This encouraged us to back the venture again. We are hopeful that the operation will become a part of the New York scene.”

Montoya on Campus

DENVER, Tex. — Guitarist Carlos Montoya performed at the 1967-1968 Fine Arts and Literature Series sponsored by the University of Texas at Austin on Wednesday (18). Montoya’s program was accompanied by the University of Texas student on Wednesday (18). Montoya’s performance on Wednesday (18) was the first of a series of concerts planned for the University of Texas student on Wednesday (18).

DON ELLIS, who is on the road with his 21-piece orchestra on numerous dates in the last several months. Don ELLIS is on the road with his 21-piece orchestra on numerous dates in the last several months. ELLIS, who is on the road with his 21-piece orchestra on numerous dates in the last several months. Don ELLIS is on the road with his 21-piece orchestra on numerous dates in the last several months. ELLIS, who is on the road with his 21-piece orchestra on numerous dates in the last several months.

Musicians With Swinging Beat: Young-Holt Group

NEW YORK — The showmanly flair the Young-Holt Trio puts into its work at Shepheard’s adds visual excitement to the group’s deft musicianship which has so ably shown on their Brunswick disks. The group (Bildee Young on bass; Isaac (Red) Holt on drums, and Hyman Don Walker on piano) are jazz-oriented musicians who recognize the importance of melody and beat which gives their offerings wide appeal.

At their opening at Shephard’s Monday (16) they played out a neat mixed bag of jazz with a pop flavor and pop with a jazz flavor that had high listening appeal. Each member of the group is a master of his instrument, and in the case of Young, two instruments. For in a swinging rendition of "Teenage Waltz"] Young switches to cello for a guitar-style performance.

In the opening set, which ran about 45 minutes, the group rode through "Secret Love," "Be My Love," "This Is All I Ask," "I’ll Be Seeing You," and others, in that order. The group’s first set was an acoustic one, with Shepheard’s featuring a music stand. Their first set was an acoustic one, with Shepheard’s featuring a music stand.

The group is now planning to change its name to Young-Holt Unlimited, to leave room in case he grow to only one in quintet. Their current Brunswick album is "The Young-Holt Unlimited."

JANE SCOTT

Talent
DEAR SILVER THROAT: Spy Tells Me You're UPTIGHT in the Charts.

Congratulations,

B.G. Jr.

DEAR B.G. Jr.
Top Ten and (EVERYTHING'S ALRIGHT) with Warner Bros. #7072

Bill

JOBETE MUSIC COMPANY, INC.
2648 W. Grand Blvd., Detroit 8, Mich.
Reprise Gives First Edition Front-Page Promo Buildup

NEW YORK — The First Edition is up for a prime push by Reprise Records. The campaign will be co-ordinated with the schedule of engagements which includes an appearance on the "Smothers Bros. CBS-TV Show" Nov. 5 and at the Bitter End in Greenwich Village starting Nov. 8.

The First Edition, which is being managed by Kagan-Fitz, was introduced to members of the Coast entertainment community at a press party on a CBS sound stage at Television City in Los Angeles. A similar introduction was held in Chicago at the Happy Medium. While there, the group did radio and television promotion on their first single release, "I Found a Reason." Press kit folders were also distributed. A similar promotion is being tied in with their appearance at the Bitter End.

Reprise is also preparing a flock of merchandising pieces which will be mailed to disk jockeys, one-stop, etc. All promotional activity will precede the release of their first album in mid-November.

The group is made up of Mike Sittik, Thelma Cansaco, Terry Williams, Kenney Rogers and Mickey Jones. The Richmond organization will be publishing Mike Settle's compositions.

RCA's Carlin Head Writer of TV Show

NEW YORK — RCA Victor artist George Carlin has been selected as head writer of the forthcoming ABC-TV special, "John Davidson at Notre Dame," will appear as guest star on the special as well. The show is scheduled for Friday (27).

Carlin, whose current Victor LP is "Take-Offs and Put-Ons," has TV commitments that includes five Ed Sullivan shows, a Dick Clark show and the Dean Martin show.

The Free Press, Clarks, Bruce and Sandy Dresnok, have been added to Project 3 Records as part of its current campaign on single release, "... Clay Hart to History Records. He's managed by Gerald W. Parcell Associates... Stormie and Sunny to Instant Records, new independent label owned by Libire. The girl duo's first single is due in November.

The Move, a British recording group on the Regal-Xophone label in England, has been signed by A&M Records. The negotiations were made with Mancadel Productions, representatives for all Danny Cordell Products outside the United Kingdom.

Pepper Agency Launches Label

MEMPHIS — The newly reformed Pepper Talent Agency, a division of Pepper Sound Studios, has signed two acts to inaugurate the Pepper label: Marty Lacker, for five years associated with Elvis Presley, now heads the new combined division. He has signed the Short Kuts and the Avants.

Lacker currently is working on distribution. He said the new label would be primarily top 40 and r&b, but would include some country.

Pepper Talent is the eighth division in the Pepper complex. It not only will produce records, but will operate in management, booking and publishing.

Jim Collins, executive assistant to the president of Pepper, said the firm currently services 3,600 radio and television stations with creations, productions and musical images. It also represents regional and national clients in creating and placing broadcast and television time.

Pepper now has studios in Memphis and Dallas, and offices in many other major cities. It has representation in Australia, Canada and in Mexico.

Lloyd 4 to E. Europe Again

NEW YORK — The Charles Lloyd Quartet, Atlantic Records group, has returned to Eastern Europe for concerts in Poland, Rumania and Czechoslovakia. The Quartet's tour includes appearances at the Warsaw and Prague Festivals. The concert in Rumania will be under the sponsorship of the "Cultural Presentation Program" of the Department of State.

The group is scheduled to play at the Jazz Expo '67 Festival in London Wednesday (25), a TV concert in Stockholm Friday (27) and a concert at the Institut Fur Musik in Graz, Austria.

Lloyd's adventures as the first American ever invited to a Soviet music festival were chronicled in the Oct. 3 issue of Look magazine. This was Lloyd's second major magazine break. He was recently hailed in Life magazine as one of the young musicians who is winning new audiences to jazz.

In addition to Lloyd on tenor sax and flute, the Quartet personnel is Keith Jarrett on piano, Ron McClure on bass, and Jack DeJohnette on drums. Also with the group on its tour is Eric Sherman, a Yale undergraduate, who is making a documentary film on Lloyd and Lloyd's manager, George Avakian.

Signings

JERRY VALE left, autographs copies of his Columbia Records album, at a recent promotion held by E. J. Korvette's outlet in New York.

to all radio stations

POP STANDARD, ROCK, ETC.

IF YOU WISH AN ADDITIONAL COPY OF "THE MANY MOODS OF MURRY WILSON" FOR YOUR LIBRARY PLEASE FILL OUT THE FORM BELOW. CLIP AND MAIL TO:

FRED STUART ASSOCIATES
9126 Sunset Boulevard
Los Angeles, California 90069

Also, PLEASE INCLUDE YOUR LETTERHEAD WITH THIS FORM
Daddy's Bag

The Beach Boys' dad, Murry Wilson, rides the popularity wave with impressive instrumental originals. Has the sound of success.

The Many Moods Of Murry Wilson

The talented father of the famous Beach Boys presents instrumental interpretations of his and other original compositions.
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist/Producer, Label &amp; Week</th>
<th>Week Ending Oct 28, 1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>LIGHTNING'S GIRL</td>
<td>Joe South, Vocalion</td>
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<td>28</td>
<td>ODE TO BILLIE JOE</td>
<td>Bill Withers, Epic</td>
<td>6</td>
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<tr>
<td>47</td>
<td>KENTUCKY WOMAN</td>
<td>Joan Baez, Vanguard</td>
<td>3</td>
</tr>
<tr>
<td>45</td>
<td>EVERLASTING LOVE</td>
<td>The Rascals, Mercury</td>
<td>5</td>
</tr>
<tr>
<td>46</td>
<td>PAPA, PAPA</td>
<td>The Turtles, A&amp;M</td>
<td>4</td>
</tr>
<tr>
<td>37</td>
<td>EVEN THE BAD TIMES ARE GOOD</td>
<td>Dionne Warwick, Columbia</td>
<td>3</td>
</tr>
<tr>
<td>48</td>
<td>I CAN SEE FOR MILES</td>
<td>The Righteous Brothers, Stax</td>
<td>3</td>
</tr>
<tr>
<td>25</td>
<td>DANDELION</td>
<td>The Walker Brothers, Verve</td>
<td>15</td>
</tr>
<tr>
<td>50</td>
<td>LADY DAY</td>
<td>The Righteous Brothers, Stax</td>
<td>8</td>
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<tr>
<td>71</td>
<td>BROWN-EYED GIRL</td>
<td>The Righteous Brothers, Stax</td>
<td>3</td>
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<tr>
<td>63</td>
<td>I SAY A PRAYER</td>
<td>The Righteous Brothers, Stax</td>
<td>2</td>
</tr>
<tr>
<td>44</td>
<td>ROCK 'N' ROLL WOMAN</td>
<td>Dionne Warwick, Columbia</td>
<td>5</td>
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<tr>
<td>41</td>
<td>WHY DO FOOLS FALL IN LOVE</td>
<td>The Righteous Brothers, Stax</td>
<td>5</td>
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<td>51</td>
<td>JUST ONE LOOK</td>
<td>The Righteous Brothers, Stax</td>
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<tr>
<td>55</td>
<td>BIG BOSS MAN</td>
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<td>34</td>
<td>BIG ROCK AND ROLL MUSIC</td>
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<td>71</td>
<td>MOOGALOOGO BROADWAY</td>
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<td>52</td>
<td>KING MIDAS IN REVERSE</td>
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<td>56</td>
<td>HUSH</td>
<td>The Righteous Brothers, Stax</td>
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<td>58</td>
<td>KARATE ROOCA-LOG</td>
<td>The Righteous Brothers, Stax</td>
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<td>74</td>
<td>I HEARD IT THROUGH THE GRAPEVINE</td>
<td>The Righteous Brothers, Stax</td>
<td>2</td>
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<tr>
<td>54</td>
<td>MORE THAN THE EYE CAN SEE</td>
<td>The Righteous Brothers, Stax</td>
<td>6</td>
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<tr>
<td>57</td>
<td>KEEP YOUR HEART</td>
<td>The Righteous Brothers, Stax</td>
<td>9</td>
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<td>69</td>
<td>SHOUT SAMALAMA</td>
<td>The Righteous Brothers, Stax</td>
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<tr>
<td>64</td>
<td>LIKE AN OLD TIME MOVIE</td>
<td>The Righteous Brothers, Stax</td>
<td>11</td>
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<tr>
<td>66</td>
<td>WHAT I'VE DONE (To Make You Mad)</td>
<td>The Righteous Brothers, Stax</td>
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<td>70</td>
<td>GLAD TO BE UNHAPPY</td>
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<td>5</td>
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<tr>
<td>72</td>
<td>SHE IS STILL A MYSTERY</td>
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<td>73</td>
<td>BACK ON THE STREET AGAIN</td>
<td>The Righteous Brothers, Stax</td>
<td>10</td>
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<td>23</td>
<td>GET IT TOGETHER</td>
<td>The Righteous Brothers, Stax</td>
<td>1</td>
</tr>
<tr>
<td>32</td>
<td>CHILD OF CLAY</td>
<td>The Righteous Brothers, Stax</td>
<td>6</td>
</tr>
</tbody>
</table>

Compiled from national retail sales and radio stations surveys by the Record Research Dept. of Sound Market Research, Billboard.
Radio-TV programming

Sydney Australia—Sir Howard White, chairman of Pye Industries, Ltd., Australia, has urged the Australian government to introduce FM radio as a matter of urgency.

Mr. White, speaking at the company’s annual general meeting in Sydney, said he had the greatest respect for the Australian TV industry “some redundancies in the near future are inevitable.”

FM radio has been under constant government study for some years and it is urgently needed to revitalize the electronic industry, promote more active retailing and provide continuous support for skilled workers, Sir Howard asserted.

Sir Howard’s remarks have prompted little support from the rest of the electronic industry, particularly in the light of the annual report of the Australian Broadcasting Commission Tabled recently in Australian Federal Parliament.

In a section devoted to FM it stresses again that the Government “is still concerning itself with the introduction of FM in the foreseeable future. Government policy on the matter was laid down after an FM Inquiry in Sydney and Melbourne in 1975.”

The most telling argument used against FM at the time was that its introduction would be ill-timed in the light of the development of TV and the economic strain on communities absorbing it.

A report tabled in Australian Federal Parliament reveals Australian commercial radio stations upped their 1965/66 income by about $2 million over the previous year to $285 million.

And for the first time since the rate was imposed in 1965/66 the commercial TV industry suffered a marked downturn in advertising revenue, dropping nearly $2.5 million to a set of $38.5 million.

Radio, the first of the two air services to top $1 million in annual profits, had added only three new stations between 1959 and 1966 (from 101 to 110) but since then has increased its revenue by 35%.

A breakdown of country radio ratings for the first week of November shows that since March, 1966, radio audiences fell 15% and have increased by 11.7% per cent; from 9 a.m. to 1 p.m. by 13.4% per cent, to 2 p.m. 13.5% per cent; from 4 p.m. to 7 p.m. 12.4% per cent, and from 7 p.m. to midnight 4.5 per cent.

The Bureau also says that 40% of all cars have radio and 59% per cent of new cars in 1966 were radio equipped.

Australia’s 11.6 million people, compared with 2.6 million TV sets and a 4.4 million daily press circulation.

The reason: FM radio

Atoll Operators Are Given Chance to Operate.

Savannah, Ga. — WSAV, 1,000-watt Coastal Broadcasting Station, said it plans to launch a stop the 1965-66, as its second year of operation, and has been operating since the time that more time with more “reasonable programming.” He said it previously had been aimed toward musicians rather than listeners.

Atlanta has a new cultural center which Jeblie feels will be a “top-notch” sound system.

Since the opening of the new station two years ago when the previous management had lost over $100,000 in its operation, it has been going in the black since that time with more “reasonable programming.”

He said it previously had been aimed toward musicians rather than listeners.

KJAZ Jazz Conscious

San Francisco—KJAZ, the Bay Area’s full-time jazz voice, is aware of the blend of jazz with the whole folk-blues-rock scene. The station has altered its slogan to alternate Jazzman and the Grateful Dead in its library... along with Thelonious and Miles and 4,500 other selections since the early days.

Owner-general manager Pat Hemp Henry sees the station’s music unusual in one respect. Whereas in the late 40’s and early 50’s, the hard-bop, core jazz composers and stylists influenced other jazz musicians, today it’s the ‘new-wave’ musicians who are starting to influence the direction of some of the jazz. The Beatles and Ravi Shankar are two examples.

Charles Lloyd, the headline garnering saxophonist, who is loved with equal fervor in Tullen, Sussex, and he would be the name of a band to be on the scene. The Grateful Dead’s Garcia and Phil Lesh are also well known. A few other musicians are also well known.

FMKC Going FM

Provo, Utah—New FM station slated to go on the air next month of December is FMKC-FM here, a sister station to KOVO. The stereo oper-
GIANT EASTON LAUNCHES WEEKLY SEG ON KGV-T

PORTLAND, Ore.—Lynn Easton, former lead singer for the Kingsmen and author of their "Jolly Green Giant" hit record of a few years ago, has bowed a weekly bandstand-type show on KGVT, Portland. Afternoon show is called "this is It," lowercased just like it reads.

Easton hosts more than 75 local high school students each week, with a different guest performer or band on the show. The first show Oct. 14 featured interviews with two of the Kingsmen and a live performance of "Stevey" by Lanny Hunt and the Uniques. Easton, now with the advertising firm of Keith R. Petzel, Inc., on the show. A feature of each show is movies taken on a different school.


**WVRC Into All-Request**

**HARTFORD,** Conn. — WVRC, one of the nation’s leading powers in new singles, has launched a three-hour morning all-request show, featuring mostly oldies. Bertha Porter, music director of the Hot 100 outlet, said the station has been excellent in the two weeks she has been on air. Requests are accepted on the phone 9-10 a.m. “Just as fast as we can write them down.” Then new personality Jim Peterser leaves in the morning every other record. Miss Peterser said he shows up noon to appear housewives and other listeners who seem to want to hear past hits.

**WABC's Leonard 'Turned On'**

> *Continued from page 55*

Financing music. All of these—a number of shows being incorporated into a type of new music that doesn’t have a soul. Music. Soul music has been the growing cry of the TV trade for the past four years and the reason, he said, is that there are few Negro stations today. R&B music is not being produced specifically for Negro audiences. In many cases, the record doesn’t even feature Negro artists.

Deeply to be successful, should play as many legitimate hit records as possible in show. Leonard said. This doesn’t mean that you don’t expose new records with merit, but “if you have the ability to in any way control your program, it’s your duty not to play the bottom 40. The listener is going to hear the big records.” It’s up to the deejay to program skillfully enough so that the listener is entertained for an hour and not feel the repetition “wearing.” He said he asks himself each record that he selects from the playlist—“Is it a top 10, has it been a top 10, will it be a top 10?” He doesn’t advocate playing oldies older than three years as a steady diet, feeling the music has changed too much in recent time for listeners to identify with old records.

The deejay should protect his integrity, he said. He should be honest with his audience. “To take that away from the “Top 10,” instead of trying to be someone else, be yourself. On a day-to-day basis, hard to do an act. But if you’re nobody yourself, you can’t be nobody else, you can be fresh everyday.”

**WDKN Sales Up**

> *Continued from page 42*

Every buyer said for an FM band. He now stocks only AM—FM and FM radios. The station has been on the air 13 years with WDKN-AM, Potter contends he still has some of his original sponsors. The station serves a market covering parts of nine counties.

**Billboard Special Survey** For Week Ending 10/28/87

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Label, No. &amp; Fab.</th>
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<td>5</td>
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<td>2</td>
<td>TOPS-TOPPERS</td>
<td>The Troggs, Ember 546 (R&amp;R)</td>
<td>7</td>
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<td>WITH A LOT OF SOUL</td>
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<td>5</td>
<td>LOVE 8020</td>
<td>Dionne Warwick, Scepter 3503 (R&amp;R)</td>
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<td>TO TIM</td>
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<td>6</td>
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**Radio-TV Mart**

**RATES**

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<th>26¢ a word, minimum $5. First line only one word. TOTAL</th>
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<tr>
<td>for all sizes of ad in color on one</td>
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<td>for all sizes of ad in color on one</td>
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<td>page classified.</td>
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**SCHOOLS & SUPPLIES**

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<th>KFJI CLASSIC RADIO TELEPHONE</th>
<th>KFJII CLASSIC RADIO TELEPHONE</th>
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<td>KEVIN STREET</td>
<td>KEVIN STREET</td>
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**BUY ON TAP**

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<tr>
<td><em>I</em> (compiled by <em>Penthouse</em> magazine)</td>
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**Billboard 100**

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</tr>
</tbody>
</table>
Q: HOW DO YOU GET 26 ALBUMS AND 14 SINGLES ON THE CHARTS...AT THE SAME TIME?

A: BY INVOKING THE KNOW-HOW OF THE INDUSTRY'S MOST VOLATILE PROMOTIONAL STAFF!

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(NAT'L PROMOTION MANAGER)

CLYDE BAKKENO
(LOS ANGELES)

WALT CALLOWAY
(SAN FRANCISCO)

DON CARROLL
(ATLANTA)

BILL CASADY
(ChICAGO)

CARL DEANE
(NEW YORK)

FRANK PALANGA
(BOSTON)

MIKE GRATZ
(ST. LOUIS)

NORRIS GREEN
(DALLAS-HOUSTON)

ED KALICKA
(WASHINGTON, D.C.)

CARL MARDURI
(CELEVELAND-CINCINNATI)

RON MOSELEY
(NEW YORK-LOMA RECORDS)

VINCENZO PERNO
(DETROIT)

RONNIE SINGER
(PHILADELPHIA)

BOB SMITH
(SEATTLE)

WARNER BROS.-SEVEN ARTS RECORDS, INC.
The 2nd annual Baja Marimba Band Moustache Contest is open to all Distributors, Rack Jobbers, One Stops, Retailers and Radio Stations. 1ST PRIZE • An all expenses paid 1 week vacation for 2 to Spain. 2ND PRIZE • An all expenses paid 1 week vacation for 2 to Mexico City. 3RD PRIZE • A color T.V. 4TH PRIZE • On the road with the Baja Marimba Band for one week as band boy. Deadline for entering Nov. 15, 1967; closes Dec. 1, 1967. Final entry photo has to be mailed in by Dec. 1, 1967. To enter, submit a photo of yourself with name, address, and phone number to A&M RECORDS, 1416 N. La Brea, Hollywood, California 90028, Attention: Moustache affiliation. Soon to be released, the BAJAS' new album “FOWL PLAY”. 

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Arrange, Produce, Perform

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b/w "TELL ANN I LOVE HER" AB-125

For Abnak Productions

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RABON · EZELL · DURILL

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**NATIONAL BREAKOUTS**

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**NEW ACTION LP's**

These new albums, set on Billboard's Top LP's Chart, have been reported getting strong sales action. They deserve more attention.

**INCENSE & PEPPERMINTS**

Strawberry Alarm Clock: Uni 3014 (S)

**GETTIN' TOGETHER**

Terry Jacks & The Shondells: Reprise 25357 (M)

**TWO RAGA MOODS**

Ravi Shankar: Capitol T 10482 (M)

**GOODBYE & HELLO**

Tim Buckley: Elektra EK 1218 (M)

**MEXICAN TRIP**

Philips PHM 200-230: 7-4003-0-0

**SPOTLIGHT**

**MISSED**

The Beatles: Decca DL 47922 (S)

**CLEAR LIGHT**

Elektra EKS 7401-1 (S)

**DOWN TO MIDDLE EARTH**

The Hobbits: Decca DL 47929 (S)

**RACHMANNINOFF: EEZE OF THE DEAD/SCARLATTI: FORM OF ECSTASY**

U.S.S.R. Symphony (Stella--nev). Melodiya / Angel SR 40019 (S)

**CLASSICAL SPOTLIGHT**

Bach: Chromatic Fantasy & Fugue/Partitas Nos. 5 & 6

London Symphony Orch. & Chorus (Chelini), London CM 9003 (S)

**CLASSICAL SPOTLIGHT**

Liszt: Sonata in B Minor/Petrucci Sonsnets

Alicis Weisgarten, Angel S 34237 (S)

Westergard's recording of Bach's "Fantasy and Fugue" and the two sonatas are examples of inspired playing and are recommended.

(Continued on page 52)

**STRANGE DAYS**

The Doors, Elektra EKS 4014 (M)

**THE BEST OF DEL SHANNON**

Del-Fi DL 35024 (S); DLP 25382 (M)

**THE COWSILLS**

A.M.A. E 4498 (M); SE 4498 (S)

**EARTH MUSIC**

Youngbloods, RCA Victor LPA 3665 (S); ESP 3665 (S)

**THE MAGIC PEOPLE**

Poopy's, Verve Forecast FT 3026 (M); FTS 3026 (S)

**YOU'RE A VERY LOVELY WOMAN**

Harry Connick, AMM LP 122 (M); SF 4132 (S)

**MORE BRAZILIAN BYRD**

Charlie Byrd, Columbia CL 1972 (M); CS 4972 (S)

**PINK FLOYD**

Tower T 5093 (M); ST 5093 (S)

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**BREAKOUT SINGLES**

**NATIONAL BREAKOUTS**

**GLAD TO BE UNHAPPY**
Memes & the Papas, Dunhill 4107 (Chappell, ASCAP)

**SHE IS STILL A MYSTERY**
Levin' Spoonful, Kama Sutra 239 (Faithful Virtues, BMI)

**GET IT TOGETHER**
James Brown & the Famous Flames, King 6122 (Dyna- tone, BMI)

**HOMBURG**
Posed Honeymoon, A&M 655 (Tobin, BMI)

**REGIONAL BREAKOUTS**

**ALLIGATOR BOOGALOO**
... Dan Donaldson, Blue Note 1994 (Blue Horizon, BMI) (Cleveland-Pittsburgh)

**A LIFETIME OF LOVIN' YOU**
Yv. Mona, Liberty 30999 (Roma Sunco, BMI) (Minneapolis-St. Paul)

**I ALMOST CALLED YOUR NAME**
Margaret Whiting, London 1471 (London, BMI) (Atlanta)

**JUST YOU WAIT**
Roger Scott, Musilacan U.S.A. 111 (Sonobay, BMI)

**MYSTERY OF TALLAHATCHIE BRIDGE**
N. White, Big A 103 (Mormodules, ASCAP) (Atlanta)

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**TOP LP's**

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154 151 THE SANDROW STORY
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155 155 BETWEEN THE BUTTONS
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156 157 BY REQUEST
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157 156 GREATEST HITS OF ALL TIME
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158 158 JOHNNY CASINO'S GREATEST Hits, Vol. 1
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159 140 OUR SONG
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160 159 THE REST OF BILLY VAUGHN
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162 128 decoration of the spring, it arose, with MENDOZAS: CONCERTOS quartets
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163 1 LAURA, WHAT'S HE GETTIN' ME AN ACTORY
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166 159 TINY BUREN
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167 172 ERIC BURDEN & THE ANIMALS, Vol. II
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168 1 BARTOK, New York City Conducts, Vol. 1
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169 1 FOR YOUR LOVE
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170 170 TIME, TIME...
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171 192 PAINT IT BLACK
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172 1 LEONARD NIMNY PRESENTS LP SPOOKS MUSIC FROM OUTER SPACE
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173 148 STRANGER THAN THE NIGHT
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174 199 BRANDISH MAN
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175 174 DOUBLE TROUBLE
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Classical Music

Classical Market Is Feeling Pinch
Of Price Rise on Monaural Product

(Continuation of a series on classical music and recording trends as seen by leading figures in the classical record field who were interviewed separately.

NEW YORK—Decreasing influence of monaural recordings in the classical market was caused by Herb Goldfarb, national manager of London Records, Robert Corsack, manager for Decca Records, and Herb Corsack, national sales manager of Vanguard Records. Corsack said Vanguard was discontinuing release of monaural classical except for a few new titles. It will continue to issue product in both monaural and stereo. The remarks of the sales managers are per in a panel-discussion program under the baton of Karel Ancerl, one of the world's foremost conductors. Three of the four selections are on Parma Records, Ancerl's new label, "Concerto for Orchestra" and "Symphony No. 4" conducted by Gennady Rozhdestvensky, "Romeo and Juliet," conducted by Ancerl.

The whole piece was a good example of orchestral discipline and clarity. Ancerl's interpretation of the old favorite was really delightful, the violas, the farthest

For Ready for 68

SANTA FE, N. M.—Work started on the Santa Fe Opera House is slated to be completed in time for the opening of the 1967 opera season. The $600,000 price tag included the cost of the old building, which was destroyed in a July 27 fire. The theatre will seat 1,500. The old house had a 1,221 capacity.

FRED KIRBY

BRENAN: It's difficult to say whether classical monaural records are doing any worse than pop instruments, which also have experienced a sharp drop. Vocal recordings do better in both ways.

GOLDFARB: Racks now are serving full departments and have, therefore, been compelled to produce and are recording important classical sales. While racks are heavier in low price merchandise, they're carrying all price categories.

BRENAN: Difficulties of retailers in smaller towns and cities have been produced a gap, which has been picked up by rack jobbers. Having more financing than most independent dealers, racks such as classical music, which will not have as quick a turnover as select pop product. In many cases, racks service discount stores in major suburban shopping centers in areas where there was no important price competition. These are helped by the traffic generated by the shopping centers.

CORSACK: Novelties, including previously unreleased baroque music, will become the key sales items, including electronic music. Composers like Stockhausen and Boulez are becoming more important. Star performers and orchestras, who, will also continue to sell at low price merchandise. Only stars will be able to sell warhorses.

GOLDFARB: There is still considerable value in names such as Joan Sutherland, Renata Tebaldi and Gary Nilsson. These are available.

We also were delighted with Leonard Bernstein's recordings, Mogens Gellerup's and Evert Myrman, in stereo only.

GOLDFARB: We have felt the pinch in monaural sales more in the classical area than in any other segment of the record market. But, while stereo sales are far in excess of monaural sales, there are still monaural sales. Why shut these out? Except for stereo-only lines like Phase 4, London and R.C.A., there are lists in both monaural and stereo versions.

CONCERT REVIEW
Ancerl Conducts the Czech To an Exciting Program

NEW YORK—The Czech Philharmonic, one of the world's outstanding orchestras, was in top form at Carnegie Hall on reissue of "Orchestra of the Century," and "West Side Story," and "Outrageous Fortune," and "Breakfast at Tiffany's," and "The Great Gatsby," and "Pillow Talk," and "The Sound of Music." The program was an overwhelming success, and the audience was on its feet for an encore.

Classical Notes

Sopranos Iva Lungu will re- release on the "Auszand Apella" with the Dallas Civic Opera, performing a role in "The Barber of Seville," under the baton of Maestro Ennio Morricone, and "Il Trovatore," under the baton of Maestro Michael Giacchino. The program is a treat for opera lovers, with a variety of works from Verdi, Donizetti, and Rossini. It's a good background to have.

DECCA will soon release a second set of recordings featuring the world premiere of "The Golem" by Schubert, Schumann and Hindemith. The new set will be accompanied by a 2-LP recording of Puccini's "Tosca" in its entirety, along with Desi, Nino, and Dizis, and the choir and orchestra of the Berlin Philharmonic under Sir John Barbirolli, Rome, under Lorin Maazel. A further Teldec opera recording is scheduled in arias from Donizetti and Verdi, with the Orchestra of the Rome Opera under Olivier de Fombières. Maestro Emmond, the Dutch (Continued on page 69)

Choral Music Shares
American Opener

NEW YORK — A strong, varied program opened the sixth American Symphony Orchestra's "Concert in Gettysburg" with a choral work by Leonid von Steins, "A Masque That Strikes Me That," "Massa's Majesty," and "Lincoln, the Great Composer," were clear, spirited and powerful, an unusual season opener.

But, Stokowski didn't let the novelty end there. His next selection was a overpowering reading of the Prologue from Beethoven's "Messiah," a work he had conducted before. While bass Raymond Buckingham was weak vocally and dramatically as soloist, the two choruses and the Boys Choir of San Francisco, with director William Seif, master of the choristers, were effective and the young boys added a feeling of innovation was having a brass section and a heavily accompaniment to the heavenly choir. A section of the prologue is concluded in a new London LP featuring Nicolai Ghiaurov, who is well known to the work. The opera itself has much to offer musically and dramatically.

(Continued on page 69)

Philips Releases 2 Sets of Contemporary Polish Music

CHICAGO — Two sets of contemporary Polish music are being released this month by Philips Records including a brand new album of the Polish composer, Witold Lutoslawski, performed by the Warsaw National Philharmonic Orchestra under the baton of old Rowicki. The album contains a set of excerpts for the "Symphony Concerto for Orchestra." "Funeral Music," and "Venezetian Games." The other Polish set features Penderecki's "Passion and Death of Our Lord Jesus Christ Accepted to St. Luke" with the "Threnody to the Victim of Hiroshima" on two LPs. The "St. Luke Passion," a Grand Prix du Disque LP on Decca.

The world premiere, which was cut on Philips in Western Europe and in mono on the Polish Melodia, is also available. The two-LP package will list for $6.98.

Rounding out the Philips re-lease is Bernd Haitink and the Royal Philharmonic, with Leonard Bruckner, Lorin Maazel and the Berlin Radio Symphony in Monod, Prokofiev's "Symphony No. 4," and the harpsichord and harpsichord duet, "Hieronymus Bosch." The Polish World Series release includes the complete piano music of Debunk in discs played by Werner Haas, Gilbert Kalish, and Pierre Benzi and the London Symphony in Brist.
**Rossini Out On Nonesuch**

NEW YORK — Three of Rossini's operas are being released by Nonesuch this month, the first low-price reissue of operatic music. Louis Arsuilcombe conducts the Toul-ouse Choral Orchestre in "Symphonies Nos. 1, 5 and 6." Another first budget release is a program of Piano "Bal-11ude for Piano and Orchestra" and "The 1111 and 1111 Choral Incidental music to his "Fille de Jo-11inse" with Serge Baudo and the Orchestre/Capelle des Concerts du Conservatoire de Paris, conducted by the piano soloist in the "Bal-11ude." Rounding out the Nonesuch October release are Holmous Rilling and the Griegolh Kentori in Italian madrigals of Nicolo Schetsch, Albert Pul-11er in two J. S. Bach harpsichord preludes, and Lionel Jone11s and the Little Orchestra of London in four symphonies of C. P. E. Bach.

**Fournier to Kick Off Tour in Cleveland**

CLEVELAND — Cellist Pierre Fournier, Deutsche Grammophon artist, begins his fall United States tour here with the Cleveland Orchestra on Thursday (26) and Saturday (28), and he will give recitals at the New York City Carnegie Hall on Oct. 31. Other concert appearances will be with the Grand Rapids Symphony, Nov. 10, Buffalo Philharmonic, 19, 20, 21, Roch-11ester Philharmonic, 30; San Francisco Symphony, Nov. 6, 7, Chicago Symphony and San Diego Symphony, 14. Fournier's recordings also appear on Arch-11es, Columbia, Angel and Epic.

**Choral Music**

*Continued from page 68*

The evening ended with a routine reading of Brahms' "Symphony No. 2." The same program (first scheduled for Sun-day, 22) Stokowski and the Antioch College Orchestra has recorded for Columbia, Vanguard, RCA Victor, Decca and CRI. The Concert Hall Chorus, which were advertised along with the "M" Orchestra trio consisting of Ives "Symphony No. 4," and the "World of Charles Ives," on tour the orchestra plays the "Robert Browning Over-11ure." This last album also includes selections by Howard Or-11mandy and the Philadelphia Orchestra, conducted by Leonard Bern-11stein and the New York Philh-11armonic.

**E. German Artists**

*Continued from page 68*

baritone, sings arias from Hand-11el, Telemann and Bach in a Tel-11ec LP of music from the Measure of the Moon." This Telefunka recording is with the Boston Symphony in New York, Hamburg; the Concerto Amster-11and under Jago Schroeder; the Vienna Symphony in Con-11certus Musica, Vienna with original instruments under Napo-11lius Haenoun.

Telefunka is preparing the release of a new CD with Schubert's complete piano trios with the Vienna Trio consisting of Rudolf Buchbinder, 21, Peter Guth, 24, and Heidi Litzscher, 23.

**Classical Notes**

*Continued from page 68*


Jean Martinon is replacing Igor Stravinsky as conductor of the French National Orchestra, which has been under this program of the composer's music. Martinon is conducting the program. Stokowski was on hand for the Con-1111oration difficulties caused the cancellation of the Columbus, Ohio, concert of Arthur Fiedler and the Ton-11311l Symphony Orchestra on Thursday (19), as Fiedler had been rescheduled earlier. . . . Qualcom Records noted that this season version of Kodaly's "Dances of Marsarc" is Sup-11lementary Schwann Catalog for more than two years in performance by

**Merc. Issues 4-LP Package On Music of Portugal**

CHICAGO — A four-LP package of 18th century Portuguese classical music is being issued on Mercury this month with virtually all titles being first listings. The set is a Grand Prix du Disque winner. This set contains music of various artists under Vin-11us, Silva, Elinson, Jacinto, Avondado and Caravaggio.

Ferlo also is soloist with Renato Rutilo and the Gold-11nian Choral Orchestre on the second LP, which has orches-11tal music of Portugal, Car-11valho and Silva, and on the third LP has Olga Violante and Pier-11re Salzmann conducting the Goldonian Foundation Chorus in choral music of Morago, de Cristo, and Cardoso. Organist Gerolante plays music of Carreia, Coelho, Silva, Car-11valho, des Reis, and Jacinto on the fourth disk.

The second Mercury title, "Electronic Music/M a s u e l e l u c e n e e," is the first volume of a "Panorama of Experimental Music," recorded under the supervision of Pierre Henry in collaboration with the sound labora-11tories of the West German Radio at Cologne, the Italian Radio at Milan, French Radio and Television, and the Studio Aposime of Paris, the album contains compositions of Berio, Madera, Ferrante, Xena-11s, Dufrenne-Baronnet, Kagal, Eintert, Henry Ligei, Bou-11ceurel and Pousseur.

**Best Selling Classical LP's**

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**Billboard Special Survey for Week Ending 10/29/67**
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Country Music

WSM All-Star Breakfast—Meat Minus the Gravy

By BILL WILLIAMS

NASHVILLE — WSM’s annual “spectacular” during the Grand Ole Opry birthday celebration brought a large audience to the absence of some of its top names.

This, along with a published list of members of the “Grand Ole Opry” for the year 2024, shows how many of the artists have been dropped for failure to honor the 20 times a year appearance agreement at the Opry.

Among those not on hand for the show, and not included on the list, were Bobby Bare, June Carter Cash, Merle Haggard, Connie Smith and Lefty Van Dyke. Each had been listed as a member of the Opry.

Also absent from the spectacular was Marty Robbins, but his office daily Press release did fill an engagement elsewhere.

“Opry” officials announced signings of new members, but made no mention of new artists for any reason. Each of these artists is new this year, however, have been noticeably absent from “Opry” appearances during the past year. Others, it is believed, will barely make their 20-week commitment by the end of the year.

Each artist who becomes a member of the famous show attracts considerable stage action at the Opry House 20 weekends during the year. The figure previously was 26, but was lowered in recent years.

The Opry management refused to allow use of his name, said the 20-week figure is “ridiculous,” and imposes a hardship on artists whose records are doing well and have an opportunity to make the most of their chart positions by accepting bookings throughout the year while they are at their peaks.

The WSM position has been to allow these artists to leave. It listed Roy Acuff, further use of the “Opry” name while playing appearances. The Opry position is that a new artist is only granted an “Opry” right this frequency is rarely abused. When they will be allowed to return to play “Opry” at a late date depends upon the availability of an opening, the popularity of the artist at the line, and other factors.

Among those who have left the “Opry” at one time or another and later returned were George Jones, Merle Haggard, Mor- gan, Minnie Pearl and Justin Townes.

The “Opry” during the past year has signed several new artists to the stage. They include Jennie Seely, Charlie Walker, Stu Phillips, and the Four Guys. Current acts on the “Opry” list number 51. Of these, 16 have records on the Billboard country charts. Consistently, 16 former members of the “Opry” list also currently have releases on the Billboard charts.

The most consistent chart-makers among the present “Opry” artists are Jim Ed Brown, Bill Anderson, Skeeter Davis, Roy Drusky, Flatt and Scruggs, and the Louvin Brothers. George Hamilton IV, Jim Denny, Paul J. Smith, and the Lord, Loretta Lynn, Tex Ritter, Del Reeves, Jean Shepard, Billy Walker, Kitty Wells, Ray Stevens, the Righteous Brothers, Jeannie Seely and Marty Robbins.

Music City Golf to Ray Price Foursome

NASHVILLE — Columbia recorded its share of the action when it put on its annual party for Norby Willard and his contingent of fellow golfers to victory in the third annual Music City Golf Classic, Tournament last weekend (14-15 May). The $3500 purse of the foursome consisted of PGA pro Billy Maxwell, Philadelphia Phillies pitches jim janney, and attorney John J. Hooker Jr., business partner of Minnie Pearl.

A two-day crop of 26,000 eggs was hatched and the members put the tournament well in the “black.” In the individual pro play, the leader developed Bob Goody and Dave Beman from Columbus, Ohio. A score of 135 at the Bluegrass Country Club, and split the second prize.

Finishing behind the first place team were the four of Don Cherry, Booty Randolph, Monument President Fred Foster and James King. Other notable foursomes among the finishers were Jim Ed Brown, Minnie Pearl, Perry Como, Bud Logan, Bob Lambur, Eddy Arnold, Frank Onuf, Young, Snoopy Lamson, Charles White, Charlie Prague, Ernest Tubb, and Jim Glaser.

High among the celebrities were Johnnie Wright, Ross Baas, Lawrence Welk, Johnny Bezdry, Bob Durgin, Dixey Dean, Earl Furie, Jolie Malahud, Ott Devine, Jack Col- lins, Wynn Stewart, Barbara Hackett, Andrew Benedict, Larry Moeller, Irving Waugh and Roy Black.

Individual prizes were won by Bill Harris and Jim Ed Brown. Price counted the title for his team when he sank a 3-foot putt on the final green.

Metronome Prize to Rose

NASHVILLE—The third annual "Metronome" Award was presented Saturday night (21 June) at the Grand Ole Opry House. The award, given by Nashville Mayor Beverly Reiley, is the 18th annual "Metronome" award presented to an individual adjudged to have contributed most to the development of the music business in Nashville. It is given by the board of the music business of the city.

The two previous recipients were Chet Atkins, RCA Victor, Rose, and is the first publisher to receive the coveted trophy. The presenta

Country Music Awards

Music Awards to 65 Writers, Pubs

NASHVILLE—BMI’s Citations of Achievement were awarded here today to the writers and publishers of the major 40 country songs. Robert Sear, president of Broadcast Music, Inc. (BMI), and Frances Williams Preston, vice-president of BMI’s Nashville office, presented the awards to 34 BMI writers and publishers.

The awards were based on performances during the period from July 1, 1966 to March 30, 1967.


Also: "The Shoestring Goes On the First Floor Tonight," Buddie Mize—Mariposa Music; Some.

(Continued on page 90)

7 Groups of Awards Given out by SESAC

NASHVILLE—SESAC presented awards to artists, composers and publishers at this city’s first pre-convention function of the action-filled week. Following a champagne dinner diners tooted the 65th of the awards were given. Recipients were:

THE UNBEATABLES

BILL ANDERSON & JAN HOWARD

TOGETHER AGAIN

ON A GREAT NEW SINGLE

"FOR LOVING YOU"
C/W

"THE UNTOUCHABLES"

32197

DECCA RECORDS, A Division of MCA Inc.
WANTED

WILD DESPERADOS
WILD ALBUMS

SLIM WHITMAN
FOR SPREADING
"COUNTRY MEMORIES"
LP-9356/LP-12356

JIMMY BRYANT
ALIAS
"THE FASTEST GUITAR IN THE COUNTRY"
LP-9360/LP-12360

BUDDY CAGLE
WHO'S BEEN A
"LONGTIME TRAVELING"
AND
LP-9361/LP-12361

SANDY NELSON
FOR SNEAKING HIS
"SOUL DRUMS"
INTO IMPERIAL COUNTRY
LP-9362/LP-12362

The most wanted albums hide out in Imperial Country.

BIG REWARD
NASHVILLE—Country music is selling more records than ever, appealing to more young people than ever, and developing more young artists than ever, according to Sidney Goldberg, vice-president for sales, Decca Records.

Goldberg added that country artists possess a lasting talent which keeps them popular beyond their formative years.

He and other music officials spoke out in response to statements by John Sippel, editor of the Mercury Records (Billboard, Oct. 21) in regard to the future of country music.

Among other things, Sippel charged that there are no teen singers today. "What about Hank Williams Jr., Lynn Anderson, the Lorsomine Rhodes, Debbie Laurie Kay, Bobbie Wright and others," asked Owen Bradley, Decca's ad chief in Nashville. "And take the dozen or so that are around their early or middle 20's, who rose toward the top in their teens? The Wilburn Brothers have been recording since they were children. Brenda Lee, who now has reached the vipers age of 22, has been recording here for 12 years. Fanny Cray was 17 when she got started. Goldie Hill was only 18. It's ridiculous to say that there aren't young artists in the field," Bradley added.

Country Boom

Bob Johnston, ad director for Columbia in Nashville, felt that, "Country songs and country music are booming as never before. Look at nightclubs, look at sales. Look at the country songs breaking into the pop field. Look at the pop artists recording country songs—for sale to a young audience.

"We have plenty of new, young talent, and they'll be around for a long time," said the Columbia producer. "That's the beautiful thing about country music. We're always establishing young artists, and then we watch them grow."

Fred Foster, president of Monument Records, was most vehement in his rebuttal. Two years ago Foster expressed himself on the theory of developing young talent, and then started to do something about it. He signed and developed Dolly Parton, then 19 years old, and Joni Mitchell, who was 23. In these two years he has developed young college-age artists for his label, such as Nanci Nelson, Tommy Hammond, Ray Price, and young Ed Wal, Henson Cargill and others.

"The concept of someone suggesting you get your names into the recording field is a little strange," Foster said. "We've sold singles and albums. Country music has vitality and strength, which are symbols of youth."

Bob Montgomery, ad director for United Artists, said virtually the entire stable of stars is extremely young. He pointed to Lewis, Dennis, Dewey, Hal and Johny Darrell, adding that "Danny Price just got his third recording."

Most of the record men noted that many country songs today are moving over to the pop charts, a strong indication that young people are buying the records. One survey reported that at the "Grand Ole Opry" show that 80% of the audience to the show becomes lower each time a survey is taken.

Alluding to the article quoting Sippel "If Dave Dudley moved to Nashville he'd lose his sound,") the artists and others were quoted as saying that Dave Dudley not only has long recorded in Nashville, but has moved away as well. "He hasn't lost the sound yet," one producer said.

"Alyson Jennings, also referred to in the article, also bases his Nashville and records here. Pee Wee King, although gained his fame in Nashville, was a successful Decca artist, said what Sippel doesn't know to reach is that country artists can't become stars overnight. There aren't many young overnight sensations in this field," Mack pointed.

"Most country artists find Nashville young and struggled for years to become established. Many of them hold to all the Nashville standards, but certainly not teenagers any more. Yet our audiences are young."

Concerning the charge that Nashville has virtually the same sidemen and the same producers and the same writers on almost every record, it was pointed out that the city is full of songwriters, a lot of them out on the Billboard country charts more than 50 different writers are represented among the song producers, both independent and with publishers, have found Nashville in recent years, and the city keeps hundreds of its sidemen on permanent recording.

"Lutes, Calio Herstein was too busy to be hello. He was recording Johnny Darrell, the son of the old-time Darrell. Darrell had just turned 20, in his first session. And from Newport, Tenn., came word that Vibert Records had just turned out a release by 13-year-old Dennis Blackwood, who had recorded a pair of Acast-Rowe songs especially designed

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

October 28, 1967, BILLBOARD
Black coffee, cigarettes and a bed that gives no rest...

YOU’RE THE REASON

JOHNNY TILLOTSON

Every time Johnny dips into his country bag, he comes up with a great pop hit. And he's done it again!
CONGRATULATIONS

...to the winners of the
BMI 1967 Country Music Achievement Awards

For the most performed Country songs July 1, 1966 to March 30, 1967

AINT HAD NO LOVIN'
Dallas Frazier
Blue Crest Music, Inc.

ALMOST PERSUADED
Glena Sutton, Billy Sherrill
Al Gallico Music Corp.

BLUE SIDE OF LONESOME
Leon Payne
Acclaim Inc.

DISTANT DRUMS
Cindy Walker
Combine Music Corp.

DON'T TOUCH ME
Hank Cochran
Pamper Music, Inc.

EVIL ON YOUR MIND
Harlan Howard
Wilderness Music Publishing Co., Inc.

FLOWERS ON THE WALL
Lewis DeWitt
Southwind Music, Inc.

FOUR-O-THIRTY THREE
Earl Montgomery, George Jones
Glad Music Co.

FUNNY FAMILIAR FORGOTTEN FEELINGS
Mickey Newbury
Acuff-Rose Publications, Inc.

GREEN, GREEN GRASS OF HOME
Curly Putman
Tree Publishing Co., Inc.

THE HURTIN'S ALL OVER
Harlan Howard
Wilderness Music Publishing Co., Inc.

I CAN'T STOP LOVING YOU
Don Gibson
Acuff-Rose Publications, Inc.

I GET THE FEVER
Bill Anderson
Stallion Music, Inc.

I REALLY DON'T WANT TO KNOW
Bob Morris
Four Star Music Co., Inc.

KING OF THE ROAD
Roger Miller
Tree Publishing Co., Inc.

LONELY AGAIN
Jean Chapin
Four Star Music Co., Inc.

LOSER'S CATHEDRAL
Glenn Sutton, Billy Sherrill
Al Gallico Music Corp.

A MILLION AND ONE
Yvonne Devaney
Silver Star Music Publishing Co., Inc.

MISTY BLUE
Bob Montgomery
Talmont Music Co.

OH, LONESOME ME
Don Gibson
Acuff-Rose Publications, Inc.

OPEN UP YOUR HEART
Buck Owens
Blue Book

RIDE, RIDE, RIDE
Liz Anderson
Yonah Music, Inc.

ROOM IN YOUR HEART
Frances Long, Sonny James
Marson, Inc.

THE SHOE GOES ON THE OTHER FOOT TONIGHT
Buddy R. Mize
Mariposa, Music, Inc.

SOMEBODY LIKE ME
Wayne Thompson
Earl Barton Music, Inc.

STAND BESIDE ME
Tompall Glaser
Glaser Publications

STREETS OF BALTIMORE
Tompall Glaser, Harlan Howard
Glaser Publications

SWEET DREAMS
Don Gibson
Acuff-Rose Publications, Inc.

SWEET MISERY
Jan Crutchfield, Wayne P. Walker
Cedarwood Publishing Co., Inc.

SWEET THANG
Nathan W. Stuckey
Su-Ma Publishing Co., Inc.

TENNESSEE WALTZ
Pee Wee King, Redd Stewart
Acuff-Rose Publications, Inc.

THINK OF ME WHEN YOU'RE LONELY
Don Rich, Estella Olsen
Blue Book

TIP OF MY FINGERS
Bill Anderson
Tree Publishing Co., Inc.

TOUCH MY HEART
Aubrey Mayhew, Danny Young
Mayhew Music

WALKING IN THE SUNSHINE
Roger Miller
Tree Publishing Co., Inc.

WALKING ON NEW GRASS
Ray Pennington
Pamper Music, Inc.

WHERE DOES THE GOOD TIMES GO
Buck Owens
Blue Book

YOU AIN'T WOMAN ENOUGH
Loretta Lynn
Sure-Fire Music Co., Inc.

All the worlds of music for all of today's audience.
NEW GROUP—NEW SOUND

the GENTS

I WONDER WHY

C/W MOONLIGHT SONATA

NRS 91067

Record Produced by Charlie Dreyer

Their contagious good vibrations excited mamas and papas... in the audience, as well as the kids. The Gents are not flower children in sound or appearance. Said one captivated listener... “They are angel children. They could charm the birds out of the trees.”
French-Canada Comes of Age As Self-Sufficient Market

By KIT MORGAN

MONTREAL—French-Canada has become virtually a self-sufficient record-market area in recent years, a large and lucrative market for local talent. French-Canadian artists are taking over the charts from artists from France. Original material by local artists are now as popular as cover versions of U. S. or French hits, and with many French-Canadian artists playing such top Paris showcases as l'Olympia and Botin's and winning record releases in Europe. Now more and more, French-Canadian artists are looking to the rest of Canada as a potential new market for records and personal appearances.

The CAF-CAPAC (Canadian Association of Broadcasters-Composer Authors and Publishers Association of Canada) Committees for the Promotion of Canadian Music has sponsored an album, "A-12," featuring three French-Canadian conductor-composers interpreting, instrumentally, the music of 12 French-Canadian chansonniers, specializing to bring this music of French-Canadians to the rest of the country.

The album, just released on Archambault's Select label, to be distributed outside Quebec by one of the majors, contains the best-known compositions of chansonniers Gilles Vigneault, Felix Leclerc, Claude Lelivelle, Jean-Pierre Ferland, Georges Dor, Pierre Letournet, Stephane Yenne, Francois Dompierre, Robert Charlebois, Francois Conisseur, Jacques Blanchet and Paul De Margerie, performed by orchestras of some 30 musicians conducted by Meil Chomet, Paul De Margerie, and Marcel Leveque. A leaflet of program notes in English is included in each album.

While most French-Canadian artists are taking on the French-Canadian product more or less available across the country, the promotion, now more independent French-Canadian labels are looking at the broader market. Discs Gamma and De Sonshine has gone to distributors in Australia and New Zealand, while it's reported that Discs De Sonshine and German distributed in Canada and Quebec, and Discs Gamma distributed in Canada.

More French-Canadian artists, primarily in the chansonnier (folk) or chanteuse field rather than pop groups, are venturing outside Quebec for personal appearances. CBS Records' Monique Leyron, who won acclaim in New York before braving Toronto last year, is now winding up a tour of some 40 cities, covering every province, even the North, with the help of promoters Claude Gauthier and Louise Forester tour Western and Central Canada Nov. 1-18, and Capitole's Les Alexandres is taking their nine cities in the West and Ontario. Colleges are proving particularly receptive to French-Canadian artists.

EMI Australia in New Distribr

Sydney Australia to Boost Classical LP's

By JOCK VEITCH

SYDNEY—EMI (Australia), Ltd., has begun a new system of LP distribution aimed at boosting sales of classical albums to the 10,000 sold in the British Decca range.

Next month LP's will be issued under the all-inclusive EMI label. It will include work issued outside Australia issued on the Columbia, HMV, Val, Angel and Regal labels.

EMI Promotion Manager Kevin Ritchie explained: "Our major problem has been that while there is a tremendous interest in classical music around, many of our distributors and our suppliers don't know much about it."

"They show the people in the shops our release list, which is designed to be generous. If they saw familiar names like the Beatles or Nat King Cole they'd order them. And if a LP was issued under the Decca label they wouldn't have it in stock. If they did have the record they wouldn't know how much we'd get for it."

Pathfinders Issued

EMI is getting over this communications problem by issuing to salesmen and distributors pamphlets printed on paper plastic and distributed to all record clubs and describing the works. Also printed are extracts from press reviews of the discs, and much regard to classical music.

"Classical LP's are normally made up to 22 and 26 per cent of the company's sales. EMI is now Australia's biggest classical seller. Actual sales figures from the new promotion are not yet available, but we have actual figures," said Ritchie. "We expect substantially increased sales because of the enthusiastic promotion. Nobody has really gone out to sell classical records here before."

Sunshine Opens Skies to LP's; Aussies Live Dates

Sydney—Sunshine Records, formerly Australia's most successful LP distributor, has decided to move strongly into the LP business. Emphasis will be on "live" performances tied in with the popular Sydney Opera House. "Local singles just aren't selling any more," said Sunshine's record producer Steve Neal. "The bloom seems to have gone off the local artists as single sellers, but if they're properly promoted they go well on LP's."

"EMI recently released an album of ABs just to test the waters. The result was phenomenal and when they showed a local group called Paleface they'd care 10,000 records in the Chevron Hotel's Skybar at Surfer's Paradise. The local artist had 1,000 copies of performances and a few sold by the end of the show. They sold more than 2,000 copies in a few months."

"The artist's performances are on the show. When they are released with a local group called the Rhodesians, in the Chevon Hotel's Skybar in a presentation of 12 million."

EMI's sales department reported sales of 140,000 LP's since the campaign started. Some 800 of these were specially prepared promotion albums featuring selections by various acts with the tagline: "A special show will be broadcast by Dutch radio and TV stations."

Inelco's RCA Country Drive

AMSTERDAM—The campaign, introduced in September to stimulate sales of the extensive RCA c/w catalog, continued until April 1968.

Inelco's sales department reported sales of 140,000 LP's since the campaign started. Some 800 of these were specially prepared promotion albums featuring selections by various acts with the tagline: "A special show will be broadcast by Dutch radio and TV stations."

Continental Bowls

OJSL—Continental Records, a new independent company, has been launched by Barry Matheson in association with the owners and managers of the bowling group, the Vanguards. Offices of the new company are located on the Spanish Radio and Television building in Oslo. First releases on the new label, "The Second Time Around," by Arne Bendiksen A/S, include disks by the Vanguards, the Country Muggers, and Jim Oddow and the Collection.

Staff, Space Up At Trans World

MONTREAL—Trans World Records, Inc., has added 4,000 square feet of space, and has increased its sales force of publicity of adding new lines. President Barry Matheson is president of the promotion of Sam Rubins to vice-president, finance, and Ken Hugger to sales manager. Production and promotions. Marcl Routbude, formerly with CBS Records, recently with Expo 67, has joined the staff.

The company's fiscal year, ended July 31, showed a 3 per cent increase over the previous year.
The Record Market is presold!

VIEWED ON NATIONAL TELEVISION AND SEEN IN PERSON BY OVER 100 MILLION PEOPLE

Mr. Record Dealer you should be stocking...

Mr. Record Dealer you should be stocking.

SOLD & DISTRIBUTED BY DON BLOCKER–TAPP
6725 SUNSET BLVD., SUITE 315, HOLLYWOOD 90028
D.J.'s WRITE FOR FREE COPIES

Produced by Brian Ross
Contest Set on Music Written For Computer

MEXICO CITY — A competition-based musical composition will be announced during the annual Congress of Information Processing for Oct. 24.

Entries for the competition will be invited for a score for an orchestra, accompanied by a score (where other instruments are involved) or only a set of instructions (if the score is produced by a machine with no legible score involved).

Closing date for submission of entries is January 2, 1969, at which time the results of the competition will be announced. These entries will be considered by a group of composers, including George C. Alexander, Editor of the American Radio History.

DGG BOWING A POP LABEL

HAMBURG — Deutsche Grammophon is introducing a new pop label—Karrusell on the German market. Titles in the Karrusell series are priced at $2.45. There are 40 titles in the initial Karrusell reperatory, ranging from ballads to rock and roll. After a month they will play to march music. The series features artists such as Hans Oster, Renate Caro, and his Orchestra, the Werner Zentgraf Sextet, Jahwah, and Zelma Zacharias, the Mont Carlo Light Symphony Orchestra, Gertrude Koch, and the Chor des Kölner Gregor, Harry Herman's orchestra, Horst Eberhards, and Ina Valente, Bruce Low, Lyle Andersen, and Carl Bay.

Pantis Labels to Release Gusher

MONTREAL—Probably the largest fall album release ever by an independent record company in the French-Canadian market is the L2-8LP collection being issued over a five-week period by Pantis, a sister label of DSG, and sister to the three labels, DSP, Citation and Téloès.

Pantis established his own operation earlier this year, after an unsuccessful attempt to sign the Sahadas, distributors of his labels, and now has with him the Georges L'Amour, and the Quebec producer Yves Martin, Jerry De- laire, and David Kinney.

Silk Touch, a previous album of his, is now on the country, and the first of its records to be released is in the San Remo Festival.

Velvet has released a record all of its own, calling it the "Abbracciare" album. The album is a combination of songs which has produced successful results, and which are sung in various languages, and which are sung in various countries. The songs include "Abbracciare," and "La Bella." The album contains a number of songs which are sung in various languages, and which are sung in various countries. The songs include "Abbracciare," and "La Bella." The album contains a number of songs which are sung in various languages, and which are sung in various countries. The songs include "Abbracciare," and "La Bella.

ELEAZAR LOPEZ

CINCINNATI

Ray Charles, his 17-piece band, the Barretts, fand vocal quartet, and the Black Five, a jazz band, are currently riding high on Capitol Records. Their single, "Sittin' in the Kitchen," has been in the pop charts for 14 weeks and counting, and is now the No. 1 record in the country. The Barretts, a vocal group formed in 1952, have been with Capitol since 1953, and have had 10 records on the charts.

BILLY MCGEE

BILL SACHS

DETROIT

Music Merchants and Stax Records have entered a new market in the Detroit area. They have just ordered the first 500,000 copies of "The Street's Got the Blues," a new collection of Stax hits, for release in the fall. The announcement was made at a 14-11. Bell, vice-president of Stax, was present on stage at the press conference to make the announcement.

Johnson Records, Inc., head of country and western music, has been ordered to produce 50,000 new records at 1595 Kennedy Ave., near the corner of Verona and Grand River. The factory has two years of records stock, and its current output is lace to 3,000 units a week (including Pearl Decades). The factory is considered a "Midwest hurray" group, and is expected to produce the 50,000 records this fall, with a new line-up of artists. They have just finished their first album for the label, and have another album in hand. A 14-14. Smith, the label artist, who is a consistent seller in Germany, England and Sweden, will be coming to Detroit for the album release.

A new album, "Good Time Woman," by "The World in My Pocket," has been released. The 4 Seasons played to a sell-out crowd in a two-hour presentation at the Apollo theater, New York, New York. The album has been released in Europe, and has been a best-seller in England and Germany. The 4 Seasons are currently touring the United States, and are scheduled to play in New York City on October 28. The album includes a number of their hits, including "Good Time Woman," "Sherry," and "For Your Love." The album has been a big seller in Germany, and has been re-released in France.

Eve Corps is the new program director at WCHB. The promotion manager in the Detroit area for the Mercury family of labels was hired by WCHB at the beginning of the month. The promotion manager is currently working on the promotion of a new album by the group, "The Street's Got the Blues," which is due out in October. The group has been on the charts for several weeks, and has been well received by the audience. The album includes a number of their hits, including "Good Time Woman," "Sherry," and "For Your Love." The album has been a big seller in Germany, and has been re-released in France.

The Groove's new album, titled "The Street's Got the Blues," has been released in Europe, and has been a big seller in Germany. The album includes a number of their hits, including "Good Time Woman," "Sherry," and "For Your Love." The album has been a big seller in Germany, and has been re-released in France.

ARLENE ALDERSMITH

Helsinki — The Sessions for Finnish Musicians has had a letter sent to Matti Kekonen, the Director of the National Broadcasting Company, drawing attention to the fact that the number of musicians in Finland are without work and urging stricter regulation of the employment of foreign musicians.

The letter was written by a number of composers and musicians, and was signed by Kekonen, Bo Svensson, Kari Tapani, and Arne Tapani. The letter asked the Ministry of Culture to take action to protect the musicians by signing. The letter was written by a number of composers and musicians, and was signed by Kekonen, Bo Svensson, Kari Tapani, and Arne Tapani. The letter asked the Ministry of Culture to take action to protect the musicians by signing. The letter was written by a number of composers and musicians, and was signed by Kekonen, Bo Svensson, Kari Tapani, and Arne Tapani. The letter asked the Ministry of Culture to take action to protect the musicians by signing.
THE AMERICAN BREED

...a leaping new rock-jazz single which should be in your hands today!

"BEND ME, SHAPE ME"

...a new rock-jazz album that's jumping with picks and charts!

Acta-Vote!!

ACTA #811

RECORDS, HOLLYWOOD 22, CALIFORNIA/A DIVISION OF DOT RECORDS, INC.

WWW.AMERICANRADIOHISTORY.COM
different nation, is playing a season at a Helsinki restaurant... Katie Helm (Top Voice), Marion Ross (Scoundrel) and Artur Kots (Snegula) will visit Moscow Dec. 13 to take part in the light music show organized by Finnish BBC and the USSR National Television Network... which will be seen in both countries... Harri Halla (1011) has recorded "Viento Valiente," the Finnish version of "The Last Waltz," and Pohjola Salo is releasing a new series of music for all tastes called the Home Record Library and featuring material from the British Sasa label in EP and LP forms. The new budget line (EP's $2, LP's $4) includes mostly steam people and customers who buy five records in the series are offered a sixth one free.

Eleven-year-old Merja Ikela an accordionist has made her debut as a soloist in "Flight of the Bumble Bee" and the old Russian folks song "Two Guitars..." Jukka Kerepasso (bass Master) has recorded Finnish cover versions of "Even the Bad Times Are Good" ("Kolare un servad" test) and "There Goes My Everything..."

KARI HELLOPALO

LONDON

Disc sales statistics continue their healthy upward climb with the July figures established by the British Phonographic Institute. Sales worth £120,000 more than for July 1965, and since the industry average sales 16 per cent at £3,944, LP's at £2,077 were 477,000 above last month's figures, and 45,500 discs by 342,000. The expected va-

sition season sales slump was not, however, with sales consid-
erably below the June level. There was a large response to Sir Malcolm Sargent's French "The Sleeping Beauty" and the 10-CD "Jill" on RCA Victor's label, featuring music with which the late maestro was closely asso-
ciated, including choral work by Daniel, Mendelssohn and Elgar. The Haslenda and Royal Canadian Symphonies will be featured in the BBC Symphony, the Royal Albert Hall, the London Philhar-
omusic orchestra, and the Liverpool Philharmonic orchestras. Oss's Colin Petersen and Vincent Melovsky have been re-

From The Mailthebridgect of the World

**Continued from page 82**

...Flight (EMI) and Smile (HAscot) ("Can't Buy Me Love," "Ain't No Mountain High Enough," "You Can't Hurry Love"")... have been set by pro-
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TOBRIDGEC

M.V. Minaflam Ltd, produces new titles to Canada No. 1, the "Monocle Series," a collection of classical and popular recordings

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**INTERNATIONAL MUSIC REPORTS**

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I Say A Little Prayer

(Burt Bacharach-Hal David)
Scepter 12203
Produced by Bacharach-David
Arranged and conducted by: Burt Bacharach

The new Dionne Warwick Single on Scepter Records.
Even bigger than "Alfie"?

Personal Management: Paul Cantor-Wand (212) CI 5-2170
<table>
<thead>
<tr>
<th>Country</th>
<th>City</th>
<th>Station</th>
<th>Frequency</th>
<th>Call Letters</th>
<th>Format</th>
<th>Audience</th>
<th>Notes</th>
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<tr>
<td>Chiba</td>
<td>Tokyo</td>
<td>NHK</td>
<td>728 kHz</td>
<td>NHK</td>
<td>AM</td>
<td>400,000</td>
<td>Radio NHK Chiba is a part of NHK, the Japanese public broadcasting service.</td>
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<tr>
<td>Hokkaido</td>
<td>Sapporo</td>
<td>HBC</td>
<td>702 kHz</td>
<td>HBC</td>
<td>AM</td>
<td>100,000</td>
<td>Local AM station in Sapporo.</td>
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<tr>
<td>Kyushu</td>
<td>Fukuoka</td>
<td>JBC</td>
<td>768 kHz</td>
<td>JBC</td>
<td>AM</td>
<td>100,000</td>
<td>Local AM station in Fukuoka.</td>
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<tr>
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<td>Okayama</td>
<td>RKB</td>
<td>768 kHz</td>
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<td>AM</td>
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<td>Local AM station in Okayama.</td>
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<tr>
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<td>768 kHz</td>
<td>HBC</td>
<td>AM</td>
<td>100,000</td>
<td>Local AM station in Sendai.</td>
</tr>
</tbody>
</table>

**Notes:**
- NHK Chiba is a part of NHK, the Japanese public broadcasting service.
- Local AM stations in Sapporo, Fukuoka, Okayama, and Sendai serve a specific geographic area.

**Additional Information:**
- NHK Chiba broadcasts a wide range of programs, including news, music, and cultural shows.
- Local AM stations are known for broadcasting local news, sports, and music.

**Further Reading:**
- Research the broadcasting landscape in Japan to understand the different types of stations and their formats.
- Explore NHK's official website for more information on their programming and services.

**Related Topics:**
- Japanese radio history
- AM radio in Japan
- Broadcast license in Japan

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**Image Description:**
- The image contains a list of radio stations with details such as country, city, station, frequency, call letters, format, and audience.
- The list is presented in a table format with columns for each of the mentioned details.
- The table header includes columns for Country, City, Station, Frequency, Call Letters, Format, Audience, and Notes.

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**Additional Content:**
- Explore the history and evolution of radio broadcasting in Japan.
- Consider the impact of radio on local communities and regional identities.
- Analyze the role of public broadcasting in a democratic society.

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**Conclusion:**
- Understanding the diversity of radio stations in Japan provides insights into the cultural and societal fabric of the country.
- Radio plays a crucial role in disseminating information, entertainment, and cultural expressions.
- The list serves as a valuable resource for anyone interested in the broadcasting industry, particularly in Japan.

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**Further Research:**
- Explore the impact of radio on education, news dissemination, and entertainment in Japan.
- Investigate the role of public broadcasting in promoting cultural diversity and heritage.
- Analyze the challenges faced by local AM stations and strategies for sustainability.
Breaking Records Everywhere

JAMES BROWN

Smash New Release!

GET IT TOGETHER

KING 6122

KING RECORDS, INC.
**Audio Retailing**

**Transistor Count Confounds FTC**

By MILLRED HILL

WASHINGTON—The Federal Trade Commission is wrestling with its troubles figuring out trade definitions. FTC is trying to determine the number of transistors in advertising and labeling of transistor-count in portable radios.

The clearest thing to come out of the Commission's recent oral hearing on the "wild numbers race" in transistor advertising was that the whole issue is pretty cloudy. It also appeared that future developments in the electronics of listening and design will make it even more so.

At the Applied Industries Association (EIA) spokesmen frankly acknowledged that industry's trend to "solid state" terminology hopes to divert both advertising and consumer from grading radios or other electronic entertainment items by the number of transistors they contain.

The higher the consumer count, the more impressed the customer.

During the hearing, it was brought up that the buying of phonographs and tape recorders, for example, has been greatly increased heavily by the number of transistors.

The FTC action to set up guidelines on this matter if industry compliance came out of complete agreement on certain Japanese import definitions.

"Anatol" or "parallel" transistors in the field could not function in the way the consumer uses them. Namely, to count up transistors, not by making his set better in amplifying and finding out the circle, FTC seems to want to make sure the consumer knows what he is getting and how it works.

At the Oct. 4 oral hearing, Harry Helfert, of Eastern American Industries, a New York importer who sells to chain stores, department stores, and dealers said his company had to discontinue sales of "fraudulently" stumped transistor sets from a certain Japanese manufacturer, "a company that was using what he termed "dummy" and "tandems," transistors, some of which were not even able to include any diodes.

Charles R. Suen, the head of an engineering firm, recommended that the Commission define what an actual transistor is and what it is not. He said that the confusion in the field is due to the definition of a transistor. He suggested that a transistor be defined as a device that can be used as an amplifier, a switch, or a detector. He also recommended that the definition be revised periodically to keep pace with new developments in electronics.

**New Speakers, Receiver From University Sound**

OKLAHOMA CITY—University Sound has just introduced four new speakers and its first, solid-state FM/AM receiver.

The receiver, the Studio Pro 120, carries a suggested retail price of $1500. It is said to be in development for two years and will be manufactured in two models, one for professional use and one for home use.

The unit is made of circuits, feet, and inches automatic logic circuit and 120 watts total IHF power output. The new speakers, the University 110, are made of larger size and weight, and the unit is made of the same material, and at a price of $110, from 30 cents. They are made of the same material, and at a price of $110, from 30 cents.

**Dealer Wraps Up L.P.s, Sales**

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MORE CANDY POWER TO YOU

THE FIRST BIG SINGLE BY THE CANDYMEN

"GEORGIA PINES"

ABC 10995
Produced by Buddy Buie

Turning Candy Power Into Sales Power
Spreading sweet joy in their current promotion tour coast-to-coast. Watch for them!

From their big first album "THE CANDYMEN"
ABC/S 616

ABC RECORDS, INC.
NEW YORK/BEVERLY HILLS
DIST. IN CANADA BY SPARTON OF CANADA
SALEMEN
TO SERVICE RACK OPERATIONS
Opportunity for wide-awake
agents. Must be willing to travel.
Wrong city? Despite the
New York, South Carolina.
Send resume to: BILLBOARD
MAGAZINE
165 W. 46th St.
New York, N.Y. 10036

PROMOTIONAL SERVICES
National Record Promotion
(You Record It—We'll Play It)
Music Masters Promotion Network
22 Years Experience
1300 Michigan Ave.,
Chicago, Illinois 60611
OVERALL PROMOTION
DISTRIBUTION ARRANGED
MUSIC+ RATES
ACCOUNT CONTACTS
RECORDING SERVICES
RECORDING LOCATIONS
RECORD PRECINCT
150 N. Wells St.,
Chicago, Ill.
Send All Requests to
Billboard Magazine
C/O NATIONAL RECORD
PROMOTION
CHICAGO, ILLINOIS
60611

CLASSIFIED ADVERTISING RATES
REGULAR CLASSIFIED AD: $2.50 per
word. Minimum: $5. First line set all caps.
DISPLAY CLASSIFIED AD: $1.50 per
inch. Additional inch in same ad, $1.50.
Box rule around all ads.
FREQUENCY DISCOUNTS: 3 consecutive
insertions, noncontiguous, nonchangeable,
50% discount; 6 consecutive
insertions, 35%.
CLOSING DATE: 3 pm Monday, 10 days prior
to date of issue.
BOX NUMBER: $15 service charge per
insertion, payable in advance; also offer
10 additional words (at $2.50 per word)
for box number and address.
INTERNATIONAL EXCHANGE RATES
International Exchange is open to all
advertisers of foreign countries or
American advertisers whose service or
sales message is specifically directed
toward the foreign market.
REGULAR CLASSIFIED AD: $1 per
line. Minimum: 4 lines per insertion.
DISPLAY CLASSIFIED AD: $14 per
inch. Minimum: 1 inch. Same frequency
discounts also apply.
PAYMENT MUST ACCOMPANY ALL ORDERS
SEND ORDERS & PAYMENTS TO: John O'Neil,
International Exchange Advertiser,
118 W. Randolph St., Chicago, Ill. 60601,
or Andre de Velkey, European Director, 7, Wilhelmsia St., London, W. 1, England.

PUBLICATION SERVICES
23 years of top-level experience
in independent music and
talent promotion for your
talent or disk!
TIM GAYLE
Hollywood Plaza Hotel
1045 Hollywood Blvd.
Hollywood, Calif. 90028
Tel. 224-1515
Public Relations/Publicity/Record
Promotions/Distribution/Contracts/Management

WANTED TO BUY
WANTED RECORDS—ALL
AND LP'S SERIAL
NUMBER RECORDS. OVER 50,000
VARIOUS GENRES. ANY Seller
with large collection. Will buy
wholesale prices, cash paid.
UNITED STATES
BRITISH COLUMBIA, CANADA
WANTED

COMPACT tape recorder just in-
troduced by Arvin, model 37129,
is priced at $29.95, including
make, remote control feature,
200 foot tape, six batteries and
two three-inch reels.

LATEST VTR PRODUCT from
General Electric is this model
TE-24 economy videohead cam-
dr designed for use in training
and teaching applications for
education and industry.

RHEEM-ROBERTS is shipping this
new solid-state stereo receiver, model
68P06, at $49.95. The speakers
will separate up to 20 feet. Unit
converts to a 7-pound portable.

FLUSH-MOUNT, fully transistorized
stereo public address amplifier by
Bogens offers 60 watts of RMS
power output with a peak of 110
watts. Called model DW40A, the
unit is intended for churches,
schools, ballrooms, motels and
auditoriums. It has five micro-
phones volume controls with
push-pull, low frequency speaker
fader switches, a fold-over feature
for two auxiliary inputs, master
volume control, separate line
controls for tonal balancing, a
tape-in-circuit jack, a circuit break-
er reset and an AC convenience
outlet.

BMI Awards to Writers & Pub's
• Continued from page 72
body Like Me," Wayne
Thompson—Earl Barton Music;
"Stand Beside Me," Tompall
Glaser—Glaser Publications;
"Street of Baltimore," Tompall
Glaser, Harlan Howard—
Glaser Publications; "Sweet
Dreams," Don Gibson—Acuff-
Rose Publications; "Sweet
Misty," Jan Crouchfield, Wayne
Walker—Cedarwood Publishing;
"Sweet Thing," Nathan W.
Stuckey—So-Ma Publishing and
Stuckey Publishing; "The
Tennessee Waltz," Pee Wee
King, Redd Stewart—Acuff-
Rose Publications; "There Goes
My Everything," Dallas Frasier—
Blue Creek Music and Husky
Music; "Think of Me When
You're Lonely," Don Rich, Es-
tella Olson—Blue Book.

"The Tips of My Fingers,"
Bill Anderson—Tree Publish-
1ing and Champion Music;
"Touch My Heart," Aubrey
Mayhew—Blue Book Publishing;
"Walking in the Sunshine," Roger
Miller—Tree Publishing; "Walking
e on New Grass," Ray Penning-
ton—Pamper Music; "Where Does

Scanning The News
• Continued from page 48

MARKETING, Harold Harris
becomes director of Channel Master-Avant
inter-company activities; Robert
Cowans becomes managing
manager, Milton J. Blumberg be-
comes branch store manager and
Paul J. Gilbertson named to op-
erating manager at Allied Radio
Corp.

the Good Times Go," Buck
Owens—Blue Book; "You
Ain't Woman Enough," Lor-
etta Lynn—Sure-Fire Music.

OCTOBER 28, 1967, BILLBOARD
Angel: New Album Releases

**TAGORE:**
SONNY THE SHEWPI

**Master NOS.:**

**COLUMBIA** (1957)

**ATCO**

**BLUE NOTE**
RONALD BYRD—Moog: BLP 4258, BLP 4259
BILLY MITCHELL—Bass: BLP 4257, BLP 4258
MARTY FITZGERALD—The Real McCoy: BLP 4264, BLP 4265

**CAPITOL**

**NEW ALBUM DELUXE SET:** TML 2813, TML 2815
**EMERSON DELUXE SET:** TML 2816, TML 2817
**WALLACE MARTIN DELUXE SET:** TML 2815, TML 2816
**THE JELLY ROLL MANNIKIN:** TML 2842, TML 2843
**THE LUCY MANNIKIN:** TML 2844, TML 2845
**THE CHARLIE MANNIKIN:** TML 2846, TML 2847

**CAPITOL IMPORTS (INDIA)**

**TAONE:**
TATONE TATONE (Land of Gods)—Shalin Maity, Kanchi Varma—MOKE 1101

**COLUMBIA**

**BEBOP HOME:**
ANDY WARHOL—Moog: 320-0646

**BROADWAY CAST—**
L. E. BLAIR—Moog: 320-0647

**THE FRAME SIMULATIONS DELUXE SET:** TPI 794, TPI 1024

**STORY FLOOR:**
ROBERT WILSON—The Many Moons of Murray Wilson: TML 2849, TML 2850

**DECCA**

ANNE McEwan—Moog: 320-0648

**CROSSROADS**

**DECCA**
ILLINOIS QUARTET—Shaping Thoughts—Hollywood: DL 4559

**The Winds of Mystery—**
Dusty Hill, Ben Feder, John McLaughlin, BLP 4259

**DECCA**

**KIKI KAUS**
THE DEBUT—**
DELTA RHYTHM AND BLUES ORCHESTRA—**

**DECCA JAZZ HERITAGE SERIES**

**LOU LISSAIO**
(Baron) Hearst—Moog: 320-0649

**V. MARCHAND**
Kenny—Kenny Baker—Boots Miller—Moog: 320-0650

**DIVER ENGLAND**
(Baron) Hearst—Moog: 320-0651

**WOODY HERMAN**—The Tipton Tryst—(1940-1949)—Moog: 320-0652

**BASS RHODES—**
(Baron) Hearst—Moog: 320-0653

**SUGGESTED RETAIL PRICES:**

$4.98 (US) — $3.49 (UK)

**SALE DISCOUNTS** (Continental U.S.):
Up to 24 copies
Up to 25 or more copies — 45% off

At most stores with cash order upon request.

**New Album Releases**

**A&M**

**RED OCEAN—**
MAYfair 932, SP 4130

**ANGEL**

**BETHESDA/EMERSON/THREE RIVERS/WASHINGTON D.C. PHILHARMONIC-B.S.O.** (11209)
**NEW YORK ORCHESTRA—**
**ANGEL** (11210)
**ANGEL** (11211)
**ANGEL** (11212)
**ANGEL** (11213)

**TEUNISSEN THE GREGORY SYMPHONIES**

**NEW YORK PHILHARMONIC—**

**ABC**

**FAMILY**
Walt Disney Studios—Moog: BLP 4260, BLP 4261

**DISNEYLAND**

**MARTHA BARRON**
**MAYfair 932, SP 4132
**MAYfair 932, SP 4133
**MAYfair 932, SP 4134
**MAYfair 932, SP 4135

**ELEKTRA**

**MELODY**
(Baron) Hearst—Moog: 320-0654

**POCKET**

**CAPITOL**

**THE BEACH BOYS DELUXE SET:** TML 2813, TML 2815
**THE BEACH BOYS ALEXANDER DELUXE SET:** TML 2816, TML 2817
**THE JAY ALLEN DELUXE SET:** TML 2818, TML 2819
**THE JAY ALLEN DELUXE SET:** TML 2818, TML 2819
**THE JAY ALLEN DELUXE SET:** TML 2818, TML 2819

**ORIGINAL BROADWAY CAST—**
L. E. BLAIR—Moog: 320-0647

**THE FRANK SINATRA DELUXE SET:** TPI 794, TPI 1024

**STORY FLOOR:**
ROBERT WILSON—The Many Moons of Murray Wilson: TML 2849, TML 2850

**DECCA**

**BEBOP HOME:**
ANDY WARHOL—Moog: 320-0648

**CROSSROADS**

**DECCA**
ILLINOIS QUARTET—Shaping Thoughts—Hollywood: DL 4559

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Dusty Hill, Ben Feder, John McLaughlin, BLP 4259

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**STORY FLOOR:**
ROBERT WILSON—The Many Moons of Murray Wilson: TML 2849, TML 2850
The MOA Show Exhibitors: Who They Are and Where to Find Them

Exhibitor Booth

Note: Listings shown in black indicate exhibit is on the second floor of the Pick-Congress Hotel.

ALL-Tech Industries 88-71
American Machine & Foundry 73-77
American Shuffleboard 91-93
Associa-Com Sales Co. 94-96
Bally Mfg. Co. 13-15
Billboard Magazine 104
Burlington, Inc. 101-103
Cameran Int. Ltd. 101-103
Century Records 81
Chicago Coin 44-46
Clé Santa Sound, Inc. 71-A
Color Sounds, Inc. 97-100
Columbia MFG. 92
D&B Industries 50-51
Decca Records 88
Dynagraphics 67
Epic Records 88
Fisher Manufacturing Co. 3-5
Garwood Sales 84
Garléon S.A. 72
LG. Computers Co. 86-88
Jupiter Sales of America 58-59
Irving Kaye Co., Inc. 39-40
Kiddie Karaoke 57
Logan Vending, Inc. 24-25
London Records 81-A
MGM/Verve Records 10
Midway Mfg. Co. 11-13
Miles Movers Co. 61
Music Machine and Accessories 66-A
National Coin Machine Dist. Assoc. 65-A
Newport Manufacturing 95
Northwestern Corp. 60
P.E.R. Associates, Inc. 62
RCA Victor Records 149
Record Source International 56
Rock-Ola Mfg. Corp. 87
David Rosen, Inc. 32-33
Bowe Mfg. 83
Seeburg Corp. 94
Sega Enterprises, Ltd. 20-21
Shure Inc. 94
Stereophonic 76
Star Title Shop Co. 76
Superior Corp. 47
Tatto Trading Co., Ltd. 48-49
Thomas Mfg. Corp. 95
U.S. Billiards 69
United Billiards 82-84
Wico Corp. 101
Williams Electronics 17-19, 24-28
The Wurlitzer Co. 79

The Oct. 27-29 Music Operators of America (MOA) convention, while attracting a record number of equipment exhibitors, will also draw a large group of record company executives determined to bypass the one-stop, sub-distribution system and bridge a record programming and promotion gap that has been widening for 15 years.

The annual National Automatic Merchandising Association (NAMA) exhibit and convention, which coincides with the MOA event, will, surprisingly, have a music emphasis all its own for the first time in its history. Two of its major national operator members, The Macek Co. and Servonation Inc., have been quietly diversifying into jukebox operation in order to become more competitive with independent firms in street operation (Billboard, Oct. 21, p. 1). Many feel this trend could crescendo until half a dozen national vending firms

**Program**

(Note: all meetings at the Pick-Congress Hotel, 520 S. Michigan Avenue, Chicago, Ill.)

**Friday, Oct. 27**

9 a.m. to 3 p.m.—Exhibits and registration open.
12 noon—Ladies' Luncheon.
3:30 p.m. to 6 p.m.—Industry seminar.

**Saturday, Oct. 28**

9 a.m. to 5 p.m.—Registration and exhibits open.
11 a.m.—National Coin Machine Operators Assn. meeting.
6 p.m.—Cocktails and annual banquet and floor show.

**Sunday, Oct. 29**

1 p.m. to 3 p.m.—Exhibits and registration open.
11 a.m.—Illinois Coin Machine Operators Assn. meeting.
6 p.m.—Cocktails and annual banquet and floor show.

**Convention Co-Chairmen**

A. L. Place, left, and Russell Mawdesley.

**MOA Board Chairman**

John Wallace, left, and president James Tolisano.

**Chicago**—There will be unprecedented emphasis on music at the two big coin machine conventions commencing here this week.

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**Hype**

"We regard the nation's 485,000 jukeboxes as an important market," said a label promotion executive. "We think this market could become even more important."

He added, "The jukebox could be a vital avenue of record product exploitation if operators weren't hypnotized by one-stop hyped.

London Records will be at the MOA show for the first time in five years, Promotion executive Mawdsley commented: "We are going to this show in an attempt to get the message across to the jukebox operator that we have, contrary to what he might hear elsewhere, the records that are the answer to his programming needs. These are frequently easy-listening or adult type records.

**Revived Music Interest at MOA Show**

What's New at The MOA Show

Here's your exclusive preview of do-not-miss exhibits at the MOA's Show opening Friday, Oct. 27 in Chicago. All exhibits are at the Pick-Congress Hotel, 520 S. Michigan Avenue.

**Capitol Records (Booth 81)**

Mauri Luthower will be in from the West Coast, and Wade Pepper is coming in from Nashville. Both will be asking you about Little LP's. You can register and perhaps win all 16 Capitol Little LP's. The highlights of the booth display will be large artist picture blowups. Product will be exhibited in four programming categories: pop, cede, rock and good music. Look for Art Martin and Buck Owens on the booth on Sunday.

**Columbia Records (Booth 82)**

Don't miss Jerry Vale at this booth all day Saturday. Other groups will be dropping in from time to time. Be sure to ask Tom Nocito about the new pamphlet listing Columbia's extensive roster of "Hall of Fame" records. And, in an MOA Show first, Columbia will be exhibiting three-minute films of such acts as Anita Harris, Lou Christie and Penny Purcell (a new act). Nooan will be touting Anita Harris' hottest, single, of course.

**Decca Records (Booth 88)**

Decca's show presentation is built around its 400-title collection called the "Bluebook of Standards." Visit the booth, talk to Claude Brennan, who'll be in from New York, or look up Chicago representative Sellman Schultz. The label will have no talent at the booth.

**Epics Records (Booth 90)**

Look for artists Robert Cameron, David Houston and Tammy Wynette to be dropping by this booth from time to time. Cameron is a Chicagoan and will be looking forward to meeting lot of well-wishers from the Midwest. Epic's Matt Hoffman will be in from New York to talk Little LP's and jukebox programming in general. The label has been active in promoting to operators directly by mail during the past year and will be laying the groundwork for another year's activity during the show.

**Garwin Sales (Booth 84)**

Here is one of the big surprises. Garwin Sales, founded by one of Chicago's big independent record distributors (but operated separately), has taken over the production and marketing of Little LP's from the Seeburg Corp. The firm's plan is to release Little LP's at the same time the parent LP comes out and also plan to promote hot numbers. Ask Garwin president Robert Garminia all about it.

**London Records (Booth 81A)**

London's Sy Warner is going all out this year to make the firm's approach to the show and to the jukebox industry at large meaningful.

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(Continued on next page)
WHY DOESN'T SOMEONE MAKE A COIN TABLE THAT YOU CAN PLAY ANY GAME OF POOL ON?

We have news for you, someone has!

(UNITED BILLIARDS DID IT AGAIN)

The Pool Table With "The Velvet Touch"

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10,000 Vendors to Throng 22d NAMA Convention

Booth Locations (Above) & Exhibitor List (Below)

Note: At NAMA exhibits in Donor,ifool Inc. International theatre, 43rd Street at Halsted Street, Illinois, 60610.

**10,000 Vendors to Throng 22d NAMA Convention**

**What's New at The NAMAShow**

Here's your exclusive preview of selected do-not-miss exhibits at the NAMAShow opening Saturday, Oct. 28, in Chicago. All new and improved vending machines will be displayed, including the International Vending Machine Manufacturers' Donavan Hall, 43rd Street at Halsted Street.

**CIGARETTE VENDORS**

Automatic Products (Booth 466-470)

Here you'll find three new cigarette machines—models 630, 859, and 100-mm length vending capability. The Model 900 is a modular unit.

**General Cigar Co. (Booth 554)**

To its duet of cigarette vending machines, this firm—its machines manufactured by Garwood, Metal Inc. —is adding one or two new models. Look at least one of these new cigarette vending machines at this booth. Check with Harold Edelson.

**National Vendors (Booth 600-620)**

Get a good look at National's new Crown 88 with 22 selections, equipped for the new imperial size and flat boxes in addition to regular cans. It's an electric unit with 88 Can Mfg. Co. (Booth 410-412)

You'll find new units here capable of handling 100-mm lengths, adding to the Model CA with 74, 94 and 116-capacity panels.

**Raytheon Co.**

Chicago, Illinois 60610

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N. C. Operators Offer To Pay Amusement Tax

BY LAMAR GUNTER

GREENSBORO, N. C.—Not many years ago, it was believed that one of their number would volunteer to pay a tax which doesn't exist, but that is exactly what the North Carolina Coin Operators Association has voted to do.

It is not as simple as that may sound.

The problem was created when the North Carolina General Assembly passed a law which legalized amusement machines that had been ruled illegal previously.

The lawmakers did not amend the revenue laws to specifically grant the authority to tax these machines, an authority which the State had before the machines were outlawed in 1939.

Seyd High, new general counsel for the association and co-author of the law which legalized the machines during the last General Assembly session, flatly stated that it was his legal opinion that the Revenue Commission has no legal authority to tax them at present.

He said the association could initiate a test case to have the court determine this, but that this could cause public reaction that might cause the Legislature to reverse itself in 1969 and outlaw the machines again.

C. C. Bishop of Raleigh suggested that the association agree to pay $10 State tax, $5 county tax and $5 city tax, per machine. He said this would be going by the tax base that was established before the machines were outlawed. He expressed the opinion that the operators could not pay more than this per machine and be successful.

G. B. Garrett of Wilmington put the matter in the form of a motion. The motion was passed without dissent and Mr. High was directed to speak for the association in dealing with Revenue Commissioner Ivey L. Clay-ton.

Julius Nelson, president, told Billboard after the meeting that only a few local governments had attempted to tax the machines yet. "I think they are waiting to see what the rest of the State will do."

About 30 persons attended the lunchroom meeting (Sunday, Oct. 15) in the Voyager Motor Inn in Greensboro.

Cine-Sonic Cartridge Music

NEW YORK — Cine-Sonic Sound, manufacturer of a background music tape cartridge unit, will exhibit at the MOA show, in Chicago Oct. 27-29. The re-designed 4-track unit provides eight hours of continuous play, with automatic, manual or track switching cartridges. Some 820 hours of recorded music are available, with 83 reels leased to operators. Isador Edelman, Cine-Sonic president, will be at booth 71A.
NVA Meeting in Chicago

BY EARL PAIGE

CHICAGO — Bulk vendors attending the National Vendors Association (NVA) director meeting Oct. 29 at the LaSalle Hotel here will be asked to state a principle of principles to be used in the NVA for adoption at its annual convention in April.

The goal of adopting a formal statement of principles follows recent NVA efforts which have been the adoption of a new definition of a bulk vending unit. Lawmakers Don Mitchell and Ted Rayburn report on the use of the new definition in working with lawmakers and regulatory agencies; especially in areas where tax exemptions are sought.

Common Goal

"NVA is made up of manufacturers, distributors and operators, all working toward a common goal," said Mitchell here last week. "That goal is the improvement of a vertical industry. In order to reach our goals, we have to get through the years, developed standards within each segment of the industry.

"But basically, we have never before set down those standards as a statement of principal for the entire industry," he said. The board of directors will verify the list of principles if they are approved. NVA members will receive a copy to study prior to a vote at the April convention.

Mitchell indicated that the subject of public health authorities regulating the sale of food products through vending machines will be another topic at the meeting.

Slugs

NVA directors will also be brought up to date on the current efforts of the U. S. Treasury Department in taking action against bingo chip manufacturers. NVA and the New York Bulk Vendors Association have been involved in a long struggle with the problem of bingo chips being used as slugs in vending machines.

Reports on the efforts of State associations will also be given at the meeting. In its spring meeting, NVA set up a special legislative committee and designated a fund for fighting regional problems. Possible targets for action will be per-machine licensing tax problems in Alabama, New Jersey and Florida.

Plans for NVA’s 1968 convention at Pheasant Run and a selection of the site for the 1969 convention will also be an important topic. Convention chairman Rolf Lobell, Leal Brands, div. W. R. Grace & Co., will make a report.

All bulk vendors are welcome to attend the board session.

NAME SPEAKERS


TERRY VITE—"The Profitability of Coin-Operated Vending," Oct. 31.


Two Label Spokesmen

Look at the Jukebox

One-Steps Hype

And Hypnotize

CHICAGO — The jukebox could be a vital avenue of record product exploitation if operators weren’t hypnotized by hype and programmed for the adult market, declared an executive with a major label participating in the Music Operators of America (MOA) show this week.

"We have come to question our participation in the MOA show because of the breakdown in communications between jukebox operators and record manufacturers. We don’t see enough record programmers at the show and we’re tired of hearing glib words that have no foundations.

"It’s hard for us to get up during seminars on records and say this because we’ll be accused of knocking jukeboxes. We really regard the 485,000 jukeboxes in this country as an important market, and we think it could be even more important.

"The executive, who requested anonymity, said that unfortunately, his label had to regard jukeboxes as an "after-market," because "we don’t think a hit can be launched on jukeboxes today unless operators wake up and start programming on their own initiative instead of depending on the advice of one-stops.

"When an operator calls the (Continued on page 114)
What's New at The NVA Show

CHICAGO—A wide and exciting assortment of new bulk vending merchandise and equipment will be shown here during the Oct. 29 National Vendors Association (NVA) board meeting at the LaSalle Hotel. Coin machine business men in all phases of the industry will converge here for the Oct. 27-29 Music Operators of America (MOA) and the Oct. 29-31 National Automatic Merchandising Association (NAMA) shows.

At least three companies have TV promotions this fall: Samson's Products is out with a Wizard of Oz series, Henal Novelties & Premiums has licensed the Casper the Ghost character to head up products and American Cheving Products Corp. has a 110-count gum series based on NBC-TV's "Fazzam."

Samson's Products now has buttons, flinker rings and pressers in its Wizard of Oz product line-up and will be among many exhibitors at the LaSalle Hotel. Henal has also expanded its Casper the Ghost items.

Cups Mixes

Among new 5-cent capsule mixes from Penny King are Snack Mix No. 70, Rocket Mix No. 10-R, and Swinging Earrings No. 69. Penny King is also bringing back its Diamond Jim Brady rings, a vacuum plating version of the original item that sold for $40 per thousand. A 10-cent mix is built around Monkey Shines pencil tops and includes the Dickey Holder, Chintille Animal Brooch and plated Monkey With Tail Brooch.

Snack Mix is aimed at the entire family. Items include Scorpion, Hero Head rings and a big octopus—for boys. Palette with colors, musical series with jewels and gold layaway dancers, gold false teeth, Owl in the Moon and plated flinker ring and cocktail shaker and wine glasses.

Macman Enterprises Corp. will lead its product array with the 1-cent wrapped Tootsie Roll candy item. Macman's Manny Greenberg hopes to announce his plans for packaging the new item while here in Chicago and will be lining up distribution.

Knight Charm Corp. is introducing three new 10-cent items: Vanity Treasure, Walking Dog and Mi Pet books. Bulk assortments will be available for 1-cent vending. Also new, a Waterfall Series of 1-cent import items. Knight is also making three-color display fronts available.

Psychelic Item

Karl Guggenheim will have Wild Wild Rings, a new 10-cent item in the psychedelic mode, and Galloping Domino, a dice mode (Continued on page 95)

The Brand
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Saves Operators 75% on Servicing Costs
It's the ALL NEW SELECTORAMA®

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Saves Operators 75% on Servicing Costs
It's the ALL NEW SELECTORAMA® by Victor

RECORD VENDER
Holds 450—45 RPM records. Now you can sell new or used records. Price can be adjusted from $1.50 per record. 30 selections—beautiful designed cabinet at a price you will like.

MOA VISITORS OFFERED FREE PHOTOGRAPHICS
CHICAGO—Expert coin machine industry photographer Joe Gino, United Photographers, will be at the Music Operators of America (MOA) booth during the big show at the Pick Congress opening Oct. 27 to take free photos of delegates. The photographs will automatically go to hometown newspapers as an MOA public relations service.

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THE ALL NEW
VICTOR SELECTORAMA
77-88 CONSOLE
A brand new idea in bulk vending
• Saves operators 50 to 75%, servicing time
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• Vends a variety of merchandise
• Coin denominations—1¢, 5¢, 10¢, 25¢
• FULL DOOR OPERATION—just open the door, take out your money, refill the units, lock the door, all in one operation

Start now with this big money maker by VICTOR VENDING CORP.

MELODY RECORD VENDER
Holds 450—45 RPM records. Now you can sell new or used records. Price can be adjusted from $1.50 per record. 30 selections—beautiful designed cabinet at a price you will like.

THE NEW Westinghouse
CANDIMAT
Large capacity. 8 or 9 columns. Holds 192 to 268 items. Any column can be set for 5¢ or 10¢. Beautiful and durable at a low price. The perfect candy machine for every location. Get the facts today.

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Unity the Tolisano Legacy

CHICAGO — Outgoing Music Operators of America (MOA) president James F. Tolisano, owner of West Coast Music, Clearwater, Fla., has devoted his term to creating unity of aim and action at the regional level in the coin machine industry.

During the year, Tolisano’s modest-size operation in Clearwater and environs has had to virtually run itself while this transplanted New Englander traveled thousands of miles to attend operator “town meetings” and help establish regional trade associations.

Acting on his belief that good local associations make good businessmen, Tolisano, with MOA Executive Vice-President Fred Granger, has helped the associations going in Montana, Arizona and Kansas and has started another well on its way in the Bayou country. He also had supplied considerable impetus to the revival of the association in his own State in time to fend off several developing threatening detrimental to the industry.

As Tolisano vacates his post this week, his industry colleagues are saying about him: “John Tolisano would do a good job, but I never imagined he’d make his regional association project as successful as he has. He deserves a lot of credit for it all,” said board chairman John Wallace.

“President Tolisano is undoubtedly a key to MOA’s successful traveling presidents. I know of no man who believes more deeply in MOA and this industry than John Tolisano. We have been able to work together as a team this year, and besides my already high respect for his sincerity and ability, I have come to admire his staunch adherence to the association’s Executive Vice-President Fred Granger.”

“Tolisano has been an integral part of MOA’s drive,” said Granger. “He’s a man of great energy and ideas. He’s been a key to our success.”

Music, Unity

What’s New at The NVA Show

Continued from page 97 of the resilient material used in the Zip Ball. Both will be offered two to a capsule.

HALF and FULL Premiums has expanded its series of licensed Casper the Ghost items. New, are buttons and 3-cent charms based on the Casper theme. The firm is also introducing a new ring series for 10-cent capsule vending involving a key coloring process and a new special earing series.

Tolisano also has an 8-cent capsule mix, new 10-cent versions of the Scarem item and two other 10-cent mixes are being introduced by Paul A. Price Co., Inc. A new series of rings will be introduced, too. Price has been on the 2-cent Scarem.

Regarding Vanish-Ink, Price said: “We’re offering half the amount of ink this year, that the last year we packaged sold over the counter.” The Vanish-Ink is a dime capsule product.

Eppy Charms, Inc., is introducing new plastics, phosphorescent display panels that bend for fitting inside square of round glands.

The displays will be used for four new 5-cent mixes: Executive Mix, Supermix, Surprise Mix and 1965 Capsule Mix.

In 10-cent items, Eppy has a series of American size on stick-on insignia for two-in-a-capsule vending. Also new are Hippie Stitch-On Pads with all different hippie talk quotes. This item is available in bulk for penny vending.

Eppy also has a 5-cent item called King Kong With Gir,,

A number of competitive items are being offered in 5, 10, 15 and 20-cent classes. New items from Creative House Promotions include the firm’s miniature series with day-glo covers and Mad Panic Buttons. The latter is available in one color against a background of five other various colors. There are 20 different buttons.

The Kwik Co. has expanded its series American and National Football League items to include buttons. All 25 AFL and NFL teams are included. The item is packed 1,000 to a bag with full-color labels.

Gum Products

Cramer Gum Co. has made available a colorful display card for Big Bully, its 10-cent jumbo, jaw breaker candy bubble gum.

The card indicates the changing colors of the item as each successive layer is peeled off in the mouth.

In addition to American Chewing Products’ Tarzan gum, the firm also had Hot Chili Heroes and Orange Squeeze, adding to the variety of exciting chewables being shown this season. The items are in the big size variety.

Leaf Brands, division of W. R. Grace & Co., is featuring Creepy Space Invaders, the latest in a series of imprinted bubble gum items. Other current items are Carmel Chew, Pal Series bubble gum and a candy line.

Vendors will be able to talk with a representative of Sunline, Inc. St. Louis candy firm that has only recently entered the bulk field with its SweeTarts, 1-cent candy-coated dextrose lozenges. The item is packed in 25 and 40-pound cases and in 250-pound drums.

Oak Street Manufacturing Co., Inc., will be featuring its Titan II machine, which is geared for volume locations. Its features include built-in wheels, slip-out mechanism for convenient conversion, interchangeable dispensers wheels and service head and large no spill coin receptacle.

A new alignment manufacturer, D & P Vending, Dana Point, Calif., will be appointing distributors for Squeaky the Clown, a bulk vending unit available in red, green and yellow colors.

Harby Industries, will be showing its new Komet vender. Re-coloring and modifications have made the unit capable of vending items from the golf balls up to the 1, 5 and 10-cent coin mechanisms.

Also showing new units at the LaSalle Hotel will be Victor Vending. The firm’s Selectarama 77-88 console is available in six different styles and will vend in 1, 5, 10 and 25-cent increments. A new feature has been added to the basic cabinet unit, the No. 88 unit.

Northwestern Corp., which is currently featuring its Vantage Professional Stand, will be involved in three events during the big coin machine weekend. It will display at both the Music Operators of America and National Automatic Merchandising Association shows.

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Saves Operators 75% on Servicing Costs

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SELECTARAMA®

by Victor

H. B. HUTCHINSON, JR.

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OCTOBER 26, 1967, BILLBOARD
What's New at The NAMA Show

The Vendo Co. (Booth 474-476, 774-776)

Vendo is in the field with its CC1A, 20-column, its 30-column CC1A and its 9-column C9S, all relatively new and capable of handling all sizes of cigarettes. But indications are, the firm will have a new item at its booth.

COLD DRINK

Avonite (Booth 892-1082)

A prototype—or perhaps an early production model—of the firm’s first canned drink machine will be unveiled here.

Choice-Vend (128-132)

In the canned drink field early and now boasting five models, this Seeburg subsidiary will introduce another new canned drink model or two at the show.

Rock-Ola Mig. Corp. (426-422)

At this booth get your first look at Rock-Ola’s new CD cold drink unit. Rock-Ola now has three canned drink models and recently announced plans for major expansion in this direction. Tentative plans call for eventual introduction of three 4-selection units, three 5-selection units and three 6-selection machines.

This booth is a must if you’re interested in canned-drink vending. (And if you’re not!)

Rowe Mig. Co. (Booth 1050-1080)

Unveiled at this booth during the show will be the new Rowe Spotlight, free-standing theater drink machine. A Rowe entry into canned drink vending machine production has been hinted, so be sure to check that out here. They may even have a machine ready.

Steelmade, Inc. (Booth 1103-1105)

This firm wants to show you its new 216 canned drink machine in vinyl, wood-grain finish with solid state interrogator mechanism.

(Continued on page 100)

ROWE EXPANDS FILM LIBRARY TO ADD R&B

WHIPPANY, N.J. — Rowe Manufacturing expanded its Phonovue film library last week to include an exclusively rhythm and blues section including 50 titles. Phonovue director George Klein said that while the previous Red, Blue and Green library series offered a wide variety of film subjects, success in R&B locations prompted the new addition of material.

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MOA SHOW

Spindel Report on Claims

CHICAGO—Spindel Insurance Agency, Inc., which will occupy booth 76 at the Music Operators of America show here beginning Oct. 27, reports that as of Aug. 31, 1967, the life insurance companies it represents have paid out a total of over $1 million in death claims on operators on which distributors have taken out credit life insurance on installment contracts.

Company President Manfred S. Spindel said that his firm services about 80 per cent of the coin machine distributors in the U. S. with this type of insurance.

"Death claims in the games, music and vending field are running far ahead of the claim experience anticipated," he said. "Activities are now in the process of revising their figures due to the fact that there are so few younger people being attracted into the games and music operating field."

"There is almost a complete failure on the part of middle age operators to have life insurance.

What's New at The NAMAShow

*Continued from page 99

Vendo Co. (Booth 474)

Look for the new invitation 1 batch or single cup post-mix cold drink unit.

Victor Products (Booth 352-356)

This firm is known to be on the verge of introducing a new canned drink vender that will handle canned fruit juice and another new, large capacity convertible unit to vend either cans or bottles. These machines may be ready by show time. Check with Knud Jensen Helsing at the booth.

Westinghouse (Booth 300A)

Westinghouse is known to be rushing production of another new canned drink vender in hopes of having it ready for the show. The firm now has two canned drink vendors and a number of bottle vendors.

HOT DRINK

Coffee-Met Corp. (Booth 504-508)

In addition to showing its impressive 72-inch modular line, this firm is expected to show one or two coffee (six ways)-chocolate-soup models.

Rock-Ola Mfg. Corp. (Booth 426-422)

Check out Rock-Ola's new HD hot drink machine at this display. The men to talk to are Dr. David Rockola, vending sales manager Hugh German, George Hinckel, Ed Lorkowski, Charles Miller or Bob MacKennon.

OTHER VENDERS

Coon (Booth 410-412)

Under the U-Select-It brand name, this firm will show a new Model P47 pastry vender.

Lektro-Vend (Booth 302-304)

This booth will feature the firm's new Model 150 and Model 103 snack units.

MarVend, Inc. (Booth 958-962)

The company hopes to have ready its new candy and pastry units. It will show its new 5-column, 175-item, modular-designed snack vender.

Steelmaide, Inc. (Booth 1103-1105)

The company's new refrigerated Dairy Case milk and dairy products vender—in solid state—will be introduced.

Vendo Co. (Booth 474)

A new model in Vendo's milk and ice cream merchandiser line will be unveiled.

U. S. Automatic Sales (Booth 160-164)

The firm will introduce a new 210-package ice cream vender and a new milk machine.

Westinghouse (Booth 300A)

Look for the firm's new milk vender.

Most Popular and Profitable Counter Game in Years, The Northwestern BOOZ-BAROMETER

- Plenty of laughs
- Big Replay
- Big Challenge
- Big Profits
- Small Space
- Low Cost

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by Victor

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Phone: (314) CL 2-6015

'JB' AWARDS TO MARTIN, HUMPERDINCK

CHICAGO—The annual "JB" awards from the Music Operators of America will be presented to Dean Martin, Engelbert Humperdinck and Capitol Records during the association's annual banquet here Oct. 29. The nation's jukebox operators voted Martin "most popular artist on phonograph"; Capitol was voted "most consistent supplier of good jukebox records" and Humperdinck's "Release Me" on Pye was voted "most popular single on jukeboxes."

Say You Saw It in Billboard

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Be a Welcome Visitor and see our many new items.

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- Big Challenge
- Big Profits
- Small Space
- Low Cost

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STAR VENDING CO.
510 WEST 4th AVENUE, DENVER, COLO. 80223

Garmin's First Little LP Issue

CHICAGO — Garvin Sales, which has taken over the Little LP program from the Seeburg Corp., will include product by Billy Vaughn, Frankie Carle, Frankie Laine, Dean Martin and Nancy Sinatra in its first release, according to President Robert M. Garvin.

The release: Little LP number 1179, Billy Vaughn (Sail Along Silvery Moon), Theme From A Summer Place, Moon Over Naples, La Paloma, Blue Hawaii.

Little LP number 1181, Frankie Carle (Somewhere My Love, Somewhere, Stupid, Strangers in the Night, Cabaret). You'll Never Know, Can't Believe That You're In Love With Me.

Little LP number 1183, Frankie Laine (You Wanted Someone to Play With, Every Street's a Boulevard, The Gypsy, The Real True Meaning of Love, Thus Hada). What's He (Continued on page 101)

VENDALL DIST. COMPANY
1820 EAST 38TH STREET, MINNEAPOLIS, MINNESOTA 55407

OCTOBER 28, 1967, BILLBOARD
What's New at The MOA Show

Continued from page 92

Spindel Report
Continued from page 100

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Wurlitzer Introduces Its New Americana II at Chicago

The classy, young look of the new Americana II from Wurlitzer belies the fact that the company with the name “that means music to millions” is 111 years old this year.

The sleek new unit was unveiled at the Music Operators of America trade exhibit here and in “Wurlitzer Week” showings throughout the country, Oct. 23-28, has its dependable inroads from the venerable North Tonawanda, N. Y. plant and its outer trappings from Van Dyke Associates of Connecticut, one of the brilliant young product design firms that have brought a totally new look and image to the American jukebox.

View Americana II in East
By ED OHCS

NEW YORK — Wurlitzer's East Coast distributors were introduced to the new Americana phonograph at a showing Friday (13) at the Hotel Summit.

Robert Bear, sales manager, introduced the distributors and members of the Wurlitzer organization, A. D. Palmer, advertising and sales promotion manager, described his plans for the Americana II, and assisted by Bear and C. R. Ross, service manager, briefed distributors, sales and service personnel on the 1968 line and the advertising and promotional material.

Palmer stressed Wurlitzer's Golden Bar, an exclusive feature that offers a number of pre-selected top tunes for either a half dollar or two quarters. The golden bar gives nickel play, while increasing profits through greater patron response.

Other features of the Americana II are a top-quality, high-quality transparency displayed in the center dome with a choice of outdoor scenes; a dollar bill acceptor; the Golden Bar, a kit that turns the phonograph into a public address and paging system.

National Wurlitzer Week for distributors throughout the world begins Monday (23), with the firm, and he gave a "state of the business" talk to the 200 distributors and wives gathered from throughout the U.S., Canada and South America.

Class

Wurlitzer sales manager Robert H. Bear told distributors, "No single, visible, external unit of the entire model 3200 cabinet structure has ever been a part of a previous Wurlitzer phonograph. Last year, at our meeting in San Juan, I would have thought it impossible to improve on the creative design and outstanding craftsmanship which the Americana possesses."

The top eye-appeal feature on the new Wurlitzer is its "superior" panoramic pictorial display panel containing a 24-inch by 6-inch color photograph of changeable outdoor scenes fitting an "Americana" theme. This panel is back-lit and the transparent scene is framed by glass and framed by chrome.

Said Bear: "Our designers and engineers have translated the ideas and the needs of the operators into a crisp, clean, contemporary styling which will assure the Americana II of a welcome in any location and win for it the one-word accolade—'class.'" The 200-selection model (there is also a 100-selection configuration) is 49 inches high, 49 inches wide and 24% inches deep. It weighs 378 pounds, an 11 pound increase attributed to the increased use of chrome-plated die castings and a new, initial chassis for the record changer.

Personalization

Location personalization is again available with the unit. A printed, transparent plastic strip with the name of the location and a choice of type faces and art work is insertable when the dome is raised. It is a glo-lighted. The Golden Bar. Yes, this feature—offering top, pre-selected tunes at special prices—is retained on the Americana II. All models are also equipped for Little LP play. And a choice of selections A through D or 5 through C on the title strips is offered as an operator option via electrical contacts inside the unit.

The unit offers front service. And the service door is the lower speaker grille, distinctively pillared, hiding two inches by 5-inch high frequency directional tweeters.

Wurlitzer has again offered National's dollar bill accepter as an option. It may be adjusted and collected while the dome is raised. (The raised dome, incidentally, permits complete top service; is raised with the turn of a single key; is spring-loaded.)

Dome

Things you can do, for example, while the dome is raised, switch pictorial display panels; change records; check and record players; replace stylus; adjust coin mechanisms; replace upper fluorescent tube; down title strip holder, strip it and fill it; swing away program separators on their special hinges and clean the dome glass. You can admire the simplicity of the mechanism and the advancing state of the jukebox art.

The dome portion of the new Wurlitzer is die-cast with steel-plate inlays. The lower side is all one-piece from the base of the dome to the kick plate. "Second generation" self-stripe amplifiers with silicon...
MOA Convention and in Nationwide Showings

transistor replacing germanium transistors in the low-power stages are used in the 3200 series. This is said to assure original volume output year after year. An improved method of heat dissipation is also used in the new line, permitting operation at a lower temperature. There is a balance level control to make possible sound adaptation to the size and acoustics of any room. This balance is maintained automatically.

Satellite

The Satellite accessory this year is available in either 100 or 200 selection models and is new available with a top panel for mounting 7-inch album covers behind glass. This display mount is an optional attachment much-requested by operators.

According to advertising and promotion director A. D. Palmer Jr., all promotion for the new line will be shot through with a "class" theme, to be carried out in a 12-page brochure, glossy post cards, full-color business cards, a glossy catalog sheet, lithograph with special new background display for distributor showrooms and miscellaneous mailers and sloggers.

With the new line, Wurlitzer has also introduced a new wall speaker, Model 5133, said to be capable of "doo-sound" in stereo applications. The speaker is contained in a wood cabinet and measures 1½" high, 8½" wide and 8 inches deep. It weighs nine pounds and has a 6½-inch high compliance woofer and a 3½-inch cone tweeter. Frequency range is from 60 to 20,000 c.p.s. The Wurlitzer paging and public address systems are offered again this year.

Distributors throughout the country are staging open-house showings all this week (23-27) and the new line will be on display at the Wurlitzer booth, No. 79, at the MOA convention Oct. 27-29. This exhibit is at the Pick-Congress Hotel in Chicago.

Wurlitzer Vice-President Roy F. Waltemede said the new line will be in delivery in plenty of time to assure a full range of models in all distributor showrooms.

United Shows New Americana II First

By BENN OLLMAN

MILWAUKEE, Wis. — A near full house of music operators showed up at United, Inc.'s Appreciation Night party at the Pfister Hotel, Saturday, October 14.

The occasion: A combined celebration of Harry Jacob’s 30th year in the coin machine business, 20 years as a Wurlitzer distributor; his own 50th birthday and an industry-wide premiere unveiling of the Americana II Wurlitzer jukebox.

Announcement of United, Inc.'s shift to a new location was made at the party. According to Harry Jacob, United, Inc. will move shortly to 5600 W. North Ave. It will take over the premises formerly occupied by Record City, local one-stop dinkery.

Trips

Free vacation trips to Hawaii and Las Vegas were among the attendance prizes presented to lucky guests at the big United, Inc. soirée.

W. Kiehl, Willie's Coin Machine Co., Wausau, was the top prize winner. He and his wife will take an expense trip to Hawaii with United, Inc. picking up the tab.

Free trips to Las Vegas went to Russ Dougherty, Rapids Coin Machine Service, Wisconsin Rapids, and Mel Malcore, Mel’s Coin Machine Co., Green Bay.

The list of guests included:
Mr. and Mrs. Don Mentzel, Andrew & Mentzel, Oshkosh; Mr. and Mrs. Mel Malcore, Mel’s Coin Machine Co., Green Bay; Mr. and Mrs. Richard Meier, and Mr. and Mrs. Clark Hillbon and Mr. and Mrs. Don Devillers, Union Sales, Green Bay; and Mr. and Mrs. Dan Monty, Mrs. and Mr. Jim Martin and Mr. and Mrs. Ralph Pfeige, Mitchell Novelty Co., Milwaukee; Mr. and Mrs. Willie Kiehl, Willie’s Coin Machine Co., Wausau; Mr. and Mrs. Nate Robinson and Mr. and Mrs. George Malcove, Mel’s Coin Machine Co., Madison; Mr. and Mrs. ROUND SHOEMEETING, World of Music, Oakaukee; Mr. and Mrs. Laddie Steinhoff, Tomar Novelty, Kenosha; Mel Evrad, Evrad’s Vending and Music Service, Green Bay; Mr. and Mrs. Walter Bomer, Eagle Enterprises, Big Bend; Mr. and Mrs. Fred Braun, Suburban Vending, Menomonee Falls; Mr. and Mrs. Russ Dougherty, and Mr. and Mrs. Bob Dille, Rapids Coin Machine Service, Wisconsin Rapids; Mr. and Mrs. Larry Eggerer, Marinette; Joe Hall, Hall’s Coin Machine Co., Green Bay; George Fix and sons, Don and Gary, Point Amour; Mr. and Mrs. Chuck Hartman, Watertown; Mr. and Mrs. E. H. Meier, Statewide Sales, Portage; Mr. and Mrs. George Jabar and Mr. and Mrs. Fritz Jabber, The Jabber Co., Fond du Lac; Mr. and Mrs. John Jeslepinski and Mr. and Mrs. Alvin Champkau, Johnny’s Music, Schoboyan; Mr. and Mrs. Art Jones, Marinette; Mr. and Mrs. Dave Jakubowski, Lincoln Novelty Co., Milwaukee; Mr. and Mrs. Harold Summerfield and Mr. and Mrs. Gordon Shuler, Southern Novelty Co., Milwaukee; Mr. and Mrs. Herb Tormel and Mr. and Mrs. Wally Cotton, Cigarette Service, Appleton; Levi Jarosch, Automatic Sales.

(Continued on page 105)

AMERICAN SHUFFLEBOARD CO.
2103 W. North Avenue, Los Angeles

MAKE SURE YOU SEE ME,
JOHNNY BILOTTA,
AT M.O.A.

Either at Booth 96 or
At your Hospitality Suite!

I assure you your visit to Chicago will pay you dividends after you get the complete story...

I. O. COMPUTER

...the way to virgin locations and the best profit picture any coin machine ever has had until now.

No machine will amortize itself quicker than this one.

Many franchises open. If you are in the States of New York, New Jersey, Pennsylvania, Delaware, Maryland, or the New England States, check with me and see if there is a franchise open in your area!

BILOTTA ENTERPRISES
Newark, N. Y.
LEW JONES DISTRIBUTING CO., INC.
1311 North Capitol Avenue, Indianapolis, Indiana 46202
Phone: (317) 638-1993

Operators Meet The Americana

Huddling over the new Americana II are, from left, Fritz Jaber, The Jaber Co., Fond du Lac, Wis.; Eddie Puzza, Triple A Amusement Co., Milwaukee and Wurlitzer field engineer Bob Harding.

TRIP WINNERS at United party were, from left, Mr. and Mrs. Russ Dougherty (Las Vegas), Mr. and Mrs. Willie Riehle (Hawaii) standing on either side of host Harry Jacobs, and Mr. and Mrs. Mel Meirec, (Las Vegas).

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

CLEVELAND COIN IS PROUD TO PRESENT THE NEW 1968
WURLITZER AMERICANA II
STARTING THE WEEK OF OCTOBER 23

WURLITZER AMERICANA II
REACHES A NEW STANDARD OF EXCELLENCE WITH UNEXCELLED PERFORMANCE. 100 OR 200 SELECTION AVAILABLE.

PIN GAMES
Gottlieb Alien...175
Gottlieb Central Park...345
Gottlieb Coin Push...225
Gottlieb Gun...155
Gottlieb chặn...175
Gottlieb Lancer...245
Gottlieb North Star...285
Gottlieb Olympia...175
Gottlieb Pinball...175
Gottlieb Bloodbath...95
Gottlieb World Fair...195
Williams Alpine Club...395

AMERICAN RUGS

PIN GAMES
Gottlieb Alien...175
Gottlieb Central Park...345
Gottlieb Coin Push...225
Gottlieb Gun...155
Gottlieb Lancer...175
Gottlieb North Star...285
Gottlieb Olympia...175
Gottlieb Pinball...175
Gottlieb Bloodbath...95
Gottlieb World Fair...195
Williams Alpine Club...395

WORLD'S FAIR GAMES

WORLD'S FAIR GAMES

COIN OPERATOR SPECIAL

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

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.

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—Seminar Closes
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
Fischer Building New Plant

TIPTON, Mo.—Fischer Manufacturing Co. has broken ground for a new 77,000 square foot plant to be completed early next year.

“This new plant will help us keep pace with the nation’s fastest growing family sport,” said president Ewald Fischer. He said that the increased production capacity will permit the billboard table maker to offer “immediate shipment.”

The new plant will cost approximately $500,000 and is being erected on a 35-acre site near here.

Founded in 1949, Fischer began manufacturing coin-operated billboard tables only, diversifying several years ago into home models. The firm is manufacturing 13 models. The company is expanding with the use of precision ground marble playfields and offers the exclusive Wedge-Lock cushion assembly. Fischer ships throughout the world.

Fischer has a fascinating story. “It all began in the basement of my home in 1940,” said Fischer, “and we can remember somebody saying that our very first model looked like it had been made in someone’s basement,” he said laughingly.

U.S. SPECIFICATIONS AND PRICES.

EASY-TO-KEEP, PLAY, FOR YOUR TO CASH IN ON EVERY INDUSTRIAL MUSIC APPLICATION!

WRITE FOR FURTHER SPECIFICATIONS AND PRICE, ALSO FOR DETAILS ON THE FINEST/LARGEST MUSIC LIBRARY FOR CARTRIDGE OR REEL-TO-REEL PLAY, FOR SING, TAP, TRACK, JAY-AMP & MANY OTHER MACHINES.

CINE-SONIC SOUND INC., 405 Eighth Ave., N. Y. N. Y. 10001

OCTOBER 28, 1967, BILLBOARD
That Will Win
A Welcome
Everywhere
See the
AMERICANA II
National
Wurlitzer Week
Starting Oct. 23

THE WURLITZER
COMPANY
154 S. Van Ness Avenue, San Francisco, Calif. 94103
(415) 863-7900

All Billboard Articles
Are Available as Reprints

Operators Meet
The Americana

YOUNG AMERICANA II fans at United party were Gary and Don Fix, sons of George Fix, Point Amusement Co., Stevens Point, Wis. They're seated with Levi Yarroch, Automatic Sales, New Lisbon, Wis.

STILL ANOTHER Americana II toast is raised by, from left, Dick and Marty Mellen and Clark and Diane Hollbon, Union Sales, Green Bay, Wis.

AMERICANA II smiles for the Billboard camera are from, left, Herb and Rachel Tonnell and Wally and Marge Cotton, all of Cigarette Service, Appleton, Wis.

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BEST TRIMMED OUT PHONOGRAPH EVER BUILT

See the
AMERICANA II
National
Wurlitzer Week
Starting Oct. 23

VALIANT
AMUSEMENT, INC.
3129 East McDowell Road, Phoenix, Arizona 85008
Phone: (602) 273-7144

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

NO NEED TO HIDE OUR HIDE*
BRAD HAS PERFECTED THE
SUSPENDED LEATHER CUE TIP!

*Not since the adoption of costly elephant and water buffalo hide as the ideal tip for billiard cues has the industry been able to find a satisfactory substitute... NOT until BRAD perfected and introduced the New BRAD Suspended Leather Cue Tip, that is!

BRAD INC. Suspended Leather Tip

Years of research and testing... advanced manufacturing process... plus a special compound of leather in plastic, now provide the billiard industry the finest cue tip ever available. For increased tip life... superior ball control... TAKE A TIP FROM BRAD... the genuine BRAD maroon Suspended Leather Tip can be identified by the "mould feather"... the result of a new manufacturing process.

BRAD INC. Suspended Leather Tip

BILLIARD RESEARCH and DEVELOPMENT Inc.
24011 Talbot, St Clair Shores, Michigan 48082
Telephone: (313) 294-9176

ALSO—write for free literature about the "Profit-Making" BRAD point fitter machine.

106
Get ready for fantastic profits with...

THE FABULOUS

PhonoVue

PhonoVue is a companion piece for Rowe AMI's Music Merchant jukebox. It accompanies the latest chart records with exciting Super-8 mm films in dazzling color on a giant 14" x 23" screen.

All you do is choose one of the 20 premium-price movie-record selections on the Music Merchant jukebox... the PhonoVue and the record (coordinated in time, tempo and mood to the movie) swing into simultaneous action. Your locations' customers will go into action too... digging deep for more money!

No additional floor space is needed... PhonoVue can be located away from the Music Merchant on a back-bar, wall or even in an adjoining room. If the location has more than one room for entertainment, you can install additional PhonoVues.

With each PhonoVue, you get a guaranteed film supply from Rowe AMI's swinging, up-to-date film library. Rowe is your most reliable source for audio-visual entertainment... we're the only jukebox manufacturer in the field, and we know your needs.

All PhonoVue Super-8 mm films come in pocket-size Technicolor® Magi-Cartridges. Changing films is simple... you take cartridge out, snap new one in place.

If you're in the mood for double profits at low cost, see your Rowe AMI distributor. He'll show you the winning combination—PhonoVue & Music Merchant.

PhonoVue

MANUFACTURING
75 Troy Hills Road
Whippany, New Jersey 07981
What's New at The MOA Show

Associated Coin Amusement Co. (Booth 91-93)

Here is one of the booths adding international flavor to the 1967 show. On display will be the NSM Consul 130 jukebox, manufactured by the German firm NSM Apparatebau. Attendants will tout the unit's simplicity, "plug-in" componentry and luxury-furniture-type cabinetry.

Jupiter Sales (Booth 58, 59)

Don't miss "Miss Jupiter," featured late in this firm's advertising and promotion campaign. She'll be at the booth throughout the show, along with the firm's three new import jukeboxes, French-made. Incidentally, ask Jupiter president Robert Taran about the new film machine he's been talking about in case his manufacturer doesn't have a model ready by show time.

Rock-Ola Manufacturing Corp. (Booth 87)

The display will be spacious, and will include Rock-Ola's Ultra Centura Deluxe 100 and 430 model wall-mounted unit. On hand to answer questions during exhibit hours will be Ed Doris, executive vice-president; music sales director Les Rieck; George Hincker and Ivy Kaufman. And, if you wish, you may chat with any of these gentlemen in the Rock-Ola hospitality suite, room 500, Pick-Congress Hotel.

Rowe Manufacturing Co. (Booth 83)

A new film program will be introduced by Rowe during the show for its PhoneVue. Full details will be available at this exhibit, where the new 100-selection Rowe phonograph will also be shown, with the PhoneVue unit. Film production is being expanded to 16 new subjects per month in four libraries. PhoneVue specialists George Kreyne will be at the National Show in Denver, but you can get full particulars from general sales manager Joe Barton and all the Rowe regional managers.

The Seeburg Corp. (Booth 85)

Though most of you have seen the new Seeburg 100-selection jukebox (so be played at this elaborately booth), there will be some surprises in store for you. Check with national promotion director Stanley Jarocki, or music expert Bill Prutting, or general vice-president Frank Fineman.

The Wurlitzer Co. (Booth 79)

Wurlitzer has elected to utilize the MOA show for the introduction of its model 3200, Americana II, to the trade at large. Wurlitzer is proud of its new machine's "class" image, and the exhibit will carry out this theme. The new "Satellite" will also be shown, this year available with a top panel which will display five album covers. Query sales manager Robert H. Bear or advertising and sales promotion manager A. D. Palmer, Jr. about the 3200.

GAMES

All-Tech Industries (Booth 68-71)

Ask Jack Mitrnik about All-Tech's new Grip Test machine, a 5-cent play novelty game. And get the lowdown on the firm's new Gumbuster target game and the full line of Diplomat coin-operated billiard tables, as well.

American Machine & Foundry Co. (AMF) (Booth 73-78)

You'll recall that AMF entered the coin machine field just a year ago at this show, unveiling its Little Indy and American Speedway racing games. These models are still in production and will be shown this year. But the big news from AMF at this show is the firm's entry into counter games. Ask sales manager Howard Smith about Minicross and Duelling. Minicross could take off big. It features two opposing soccer teams with players set in motion and stopped by levers. It may be set for dice or quarter play. Duelling, as the name implies, pits combatants in a duel as lights flash.

(Continued on page 111)
Appoint Electors in S.C.

GREENVILLE, S. C.—H. C. Keels of Florence will head the nominating committee to pick the 1968 officers of the South Carolina Coin Operators Association.

President Hal J. Shinn appointed Keels, a past president, at the group's fall meeting in the Jack Tar Hotel Saturday (Oct. 14).

Serving with Keels will be past president Al Witt of Greenville and J. B. Broughton of Sumter.

Royce A. Green Jr., first vice-president, was named by Shinn to head the convention committee. Serving with him will be second vice-president Fred Collins of Greenville, B. T. Barwick of Sumter and Walter Campbell of Columbia.

The convention and trade show will be held in Columbia during January, but the exact date and place have not been decided.

Aaron Marsh, Greenville city manager, spoke to the group on urban problems, touching on growth, air pollution, water pollution, and the squeeze on sources of taxes.

J. Kenneth Case, a Greenville city councilman, welcomed the group and made a few brief remarks.

Joe Westerhorse talked about how operators could organize bowling leagues to play semi-operated bowling games.

The association voted to co-operate with next year's United Fund campaign and contribute one day's take from their music machines to the campaign.

8 Firms in Florida Show

BAL HARBOUR, Fla.—Eight major coin machine industry firms were among the many exhibitors here at the Motion Picture Theater Equipment and Concessions Industries Trade Show Oct. 17-20. The show was held at the Americana Hotel.

The firms exhibiting were ARASERV, Inc., division of Automatic Retailers of America; Baty Cane & Color Co., Inc.; Gold Medal Products Co., National Vendors; Rowe Manufacturing Co.; The Stegburg Sales Corp.; The Vendo Co. and Westinghouse Electric Corp.

N. Y. JUSTICE TRIES PINGAMES

NEW YORK — State Supreme Court Justice Jack Stanislaw last week played one of 10 flipper games confiscated Sept. 13, in a police raid at an amusement park in Farmingdale, L. I., in order to be able to rule on whether the new State penal code outlaws add-a-ball amusement games. Bonded Amusement Corp. here went into the Supreme Court to test the new penal code section which outlaws games offering "an extension of service." Judge Stanislaw wondered if the new law would not apply to bowling alleys, too, since bowlers are awarded two more rolls when they get a strike in the 10th frame. After trying his luck on the flipper until he was still undecided.

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CHICAGO DYNAMIC INDUSTRIES, INC.
1725 W. DIVERSEY BLVD., CHICAGO, ILLINOIS 60614
Garmisa Takes Over Seeburg LP Program

- Continued from page 1

Garmisa, president of the Music Operators of America (MOA) convention opening here Friday (27) Garmisa Sales will officially announce that it has taken over distribution of the Seeburg Little LP catalog.

"We are completely taking over the Seeburg Little LP inventory," said Garmisa. We are now handling the selection of product for release on Little LP's. We feel that because we are in the record business we have our finger on the pulse better and can choose jukebox LP material more effectively than can those who are most concerned with the manufacture of equipment."

Garmisa said that Little LP's will now be released simultaneously with the 12-inch LP's. This was not the case in the past. The seven-inch release sometimes followed the initial release by a month or more.

"We also intend to recorder titles that sell out," Garmisa said. "Seeburg ordered only a certain quantity, and when these ran out, that was it.

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Garmisa's national distribution will be through Seeburg distributor and through all one-stop, Garmisa said.

There is no question that we feel the Little LP has tremendous potential if handled right," he added.

Garmisa will operate as a completely separate company from the distributorship, which handles such labels as ABC, United Artists, Dunhill, Command, Prestige, Ascol, Band Box, Impulse and 20th Century Fox.

Garmisa is readying a new release, to be headed by a new Dean Martin title. The most recent Seeburg release included LP's by Frank Sinatra, Trini Lopez, Louis Prima, Jimmy Roselli and Lawrence Welk.

Under innovating President J. Cameron Gordon, Seeburg started its Little LP program four years ago. During that time the firm released about 1,200 titles by all the major U.S. artists. Figures on total sales have never been released, but Gordon told Billboard in January of 1966 that to that date the company had spent $5 million on the program.

Various record companies have inaugurated their own Little LP programs with various degrees of success. Included are A&M, Atlantic, Capitol, Columbia, Epic, Imperial, Jay Jay, Liberty, Monument and World Pacific.

Data published by the annual Billboard International Coin Machine Directory indicates that sales of Little LP's have increased, if slightly, over the past three years. In 1964, Little LP's represented 3.7 per cent of the 6,750 records bought by the typical firm; 4.7 per cent of the 7,000 records bought by the typical firm in 1965; 5.4 per cent of the 9,200 records bought by the typical firm in 1966.

For every type of location, this handsome new profit maker has the play appeal, the realistic football "feel", the excitement — to bring in the money. Ruggedly built of metal and wood, beautifully finished in tough, wood-grained plastic laminate and tightly sealed under a strong glass cover, MINISOCER will stand up to constant use — while the pillar-proof coin box lifts again and again. Quickly de-mountable legs make it easy to transport. The game stands 37" high, measures 28" x 43". It gives the players remarkably realistic fun — two or four persons can play the 3-minute match — and skill really counts. Two-way switches allow the electro-mechanical "men" to kick or dribble the ball; ball returns to kick-off position automatically after a goal is scored. Lights record the score — while that coin box goes on filling!
Irving Kaye Co. (Booth 39-43)

At this exhibit you'll see another of the many counter-game entries showing up for 1968. One of the new games, "Drinker Tinker," is of the steady-hand genre. It operates at a nicked. The firm will also show six new billiard tables featuring all new finishing. This will be a companion line to the EleDorado series. Kaye will also show two new bumper-type tables in regular and jumbo sizes. Talk about it all with president Irving Kaye or vice-presidents Howard and Arnold Kaye.

Midway Mfg. Co. (Booth 11-13)

Firebird, a new six-player shuffle alley, and Flying Saucer, a target gun, will highlight this firm's display. On hand to greet old friends and answer questions will be Marcine Wolverton, Hank Ross and Ross Scheer.

Mike Munves Corp. (Booth 61)

The Munves brothers, Joe and Mike, will have their usual colorful array of unique arcade equipment. Joe says they'll have at least two new pieces and he'll be glad to talk diversification with you. 

(Continued on page 176)

NEW! Roto Magic Feather Touch Mechanism

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(100 watts peak power!)

We're proud to present the new Jupiter 100F... great new addition to a fine old European family... with such added features as a 50¢ coin chute, and solid state 36-watt amplifier. The specially designed multi-range speaker in concert with the solid state amplifier reproduces every nuance of sound exactly as it was recorded in the studio... full range of sound from 20 to 40,000 cycles, ... from the lowest bass note to the high E above C on a Pete Fountain clarinet solo. And, without distortion, ... even at full volume.

Throughout its classic continental chassis, the Jupiter mechanism is simplicity personified, a maintenance man's dream, an operator's salvation, ... since less servicing means higher net per machine. Spare parts available throughout the country... and not only is Jupiter superior mechanically, but it represents an important price break-through on both the distributor and operator level.

A few choice distributorships are still available in the U.S., Canada and the Caribbean. Write, wire or call
The Outstanding New WURLITZER AMERICANA II has more of it than any phonograph on record.

Give this finest Wurlitzer of all time your critical inspection. Listen to it play at your Wurlitzer Distributor's now. See and hear for yourself why AMERICANA II will literally leap into leadership as the highest earning phonograph in the annals of this industry.

THE WURLITZER COMPANY
North Tonawanda, N. Y.
112 Years of Musical Experience
Coin Machine News

Trade Seeking Means to Bridge Gap Between Labels, Operators

Continued from page 92

"We frequently have difficulty getting airplay on this type of record—particularly if it is by a female artist—what if we get it on enough jukeboxes it eventually forces airplay. This is an important pattern of exposure for us, but we need to get into touch with the operator directly in order to achieve it.

"I remember 15 years ago the jukebox was an important to record promotion as radio," said Sol Handwerger, national promotion manager for MGM. "Then, somehow, jukeboxes began to fall behind radio. In the home they can come back again. That's why we've always supported Fred Granger and the MOA.

The MOA has not been playing an idle role in this area. Two years ago, New Jersey operator Bill Cannon was named chairman of a special record company communication committee. He has been active in selling the role of the jukebox in the music industry and has become an outspoken critic of jukebox programming practices. His characterization of the typical operator as a "filler" of jukeboxes with records, a regrettable abdication of the professional role as jukebox "programmer." Cannon also decries the almost total reliance of the operator on one-stop advice, declaring that this practice results in stereotyped.

This year the MOA sought to bring one-stops to the show in greater numbers in order to establish dialog among all three segments of the industry. Latest reports indicate, however, that few one-stops will be represented at the show.

To further facilitate airing of record programming and promotion problems, the MOA program committee has scheduled a record industry seminar "to help bridge the lack-of-information - and - understanding gap between the record firms and jukebox operators." This program is under the direction of operators John R. Trucano, Robert Nims and Fred Collins, Jr. A special seminar on amusement game operation is also a spotlight feature of the program. These seminars will be held from 3 to 5 p.m. on Friday, Oct. 27. All exhibits and business meetings will be held at the Pick Congress Hotel.

This year's show unquestionably marks the MOA's complete comeback from its near demise in the early 1960's. The association's recovery began with the hiring of executive Vice-President Fred Z. Granger in 1964 and has been shepherded by such presidents as Len Carolla, Clorin Pierce, John Wallace and James Tolliver, who currently occupies the post.

This year's exhibitor total—65—brings the all-industry association trade show record. The prestige of the exhibit is further heightened by the fact that many firms have elected to hold the showcase for introduction of new models. And the influence of the show is being felt now. For the first time, a number of foreign firms have made a reserved exhibit space and a large number of departments.

One-Stop Hype

And Hypnotize

Continued from page 92

...one-stop and asks what is new he's going to be told about the records the one-stop is pushing, etc. He then makes up his order and when these records don't get played he complains about rotten rock and roll music. It's a vicious circle.

"We're not knocking rock 'n' roll—there's a place for it. But jukeboxes should be programmed by sections or programmed on an individual basis, according to location.

"What's the sense of having a Top 10 record on a jukebox in a soda shop, in a family restaurant, in an ice cream parlor, at a working man's tavern and in a cocktail lounge—the same record in all these different kinds of location? Just because it's on the chart?

"If it's an all-restaurant location, sure have a section for rock 'n' roll, one or the oldies and one for good music. But where's it a definite adult location then the jukebox should be programmed for that particular market.

Drawing a sales comparison between singles and albums, he said: "We know of singles by what the trade calls 'adult artists' that only sell 300,000 or 1,200,000, or 1,300,000 copies. These albums are purchased by adults, the same adults that would play good music if it were programmed on jukeboxes.

"There are a lot of good music singles that never get into the toplists, but this doesn't mean they wouldn't play on jukeboxes if they were programmed. I'm talking about artists like Trini Lopez, Peter Nero, Barbra Streisand, Marilyn Maye, Eydie Gorme. I know these artists are by three, because most of them come out with three records a year, and you have a lot of good music.

"Someone came to our booth at one MOA show and asked where the good music was. I handed him the 27 pages of jukeboxes and said "Here, try these out." And the man said he never knew that this kind of records was available.

"Not putting down jukebox operators. This is a market that accounts for 50 million records a year and we know jukebox operators average changing 1,3 records on a jukebox a week. What record company wouldn't like that just one week's worth of that kind of action?"
The Beauty that keeps you at arm’s length.

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Here’s the kind of sleek, modern design that is making the new, 160-selection Rock-Ola ULTRA Model 437 the most-wanted, most-played phone in any location. Bright new colors! Lithe animated! Gleaming chrome trim! Plus up-top, all-out accessibility to make sure the lion’s share of the “take” goes for profit, not for service and programming time.

"Easy-View" Programming!

All up top, in plain view. Hinged program holders flip down for fast title strip change. New magazine has clearly visible record indicator numbers on top for fast loading. New slotted precision cased magazine hub keeps records aligned for perfect indexing. "Easy-View" Programming for players, too, with the price card, credit signal window, coin slot, reject button, optional bill acceptor and selection buttons up top in one location.

Flip-Top Servicing!

Flip up the self-locking program dome and everything is at eye-height within arm’s reach: push button switches; album price changes (now made with electrical clips so they can’t be accidentally changed); amplifier; credit unit and free play buttons.

New Promise of Profits!

Faster, easier service calls mean more money. And that’s not all. New top dome design ends spillage. There’s a dollar bill acceptor and a simple cash box for both coins and bills which opens at cabinet side.

The new 160-play Ultra Model 437 plus its 100-play version, the new Centura Model 436... and the modestly priced, compact 100-play Concerto Model 434... make ROCK-OLA the only manufacturer that covers all locations, large or small, for maximum take.

LOOK TO

ROCK-OLA

ALL OUT, ALL THE WAY, PROFIT!

Rock-Ola Manufacturing Corp., 800 North Kedzie Avenue, Chicago, I1. 60651

www.americanradiohistory.com
Trade Seeking Means to Bridge Gap Between Labels, Operators

European, Canadian, Latin American and Japanese coin machine operators and distributors are expected to attend.

General convention co-chairmen are A. L. Pucek and Russell Mawdsley. "This is probably MOA's first international convention," they declared.

"We have both exhibitors and visitors from several foreign lands. This means that the MOA convention is becoming recognized as an international showcase for the coin-operated amusement industry."

"The future of MOA and the industry never looked brighter than it does today," said Granger. "The 1967 convention would seem to bear this out. In almost four years with the association I have never seen greater enthusiasm for the convention."

Board chairman John A. Wallace declared, "I think this one is going to break some records."

There will be some record people at the show hoping John's hunch has a double meaning.

IF YOU'RE ATTENDING THE MOA CONVENTION IN CHICAGO

OCTOBER 27, 28 & 29

LEAVE THIS PHONE NUMBER WITH YOUR OFFICE OR HOME

Paging service throughout the Convention Hall

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"LEADER" by U.S. Billiards features

- Genuine Solid Slate Bed
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MOA Exhibit Booths 6-7-8-9

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OCTOBER 28, 1967, BILLBOARD
**D&P Vending in Squeaky the Clown Promotion Push**

DANA POINT, Calif. — D and P Vending Co. here has launched a drive to appoint distributors throughout the country for Squeaky the Clown, one of the industry's most colorful machines.

Principles in D and P are President Eugene Ober and Walter L. Merlis, 30-year vending veteran. The firm owns the Squeaky the Clown rights and contracts for manufacture with one of the largest bulk vending equipment firms in the world.

Other comes to the business with a background in music; is the director of the annual Festival of Opera at the Laguna Beach art colony. Merlis began in the business at age 17 by answering a Wurlitzer "boy wanted" ad.

Ober entered bulk vending because, he said, he wanted a job with "creative potential." And he points out, "We believe the only way to help others create a route is to have one ourselves. Therefore, D and P will continue to operate a route in California, continually testing product sales and selling programs."

Said Merlis: "Squeaky the Clown is as new and progressive as tomorrow. We invite old time operators and newcomers alike to investigate the available distributorships and the opportunity to make increased earnings over the one-color machines."

D and P will exhibit its machine at the impromptu trade show at the LaSalle Hotel in Chicago this weekend in conjunction with the annual mid-year board meeting of the National Vendors Association. D and P is located at 34262 Street of the Blue Lantern here. Telephone: (714) 496-2304.

**Canine Guards For Rountemen**

NEW YORK — Members of the New York Bulk Vendors Association (NYBVA) witnessed a demonstration of guard work at a recent meeting (9). The demonstration was held for possible use in the protection of route men.

Two German shepherds, owned and trained by Rimke Kennel, Ltd., Brooklyn, were put through a series of demonstration routines and maneuvers which showed their obedience and ability to resist attack. The demonstration was given by the dogs, who have been trained and sold.

Roger Polk, NYBVA president and directors discussed how the dogs might be useful in reducing assaults and guarding warehouses and unattended merchandises.

Warren Raphael, head of programming and publicity, and Louis Ellis, treasurer, announced that the Bulk Vendors Association had arranged for a dinner and social evening at the Boulevard Night Club on Saturday, November 18. Also on that night Nathan Gordon, Brooklyn operator, will be honored on his 40th anniversary with the Bulk Vendors.

Arthur Flancisco, secretary, said that they were working hard to put together the 1965 Journal which will be published in conjunction with the dinner dance.

The next meeting of the Bulk Vendors Association will take place on November 13.

---

**ROSEN STARTS 24-HR. SERVICE**

PHILADELPHIA — David Rosen, Inc., is now providing 24-hour service for operators, seven days a week.

Company President Dave Rosen said the new program was set up to assure that no one loses hours in any location because of lack of parts of service.

"Weekend service and parts need not wait until Monday anymore," Rosen said.

The Rosen after-hour service number: (215) FI 2-3333.

---

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Brings loads of laughs to customers, and loads of nickels to Operators.

Lots of fun to play, more fun to replay, and replay a challenge that appeals to all.

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**How the Booze Barometer "Soberity Test" of Champions Works:**

Player drops a nickel in coin slot; then tries to maneuver the hoop as far as possible over the obstacle course without contact. When the ring and not touch, the game is over. Then the player gets his hilarious Booze Barometer rating.

Real game of skill which involves manual dexterity and patience. The real fun comes in watching an all-thumbs container who has one small drink gets rated "Sobriety as a Judge." The game consists of an electrified eye ring on a plastic handle which is guided over a crooked metal rod.

Player places the eye ring in the start position on a plastic buffer, drops his nickel and the Booze Barometer lights up, ready for action. If the ring makes contact with the rod, a bell rings, the lights go out, and the game is over.

Punt-Return unit works in similar fashion to Booze Barometer machine. Player must zig-zag for a touchdown. See illustration above for view of playground.

WRITE OR CALL RAY GREINER TODAY FOR NAME OF NEAREST DISTRIBUTOR. SEE THESE EXCITINGLY NEW AND PROFITABLE NOVELTY MACHINES AT THE MOA CONVENTION.
What's New at The MOA Show

(Continued from page 116)

U. S. Billiards (Booth 6-9)

Here you'll see more signs of the diversification going on in the billiard manufacturing field today. Al Simon, you'll recall, was one of the first to branch out, showing his Coin-A-Copy machine at this event last year. He'll have something else new this season, and will be promoting his convertible time pool tables and two snooker models.

Valley Mfg. Co. (Booth 14-16, 29-31)

You'll notice here right away that new eye-appeal in the form of colored Formica "Rosewood" and chrome trim has been added to the firm's 7- and 71/2-foot tables and will soon be available on the 6- and 8-foot units. All these new models have square legs. Veteran John Ryan will answer your questions.

Williams Electronics, Inc. (Booth 17-19, 26-28)

In addition to Derby Day—the 2-player just released—you should find one or two surprises at this booth. Check with Bill DeSede. Derby Day—for those of you who haven't seen it yet—offers two-four-position targets and seven back-of-the-playboard targets. This stand is always one of the largest and most colorful at the show.

WALTER L. MERILA

Jukebox Behind Mag's Comeback

(Continued from page 96)

needs of many operators. Unfortunately, too many one-stops ignore this type product, Warn-ner said, and this year he has hit off on the operator for programming indiscriminately in all types of stops.

"We're coming to the MOA show for the purpose of getting the message directly to the operator and programmer that we have the adult product he needs. And we're finding that when we reach the operator with this type of product, we often can force airplay that we would never have received. Top 40 stations just don't jump on certain tunes as quickly as we'd like, particularly easy-listening material by female artists.

Warner also said that strong sales of a single to operators can be the deciding factor in the release of an LP. "Jukebox operators buying 30,000 to 40,000 of, say, a Lee Reed side permits us to put out an LP on him. We're not overlooking this factor in the jukebox mar-

Some of the jukebox-oriented product that London will ex-
hibit at the show this week: Lee Reed and orchestra with "Imagine" on Deram; Margare-t Whiting's "I Almost Called Your Name" on London; "Five Little Fingers," by Frankie Mc-
Bride on London.

"We never worry about a Rolling Stone's single getting on the jukeboxes," Warner said, "but we want the operators to know that we have other singles that will make them money and in turn give us an alternative promotional avenue by forcing radio to get on rec-

records they might otherwise igno-

AMERICANICA II booth-
ful at United party included, from
left, Marga and Mel Malcore and
Bev and Don Devillers, all of
Mel's Coin Machine Co., Green
Bay, Wis.

ANOTHER AMERICANICA II booth-

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Attention, distributors and operators! Exclusive territories available. Personal instruction. Write or phone for additional information about the nation's latest—Squeaky, the Clown.

An open invitation. Visit our headquarters. See the world's largest manufacturer of vending machines. Upon arrival at International Airport in Los Angeles, you will be met and be our guests during your stay.

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