Devaluation Stirs Trade

U. K.: Bracing For the Punch

By GRAEME ANDREWS

LONDON — The U. K. record industry is gritting itself for the severest pressures yet on turnover and profitability following the devaluation of the pound Nov. 18. The extent margins and sales will be depressed is still impossible to ascertain.

The record industry relies on relatively few direct imports which will be the most severely affected product lines. University Recording’s Stereo-8 Cartridges and King Stereo with its Monotz 4-track will both speed local manufacture of their cartridges to avoid a crippling increase in import costs. Meanwhile, both companies had considerable stocks brought in before devaluation.

Record lines that are directly imported include Liberty’s Blue Note and Polydor’s Atlantic Jazz imports. When stocks of these are exhausted, both companies will have to decide whether it is more economic to manufacture locally under their existing agreements with Philips and Polydor, respectively, rather than import those albums.

Meanwhile, two trends are (Continued on page 16)

PUBS FOREIGN $$ DENT SEEN

NEW YORK — The Harry Fox office, publishers’ agent and trustee, stated that the devaluation of the pound (see companion stories) would make a serious dent in publishers and writers’ foreign income. In the case of some domestic publishers, foreign inroads have been about 50 per cent of their total take. Countries which thus far[10] followed Britain’s lead in devaluing their currencies include Ireland, Denmark, New Zealand, Spain, Jamaica and Faro. The Fox office stated it is studying the matter to ascertain more specifically the effects of devaluation on copyright owners.

Key Western nations, other than the United Kingdom, have stated that they have no intention at present to devaluate currencies. In addition to the United States, these include Canada, West Germany, Italy and France.

Col Club, FTC
In New Battle

By MILRED HALL

WASHINGTON — The Columbia Record Club and the Federal Trade Commission are lining up legal ammunition for a battle in the U. S. Seventh Circuit Court of Appeals in Chicago, where Columbia filed its (Continued on page 8)

Korvette’s Rothfeld Urges: EDP Ticketing for Industry

By LEE ZHITO

NEW YORK — David Rothfeld, E. J. Korvette’s merchandising manager for records, audio, musical instruments and books, last week called on the record business to go to EDP ticketing on an industry-wide footing. EDP—electronic data processing—is being used to great advantage in other fields, Rothfeld said, and it is time the record business cashed in on the proven benefits of this streamlined method of inventory control.

Rothfeld called on record manufacturers to source-mark all album and tape product. Source marking means that the pre-punched two-part price ticket is affixed to each package by the manufacturer. The tickets can be coded to convey all necessary information in inventory control. This would include such facts as description of product (monaural LP, stereo LP, or tape configuration), universal product number, type of music, etc. (Continued on page 8)
THEY LAUGHED WHEN I SAT DOWN

WATCH HER RIDE

JEFFERSON AIRPLANE
ON RCA VICTOR

MARSHA #9389
Price Equalization No Help, Say Midwest Rackers as Sales Sag

By RAY BRACK & EARL PAIGE

The Midwestern rackers are as mystified as everyone else by the price equalization edict that was supposed to bring relief to our beleaguered records business, but according to reports reaching Billboard, it has been a complete fiasco.

"Everyone in the business expected equalization to be a benefit to the legitimate stores," said one top Midwest racker, "but it has been nothing but a complete disaster. The equalization has been a disaster, but the way the dollars are being handled is even worse. The whole thing is a mess, and I don't think it's going to help us at all."

Another Midwest racker added, "We expected the equalization to be a way to level the playing field, but it's not even doing that. The dollars are being handled in a way that's not fair to everyone."

The equalization plan, announced by the National Association of Record Merchandisers (NARM), was designed to equalize prices across different regions of the country by setting a uniform price for a given record. However, the implementation of the plan has been fraught with problems, leading to widespread dissatisfaction among record dealers.

"The equalization is supposed to be a way to ensure that everyone gets the same price for a record," said a Midwest racker. "But it's not working that way. Some stores are getting more dollars than others, and it's not fair."

The equalization plan has been plagued by technical issues, with some dealers reporting that they are not receiving the correct dollars. In addition, the plan has been criticized for being too complicated and difficult to understand.

"The equalization is supposed to be a straightforward way to level the playing field," said a Midwest racker. "But it's not working that way. The dollars are being handled in a way that's not fair to everyone."

Despite the problems, some rackers are hopeful that the equalization plan will eventually work. "I think it's going to take some time for the equalization to work properly," said one Midwest racker. "But I think it's going to be better than nothing at all."
EDITORIAL

Coach Catena has been appointed to the newly created post of Capitol of national rack merchandising manager. He was formerly manager of the distribution division. Scotti will continue in those positions as well. Before joining Screen Gems-Columbia Music, he was assistant to the president of Columbia Records. He has been with Capitol since 1958 as a Chicago salesman. Scotti joins World Pacific as national promotion manager, with additional responsibility for the Pacific Coast and Soul City Lines. Scotti was previously in independent promotion.

Lee Trimbly has resigned his position as regional sales and promotion manager for Tower Records to become president of Westex Record Service Inc., Dallas. Trimbly has been with Tower for more than two years.

Arnold Kamien has joined Columbia Marketing, manufacturer of tape cartridge accessories, as executive vice-president and member of the board. Kamien was most recently marketing director for the Bosworth division of Telefunken. He will direct the sale of channel accessories and will also serve as adviser in the development of new products. He will be based at the Columbia Marketing, New York, office. (Joining are Paul Edgerton and John Edgerton has been named vice-president of Columbia Tape Supply Co., Northern California one-stop, rack-jobbing and tape complex. Edgerton has been one of the top salesmen, working European imports in the West.)

Matt Weber has been named national singles sales manager for Verve and Verve/Forecast. He had been with the parent label, MGM, as a field representative for the last 18 months. Before that, he was with Capitol and Columbia. Columbia Records of Canada has announced the resignation of Bill Edgerton, who has been in the Telefunken operation, to handle all marketing and sales promotions, reporting to David Robertson, general manager, marketing. Edgerton, who has been with the company 10 years, will be based in New York. (Joining are Al Hennessey and Eddie Colona, Toronto branch sales representative for September, has been named New York branch manager.)

Charles Williams has resigned as general manager of Westex Marketing, a division of Westex Records, for the last 12 years. He is now in the planning stages of his own publishing firm, Dick Burns has been named general manager of Trousdale, Wingate Music, publishing arm of Westex Records. Williams was previously in promotion for Dunhill and other ABC labels.

Richard Perry has joined the former Bros Seven Arts Records sales staff. A former New York-based independent producer, Perry has a formal music background. He will record groups for both Warners and Reprise. (Joining are Tom Rounds has been named president of the company’s new Screen Production division. The company will set up to shoot pop recording groups for TV. He was formerly program director at KFRC, San Francisco.)

Sandor (Ali) Alhmar and Glenn Wallis, chairman of the board at Capitol. He has held the post since 1964, joining the company in 1947 as manager of the international department.

Rene Cardenas has been named special international representative for Latin America for MGM Records. He has worked with Amex in South America four years. Before that, he was with the Kinestone trio in the recording, publishing and personal appearance fields. (Joining are Edgerton, Paul and John Edgerton national sales and promotion manager for all country product, a newly created post. A former deejay, John Edgerton was last with United Artists as country promotion director.)

Stanley Costa has been named assistant to Lennie Hodes, general manager of Dick James Music Inc. Before joining Dick James, Costa was with Columbia, Fidelia, Tidal Music, Filing Music and Don Costa Productions.

EMI Lebanon, Monument Tile

LOS ANGELES — Monument Records will be distributed in Lebanon by EMI. Monument and its subsidiary labels—Epic, Sound of France, and Ceylon Records, will be distributed in Middle East and parts of Africa by EMI Lebanon.

Monument and its subsidiary labels—Epic, Sound of France, and Ceyлон Records—will be distributed in Lebanon, Jordan, Israel, and Syria by Monument Tile.

Publishing, Licensing, and Sales

EMI Lebanon, located at 1500 W. Olympic Blvd., Los Angeles, has been appointed the official representative for EMI in Lebanon.

Executive Turntable

Col’s Special Products in Detroit Grows

NEW YORK — Billboard Special Products has expanded its operation in Detroit to keep pace with the rapidly growing market for all products. The expansion includes the setting up of a new office, located at 330 Michigan Ave., to be operated by Bob Fordore, most recently served as manager of Western Sales for Columbia Special Products in Los Angeles.

Among the services available to the record business, clients are offered premium records, promotional tapes, and custom-formed formats. Col’s new office, in addition to the Detroit office, is located in New York, Los Angeles, Chicago and Ontario, Canada.

Ninowy Band By Andro Stroud

NEW YORK — Ninowy Records has been launched by Andru Stroud. The new label will be able to produce a wide range of product, including rock & pop, jazz, country, and r&b. John Furley has been named national promotion manager.

First release features Montera, an instrumental of "Son of Man." The label has also signed Billy Taylor, noted jazz performer and air personality with WLIB in New York. Taylor has recorded a jazz-style sound, and a jazz format station, Burston said that Taylor will be recorded. "Son of Man," the label has also signed Samuel Wayman. The music publishing wing is Ninowy Music.

BING BACK IN RECORD SWING

LOS ANGELES—Bing Crosby, who has been inactive in recording since 1958, has cut two tunes from the forthcoming motion picture motion picture "How Now Dow Jones." His reprise single pairs "Step to the Music" with "What Do We Do With the World?" Ernie Freund, chief engineer, Sonny Burns produced the session.

Crosby last recorded two sides for Reprise in May 1966: "Far Hot Country," and "How Green Was My Valley."
The world is listening to the voice of Scott McKenzie. Music has no enemies.

A beautiful album, memorably performed... includes Scott's worldwide hits "San Francisco" and "Like an Old Time Movie" plus 9 more tremendous performances.

Produced by John Phillips and Lou Adler.
Merc. Studio to Be New Act Workshop

NEW YORK — The new Mercury studios, which will be in operation shortly after the first of the year, will include a studio to be used for a workshop project to develop new musical artists. The new headquarters, at 110 West 57th Street, will feature two studios. The larger studio, which has 8-track capabilities, will be leased to other record companies when Mercury artists are not using it. But the smaller studio will be largely used as a workshop. Its 4-track features will be "turned over to independent producers and groups. When we think they have something, we'll let them use the studio free," said Charlie Fach, director of recording. "We'll include people with track records and those without. If they want to try something different, we'll let them. Kids will have the time and the place in which to experiment with new ideas. If they come back late or get worried about where the money for the studio fee is going to...

TALENT REVIEW

Charles a Thanksgiving Treat With All Musical Trimmings

NEW YORK — Opening in New York on Thanksgiving Day seemed to be a matter of Charles, who made his New York night club debut at the Copacabana Nov. 24.

Charles, the Rat Pack, his 16-piece band and Billy Preston played before a full house and turned in a performance of historic proportions.

The package is getting $25,000 for two weeks at the Copa, and the Copa is getting a bargain. The band, the Rat Pack and Preston, a dynamic singer-dancer-organist, would be enough to sustain the act. But with these talents serving as a backdrop for a Christmas, the effect is overwhelming.

Most of the material performed by the ARC artist had been recorded on albums. But to the Copa patrons, many of whom were not familiar with the genius of Charles. It was a revelation.

Charles performed "Georgia on My Mind" in a slow, measured manner, slipping the broth, but still squeezing every ounce of meaning from the song. The word "soul" has been used freely in describing the style of an artist. But that's only my way to describe the anguish that Charles injects into a song in his traditional style, accompanying himself on piano and keeping time with his feet.

Charles, with help from the Rat Pack, performed "You Are My Sunshine" in a style which incorporated a moderate beat, and big band, and this faithful rendition of the Hank Williams classic.

"Premium String," an unrecorded composition by Charles, was "Yesterday," which Charles has recorded as a single for ABC, arranged as a soulful lament for what might have been.

Charles cut the time of arrival fairly thin. His plane landed at Kennedy Airport a couple of hours before the show began. But Charles never blew his cool. The show clicked off as smoothly as a precision watch.

Trinity Distract Adds NEW YORK — Jewell-Pauls Records has named Trinity Records to handle their new outlet in that area. In addition to Jewell and Paula, Trafalgar also handled the Ronn and Muroco labels.

Col. Club, FTC In New Battle

The FTC's final order set aside Hearing Examiner Donald Moore's recommendation that the Col. Club order be modified. Moore found no dangers of monopoly in these companies and the recording industry. The record distribution of records in a warm approval. The record companies had been clear that restrictive licensing agreements by Columbia Club with Columbia Club were not beneficial. The order, issued last August and written by FTC Chairman Paul Rand Herd, is appealed by the Columbia Club's contractual arrangements as set out and is explicitly not to be modified by Columbia Club.

Market Quotations

As of Thursday, November 23, 1967

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Monorial v. Stereo: Dealer And Buyer in Sam Groove

As of Thursday, November 23, 1967

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Klein, Mero Deal Seems Set

NEW YORK — The pur-}
The Magnificent
Aretha Franklin
“CHAIN OF FOOLS”
Written by Dan Covay
Atlantic #2464
c/w
“PROVE IT”
from the hit album “ARETHA ARRIVES” (8150)

Personal Management: TED WHITE
Exclusive Representation: QUEEN BOOKING CORP.
ROHNFIELD URGES: EDP TIKETING FOR INDUSTRY

Korvette's merchandising manager, Paul Revere & the Raiders, reports that Korvette's own system of EDP ticketing for record business is working well, and that the company's merchandising manager, Paul Revere & the Raiders, reports that Korvette's own system of EDP ticketing for record business is working well, and that the use of the Korvette system is spreading to other retailers. The system is based on the Korvette's own computer, which is capable of handling all the necessary data and processing it in a timely manner.

The system has been in use for several months, and Korvette has been able to achieve significant improvements in its record business. The system allows Korvette to keep track of all the sales and returns, and it also provides a way to analyze the data and make decisions about future purchases. The system has been well-received by Korvette's customers, and the company plans to continue using it in the future.

Another advantage of the Korvette system is that it allows the company to keep track of the sales of specific records, which is important for artists who are releasing new records. Korvette has been able to use the system to identify the most popular records and to promote them effectively.

In conclusion, Korvette's system of EDP ticketing for record business is a valuable tool for the company, and it is helping to improve its record sales. The system is expected to continue to improve in the future, and Korvette is looking forward to seeing the benefits of its use.
the Fish are flying again!

"I FEEL LIKE I'M FIXIN' TO DIE"
Country Joe and The Fish

VRS-9266 (Mono)
VSD-79266 (Stereo)

in CABING THEIR NEW SINGLE "JANIS"

VANGUARD RECORDS
U. K.: Bracing for Punch

* Continued from page 1 *

anticipated on the British re-
tail scene: one is a possible swing towards the budget album by regular record purchasers. Pre-
viously, the budget lines here as in the U.S. have relied largely on impulse sales, but planned purchases could in-
creasingly switch to these more attractively priced items. Also, the industry, which is just pre-
paring for its Christmas boom in over-the-counter sales, hopes to push post-Christmas sales with the aid of available all-
time record sales of gift tokens for disks. Two token lines run by EMI and the National Record Tokens are both currently con-
ducting major publicity campaigns.

Buyer Holding Out

But there is no doubt that it is going to be harder to get the customer into the shops, par-
cially in six to eight weeks’ time as the cost of living begins to rise due to the higher price for imported foods and other over-
seas essentials. Pressures will in-
crease on manufacturers also, as a result of a rise of indirect costs notably transportation due to higher charges for oil, diesel and petrol.

Many international royalty and licensing agreements will be affected by the switch in the rate of exchange. RCA manag-
ning director Ken East said “In the case where a guarantee in dollars has been provided for an American catalog more records will have to be sold in the sterling area. However, we may be able to offset problems like this with better experts.” But he added “The whole domestic scene for the record industry here may be altered.”

Additionally, all imported masters where these are charged for, will cost more. All this week U. K. licensees and subsidiaries of American com-
panies were in contact with their American offices in an attempt to evaluate just how much costs need to go up and to try and final immediate ways of pegging down costs before a price spiral gets under way.

The devaluation has meant no immediate changes and the current industry feeling is that everyone will have to wait and see how prices are affected. Meanwhile, long-term confidence in the industry’s growth pros-
pects in this country remains remarkably buoyant.

None of the American compa-
pies that have taken a direct stake in the British market such as MGM and Liberty are cutting back on their programs for next year. CBS and RCA are both going full steam ahead with their long-range plans, while prospective independents such as U.A. are also known to be unsatisfied by this latest tightening of the British economy. The real effects are likely to be felt after Christmas and it is gener-
ally thought that the first six months of next year will be a tough trading time.

But as one industry executive remarked “We’ve been here be-
fore. The July 1965 devaluation package from the governments came right out of the blue but we managed to get back on course within six months. It is going to be harder this time because prices are bound to go up and people will certainly have less money to spend on what many is still regarded as a lux-
ury item.”

The new measures have al-
most certainly come too late to spoil the Christmas sales boom which could certainly give the industry a better year than 1966. So far in 1967 for all the months for which official figures are available until August the industry exceeded its sales to dealers in every month except February.

“We’ve all got to work harder but with any luck this time next year we will be heading for better times,” is the philosoph-
i of one key executive. “1968 is going to be a long hard year but if we put in the ground work this year 1969 could be our best ever.”

Brightest ray of sunshine in the evaluation gloom comes on the export front with Britain’s record prices cut by 14 cents overseas. Already this year the industry has exported over two and a half million records and now seems set to make an even greater contribution to Britain’s balance of payments.

U.S.: Facing Pinch on Take

* Continued from page 1 *

had hedged on its pound re-
serve by keeping its debts high.

Electric & Musical Industries, British-based firm which is the parent company of Capitol Recor-
des here, has been holding its own in the market since D (de-
valuation) Day. Its stock has been fluctuating a little all week and just went down a quarter of a point since the economic shakeup.

Meanwhile, American compa-
ries like RCA Victor and Decca Records which recently an-
nounced new plans for the handling of their product in England, have not adjusted their initial blueprint and are banking on England to come through this financial crisis.
The Comedy Album Of The Year

...And Next Year!

STereo SD33-230

Earle Doud & Alen Robin
Present

"Lyndon Johnson's Lonely Hearts Club Band"

A Hilarious New Series of Comedy Interviews

A Hilarious Series Of Comedy Interviews
Featuring The Actual Voices On Tape Of:

Senator Everett Dirksen • President Lyndon B. Johnson
Governor Ronald Reagan • Senator Robert Kennedy
Vice President Hubert H. Humphrey • Mrs. Ladybird Johnson
Vice President Richard Nixon • Senator Barry Goldwater

ATCO #33-230/SD33-230
Music and Lyrics by Johnny Marks
The Hit TV Musical Spectacular, starring the voice of BURL IVES, 4th annual showing Friday, Dec. 8, 7:30-8:30, NBC. Presented by General Electric.

RUDOLPH THE RED-NOSED REINDEER
Original Sound Track on Decca Records
$3.00 Record Seller
Over 350 Versions

15 NEW RELEASES
From the Background Score — Reprise
FRANK SINATRA
AND FRED WARING
I HEARD THE Bells on CHRISTMAS Day
Ed Ames, Kate Smith, Bing Crosby, Harry Belafonte, Eddy Arnold, Burl Ives, Bert Kaempfert, Fred Waring, Nat King Cole, Dick Liebert, Carlton Bells (Decca), Sound Spectacular (Victor), Lester Lanin, Dennis Day, Robert Rehme, Johnny Kaye, Lively Voices (Columbia), Decca Concert Orch., etc.

BRENDA LEE
Sings the International Perennial Hit
ROCKIN' AROUND THE CHRISTMAS TREE
(Decca Records)

BURL IVES
Sings his Perennial Hit from the Rudolph Show
A HOLLY JOLLY CHRISTMAS
(Decca Records)

ST. NICHOLAS MUSIC, INC.
1619 Broadway, New York, 19, N. Y.

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Reno's first new hotel is a deal. Lose yourself in the lavish luxury of early 19th Century Nevada. Elegantly furnished rooms with color TV. Reasonably priced for family budgets. Dancing nightly, Swimming. Free parking. Do prepare for a Merry Splendid Fling!

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Exclusive for Artistic Artists a service for you so new, different and unique, it's like taking a trip to the Moon. When coming to the West Coast to entertain or just "play," let us at T.A.S. brighten and enhance your stay with all kinds of goodies for you and yours. Such as, the best:
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• Ticket Service
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• For the entertainer
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  1251 N. Vine St.
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  213-466-7351
  24-HR. SERVICE

Billboard TOP 40

EASY LISTENING

These are best selling singles of the most popular parts. Visit a local music store for more information.

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<thead>
<tr>
<th>TITLE</th>
<th>ARTIST</th>
<th>RECORD LABEL</th>
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<tbody>
<tr>
<td>1</td>
<td>WHEN THE SNOW IS ON THE ROSES</td>
<td>Ad Lib, 789-5082</td>
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<td>2</td>
<td>MORE THAN THE EYES CAN SEE</td>
<td>Al Martino, Capitol 556-018</td>
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<td>MORE THAN A MIRACLE</td>
<td>Barbra Streisand, Columbia 4-0102</td>
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<td>4</td>
<td>WAIT UNTIL DARK</td>
<td>Sergio Mendez, Verve 868-014</td>
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<td>5</td>
<td>CUANDO SALI DE CUBA</td>
<td>Tony Orlando, Capitol 868-015</td>
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<td>6</td>
<td>I ALMOST CALLED YOUR NAME</td>
<td>Barry Mann, Columbia 1261</td>
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<td>7</td>
<td>IT MUST BE HIM</td>
<td>Barry Mann, Columbia 18076</td>
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<td>8</td>
<td>A STRANGE SONG</td>
<td>Barry Mann, Capitol 9011</td>
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<td>9</td>
<td>THE LAST WALTZ</td>
<td>Barry Mann, Capitol 9012</td>
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<td>10</td>
<td>FOR ONE IN MY LIFE</td>
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<td>13</td>
<td>WHEN WILL THE GOOD APPLES FALL</td>
<td>Barry Mann, Columbia 18487</td>
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THOROUGHLY MODERN MILLS

LITTLE DRUMMER BOY
Lou Rawls
KEEP ON DANCIN'
Harper and Rome
I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME
Virginia Wolfe
LOVERS OF THE WORLD UNITE
Farrarin and Leroy
THE VIEW OF ABNEY
Jim Reeves

SOLDIERS
ST. JAMES INFIRMARY
Eileen Remey, (Atlantic Fidelity LP)
HEY MR. BAND
Fredy Morgan
Happiness Is
Benny Golson
JEFF'S BLUES
Seven Silent
I SURRENDER DEAR
Stevie Wonder

SINGLES
STARRING PRESENTS
JOHNNY ALBINO
"El Uncle" - LPS-184
"El Indio" - LPS-193
"Merry Christmas" - LPS-906
"Celeste y Sellaria" - LPS-208

JOHNNY ALBINO
163-12 83 Rd., Howard Beach, N. Y. 11413
(212) 636-1825

JOHNNY ALBINO'S MUSIC, INC.
1619 Broadway
New York, N. Y. 10019

STARRIGHT ENTERPRISES, INC.
163-12 83 St., Howard Beach, N. Y. 11413
(212) 636-1825

DECEMBER 2, 1967, BILLBOARD

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**MUSICAL INSTRUMENTS**

**Fee-Fixing Probe in Twin Cities**

...Continued from page I

were "unwilling or unable" to do so.

As reported here Sept. 23, Twin Cities guitar dealers were considering a classification and fee schedule for teen bands that would have cut payments from $25 to $50 across the board. A dozen teen clubs in the area were allegedly involved in the fee-fixing through a newly formed ballot owners association.

Billboard learned that one of the association's first moves was to rank the area's 250 working teen bands into three classes: Class A (about 10 bands) at a fee of $150 to $200; Class B (about 45 bands) at a fee of from $135 to $150; and Class C (some 200 bands) at fees amounting to scale plus broker's commission. Scale for a five-man group would be about $90, and the fees range from 10 to 20 per cent.

**Stigma**

Area bands charged that such an agreement not only violated antitrust laws but was unfair to the Class B and C bands. Word of the rankings leaked out to the band fans—a loyal bunch—placing a stigma on some bands.

Club owners contended that they formed the association only to discuss common problems such as parking, policing, admission prices and, to be sure, talent fees.

Head said that such a policy come into being in the Twin Cities, it would likely have been a violation of State antitrust laws.

Teen groups are now being paid fees on the basis of talent, supply and demand, Head said.

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**Electronic Instruments Making The 'Dean's List' on the West Coast**

By BRUCE WEBER

LOS ANGELES — If the amplified instrument sales boom slowed down this year, it forgot to tell instrument-conscious high school teenagers and electronic-oriented young adults.

Electronic instrument sales have evolved into the single most important facet of the high school—university music curriculum in Southern California educational institutions.

It used to be that school kids wanted automobiles and surfboards to fill their leisure activity moments. Times have changed.

Except for the success of "instant music on wheels"—the auto tape cartridge industry—traditional teen-age items are being pushed aside for the most part by musical instruments—amplified as well as non-amplified.

Musicologists in the Los Angeles school district and with academicians at UCLA and USC that amplified instruments have carried interest in music down the evolutionary road in schools.

"Young people listen to groups like the Beatles and the Monkees and George Harrison," says John L. Rice, a music professor at UCLA. "Students are interested in instruments, and we have to offer a variety of classes to satisfy them," says John "Mere-ly marching in the school band at football games is not enough. Young musicians are too sophisticated to accept part-time instrument instruction."

A teacher at Fairfax High School, Los Angeles, says there is a wave of interest in musical instru-

COWILLS-HOFNER endorsement contract signing is being hailed by hundreds, but some of them are left. The signing ceremony of the Sorokin Music Co., Inc., national distributors for the Hofner line of electric instruments, to Zach Friedman, manager of the Cowills, and Harold Sorokin, Sorokin Music Co.

THE WHO, having found their way to the charts with "Pictures of Lily," has signed with Vox Guitar and amplifier division of Thomas Organ Co. to endorse products.

**DECEMBER 2, 1967, BILLBOARD**
Pams’ Leader Meeks Makes Top 40 Jingle

By CLAUDE HALL

DALLAS — Bill Meeks, Pams’ president, didn’t invent top 40 radio. But he’s quite likely to top that radio wouldn’t be where it is today if there hadn’t been a couple of Pams behind it. Meeks helped give top 40 radio its ring . . . its identification. Meeks and his colleagues, on saxophone, clarinet, or flute, got top 40 radio on its feet. They were the business while serving as air personality and salesman with KLIF, WABC and WOR before Meeks left to join the jingles I ever heard of,” he said. He remembered one of those jingles as blasting at TV: “No worn-out old movies, no pictures in fall.” . . . It should be pointed out that Gordon McDonnell, head of KLIF, was one of the pioneers in top 40 radio. Then Meeks began selling some of his jingles to other radio stations. “So I decided to go ahead with it. The last thing I want to do is sit around with a microphone,” said Meeks. Pams’ first year of business, Pams did everything that business could do. Meeks expects to cost Pams less with top 40 than with the jingles. For $150 million and $50,000, the jingles are more for ABC of all four ABC’s new networks. Meeks was in town last week working on the project. In addition, Meeks also specializes in jingles and also specializes in r&b and country music formats. Pams’ jingles are heard on WVON in Chicago, the station climbed to 1.000 in a recent general Pulse audited survey this month, and, as Meeks put it, “We were there when it happened.” Meeks is also going into the TV field on a larger basis.

ASHLEY TO BOW TV SEG FILMED IN NASHVILLE

NASHVILLE—Ashley Records in January will bow TV series featuring Leon Ashley and Margie Singleton. Ashley, besides being a recording artist, is a producer. The 15-week series will be different from other country music shows being produced in Nashville, Ashley said, as it will explore in depth the background of the country music through each week. Don Tweedy, ad director of Ashley Records, will direct the new show. Ed Hamilton, ad manager of director, will engineer and act as talent co-ordinator. Ashley will begin taping the shows in Nashville in December. Some 15 markets have already been lined up to expose the show.

CBC Song Market to Begin Its 2d on Jan. 1

TORONTO — The Canadian Broadcasting Corp. has announced that CBC Song Market, the competition for popular and professional Canadian songwriters, was such a success that a third contest will begin on Jan. 1. The first two contests took place in Kingston, Ont., in June 1966, and attracted more than 3,000 entries, with 32 of the best songs broadcast in a series of programs on the CBC radio network. In 1967, the first prize of $2,000 was to be accompanied by an RCA Victor recording of the winning song. However, the high standards of entries led RCA Victor to release a full album containing the winning song, three finalists and eight semi-finalists entries, sung by various Canadian artists.

Deadline in the second competition is March 31. The 32 songs selected for broadcast will be aired on the network beginning in July 1968, with the winning song announced in the fall. Judges for the competition were Arthur Schwartz, who wrote such hits as “Dancing in the Dark,” “Music of the Spheres,” “Remember You,” “Sail Boats,” and “Song of the Night.” RCA Victor ad director Will Gillmeister, Montreal chassis director, and singer Ray Berthaum, and CBC singing star Juliette.

COKE, COSBY RADIO TIE

NEW YORK — Comedian—singer Bill Cosby of Reprise Records has been signed by the Coca-Cola Co. to do a comedy—radio program five nights a week. The show will be aired on five major radio stations in the 500 major markets nationwide. Ira C. Herbert, vice-president in charge of radio and television of Coca-Cola, said the new show represented an investment of “quality entertainment” and is steady. The show marks the continuing drive of Coke to reach the teenage market.


In countries like Australia, Great Britain, Canada, Honolulu, Mexico, and in England, Pams products are

Pirate Veronica Gal With Flags Flying

HILVERSUM, Holland — The good ship Veronica is a pirate radio station that hasn’t been scuttled — and it isn’t likely to be. Veronica pays not only taxes, but royalties to BUMA-Sterrenma and literally goes overseas to stay aloft. Owned by Dick, Bul, and Jan Verwey, Radio Veronica is located on a former fishing vessel six miles off the coast of Holland. It’s been on the air seven-plus years and its 10,000 watts range as far as England at night. The format is a potpourri, but mostly 100 hits. In fact, Wil Van Kooten, who’s program director of the station and uses the air name of Joost the Sailor (it translates as Joost the Sailor), says the specialty of the station is making hits. His own show seems to be a good example of the ship’s atmosphere of the station: it’s called “Joost Mag Het Water (Cesk Film Tent).”

A printed list in the programing tool of the station. It features 40 of the major-selling singles in Holland, Monday each week to between 60 and 70 retail outlets, said Van Kooten. The program list showed the Bee Gees (On Polygon in Holland) sitting at No. 1 with “Massachusetts.”

COKE BOWS NIGHT-TIMER

BELLEV, Wis. — WGEZ bowed a night-time country music program Monday (20), announced Raymond W. Grande, general manager and owner. This makes the station virtually a full-time country music station. It’s coming on the air 6:30 a.m., then intersperses country music with Easy Listening until a full hour of country music at noon. The station makes country music records with Easy Listening records until 7:30 p.m., when it shifts to solid country handled by Bob Soder. Howard Lane is program director and handles the morning and mid-day country shows.

On Winter’s Debut

HOLLYWOOD — Nancy Sinatra, the Duey, Ella Brennan, and Red Skeleton have been signed to appear on the debut of the new “Jonathan Winters Show” on CBS-TV Dec. 27. Red Skeleton, host of the weekly hour color comedy-variety series, Jon Winters is director.
AN INCREDIBLE NEW SINGLE
"Hooray for the Salvation Army Band"

The astonishing career of Bill Cosby continues to burgeon!

WARNER BROS. - SEVEN ARTS RECORDS, INC.
IN THE CHURCH OF THE MIND, THERE ARE CHANGES.
FOR TODAY, THE ELECTRIC PRUNES CREATE
"THE MASS IN F MINOR."
ON REPRISE RECORDS.
JUST CONSIDER

IT WAS FUN
(WHILE IT LASTED)

BY

THE

WILDWEEDS

FOR 2 MINUTES AND 49 SECONDS.

SENSATIONAL, ISN'T IT!
Tannen: Music Key to Success

SILVER SPRING, Md.—Too few managers pay attention to the music on their stations, when it's actually "the major air personality" of the business, said Herb Tannen, who owns a flock of stations that all feature different formats.

Tannen, a former air personality, is president of firms which own WHEE in Chester, Pa.; WYRE in Annapolis (a Hot 100 station); WDMV in Pocomoke, Md. (middle-of-the-road), and WCCC, Hartford, Conn. (Easy Listening).

He has the knack of taking a loser and turning it into a winner. To illustrate how well Tannen's operations do, WYRE business was up 50 per cent last September over the previous September. WCCC, which he bought last April, is already producing "fantastic" reaction.

His formula for success is based on what he considers sound principles of marketing. "I never buy a station unless I can find a unique programming pattern for the market that already doesn't exist. Tannen is also now setting up an agricultural network—"Agradio," which will be primarily a sales network.

Every radio station has to have a degree of community involvement, he said. One way to do this is to put somebody from the community on the air. "Every day I do is based on thorough market research."

In Chester, where WEEZ is located, the area has one of the highest concentrations of industry in the State—over 1,000 firms involved in everything from ship-building to making tools. I asked one of the business leaders if he had a problem. He said, "Yes, in communicating the firm's contribution to the community." Out of this was born a special feature called "Industry Speaks" where the president of an area firm describes what his business makes, how many people it employees, and its contribution to the community.

As for the music format, this should be determined in any market by what does not exist...the object is to be unique. You've got to be known as the station that plays country music or the station that plays Easy Listening music...whatever your format is.

Tannen started in radio in 1944 at WSP in Portsmouth, Va. (the station is now WAVE). He remembers getting a call every night from owner Trim Aydlett requesting "Bluebird of Happiness." Tannen eventually became program director of the station. After a year and a half, he joined WJAY in Silver Spring, Md., to work program director under John Kouge and Joe Brechner (Brechner is now owner of WFRT-TV in Orlando, Fla.).

In 1952, Tannen decided he wanted to get back into management only to be told he needed a sales background. Brechner gave him a job as sales manager. "There's no question that the man who approaches sales from programing has an advantage," Tannen said.

Then he joined WILY in Pittsburgh, a station had been bought by Kouge (it was the old WPSC) and switched to R&B. Four years later, Tannen was promoted to a spot as sales manager for "WABC-AM, a sister station."

In 1958, Tannen bought the station and it's been a family business ever since.

Tannen is an excellent state of the art

RCA PUSH ON 'PORTOBELLO'

NEW YORK—RCA Victor is promoting "Portobello Road," a single by the Spectrum, through a short film of a performance of the song. The film shows the group wandering in and out of shops on Portobello Road, Victore field and promotion man will use the film in special screenings for disk jockeys and dealers and also on TV. The disc was produced by RCA Great Britain.
This is Lisa Miller. She’s 11 years old. She records for Canterbury Records.

“Love is”
“The Loneliest Christmas Tree”
C-519
NEW YORK — After two years and 15 hit compositions, songwriter and producer Buckley, 46, has decided to sail off on a solo career. "It's not easy to leave a group I've been with for so long," he said, "but I've always been a solo artist at heart."

Buckley, known for his hits like "Hello Little Girl," "Goodbye," and "The Gospel of Love," has decided to pursue his own musical direction. "I've always felt a strong connection with my songs," he explained. "I've been waiting for the right moment to step out and take control of my own destiny."

Buckley's decision was influenced by the success of his latest album, "The Voice," which has been nominated for a Grammy Award. "I've been working on this album for over a year," he said. "I wanted to make sure it was a true reflection of my artistic vision."

Buckley plans to release his new album in the spring. "I'm excited about the new material," he said. "I think it's the best work I've ever done."
WATCH FOR
“Spotlight on Mexico”
DECEMBER 16
IN BILLBOARD
LULU'S NEW HIT
"BEST OF BOTH WORLDS"

Also included in her current smash album
LULU sings To Sir With Love

WHEN THEY ASK FOR LULU... THEY MEAN ON

EPIC
Cake's Squashing Is Way to More Dough

LOS ANGELES — For an unknown reason, the Cake, is beginning to win national attention. Having been bounced off the "Miss Teenage America" CBS-TV special Saturday (11) by a panel of mothers contestants because of the female trio's odd attire, the Decos artfully played the role of a degree of controversy which is turning them into a valuable show business commodity.

Herb Nasan, agent with the William Morris Coast office who handles the act—as well as other rock groups of the Charlie Green/Brian Stonestable—secured the beauty contest booking. The trio was supposed to perform and offer a contrast to the contestants. As a result of the pressure exerted on the show in Dallas by some of the contestants mothers, the trio was told two days prior to the telecasting, about the cancellation. Greene secured radio interviews for his act which resulted in a number of teenage girls picking the Dallas arena hours before show time.

As a result, Dallas Station KULV invited the trio—Jeannette Jacques, luv, Eleanor Barouhahian, luv, and Barbara Lewis, 19—to headline a Saturday (1) concert at the Dallas Memorial Auditorium. A number of Dallas' social set, reading of the trio's cancellation, invited them to perform instead Saturday at the first annual Dallas Deb Ball at the Brook Hollow Country Club. Performing without music, the girls sang a cappella, which gave Greene the idea for cutting them in this fashion. Last week he booked them for a forthcoming Deco release.

The national publicity coming from the TV incident has already set Nasan working on guest spots for the Joey Bishop and Johnny Carson shows. "Hollywood Palace" booking is already formed. The three New York girls had made their debut on the "Smoothers Brothers" CBS-TV show about a month ago performing in a shooting blue style. This image had been created on two angles for Deco. Now, Greene says, the girls are being groomed in a baroque mold and will only perform songs they write. According to Greene, Deco's supply of original albums was sold out following the TV cancellation.

To Smash College Group, Effect, Not Effects, Counts

LOS ANGELES — In an era when studio effects dominate a group's sound, Smash Records has come up with a vocal quartet which doesn't use effects it can't duplicate in person.

Riding against the tide of air of the group is one of the Collage, an act signed by Mercury's Coast outpost and recorded by A&R director Steve Douglas. The group's debut LP bearing its name will be shipped shortly along with its first single, "Looking at a Baby." Together only five months, the two girls and two guys aim for a niche midway between the soft self-cleanly harmonizing quartets and the psychodelic, sternly gazing agitations.

As a major ingredient in its support, Mercury plans a subsidization program covering weeklyallowances, and the purchase of clothing and equipment. The act writes its own material and has a full-sounding style which stays clear of protest and the ear-out type of lyrics.

Victor Has Ames in LP Spotlight

NEW YORK — Ed Ames is in the RCA Victor spotlight this month. He's represented on four new Victor albums: "When the Snow Is on the Roses," titled after his recent single release, the original TV cast album of "Androcles and the Lion"; the original TV cast album of "Cricket on the Hearth" and "The Christmas Song." Ames is the Christmas number for "Daniel Boone," the TV series on which Ames is a regular, and marks the end of shooting for this season, so he'll be free to fulfill several nightclubs and TV guest star spots during the winter and next spring.

First "booking" for the act is on the bill at a Thrifty Drug store party later this month with Lawrence Welk and Charlie Barlow.

The act has attracted a five-year-old band for its debut on college campuses. Using the label's rehearsal hall at its Hollywood Boulevard offices the past several weeks, Collage has been on strengthening its visual impact to add to its choral sound.

Accept Entries For Mobile Fest

NEW YORK — Registration is under way for the third annual Mobile Jazz Festival scheduled Feb. 16-17 at Mobile Municipal Theater. The first four schools to register for 1948 include: the Waveny of Troy State College; the Mississippi College Stage Band; Northeast Louisiana State Jazz Ensemble; and Loyola University Stage Band.

Winners in the Mobile Jazz Festival, sponsored by Spring Hill College and the University of South Alabama, win a trip to Miami next May to compete in the Intercollegiate Jazz Festival.

Registration deadline for the Mobile Jazz Festival is Dec. 1, and Dec. 15 is the deadline for performance tapes to be submitted. Registrants should write the Mobile Jazz Festival, P. O. Box 1098, Mobile, Ala. 36601.

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RCA Victor's Motion in Motion!

C. Full selection of ad mats and cover cuts for local newspaper follow-up ads, will make the promotion longer and more profitable.

D. Easel-back mounted covers focus attention on the product and brighten display areas.

E. This full-color catalog, spotlighting all the best-selling albums, will help browsers become buyers. Makes for motivating year-round mailing, too.
Cardinal Success Points To Strong Medium $ Mart

By FRED KIRBY

NEW YORK — The initial success of the Cardinal label indicates a strong market for intermediate priced classical product, according to Special Solomon, president of Vanguard Records, Cardinal's parent company. The Cardinal line, a sterio-only line has exceeded projected sales, Solomon reported.

HerbCorsack, Vanguard national sales manager, noted for the first time in his experience with the company, classical records have to be flown to dealers the way hot pop product is. This is especially true of Mahler's "Symphony No. 2," with Maurice Abravanel and the Utah Symphony, which Solomon noted was out of stock.

The Mahler symphony, Cardinal's first title, was considered a risky title to include in the release because there are existing versions conducted by Leonard Bernstein and the Philadelphia Orchestra under Walter and Georg Solti in the catalog, the last being a recent top seller for London Records.

But, the Abravanel version has been so successful, that Vanguard now is looking into another pressing plant to try to meet the demand.

Other leading Cardinal sellers have been an Eves orchestral collection and "Mahler's Symphony No. 4," with the Royal Philharmonic, a pairing of Mahler's Symphony No. 5, with Charles Munch and the Leipzig Gewandhaus Orchestra.

From excerpts from Berg's "Wozzeck" featuring soprano Hanne Kardeh and Iwan Kusin, "Israel Symphony" with Abravanel and Abravanel's latest, "Vesper di Beata Vergine" conducted by Denis Stevens and Rafael Kubelik's "Pandora," recorded in Paris.

A three-record set due out early next year will have Harrer's first New Philharmonic Orchestra in Ives four symphonies, the first such collection to be released by the same company. A second label is expanding into the avant-garde with selections by Xenakis.

Solomon explained that Cardinal's first year's sales was not enough profit margin to handle new product on the low price, considerably below list price, while name artists were needed for top ten charting albums. Sales releases on Everyman will be at least exclusively released from Vanguard, according to Solomon. Doubled that there would be much higher material on the line, since there still were several hundred hundred titles to choose from.

He said salability of artist and product, in turn, were the main factors in determining Cardinal titles. He cited the Yale String Quartet's "Mahler's Quartet" which was released in the first release, noting it cost less to wax a chamber recording.

"$3.95 list was helpful in introducing artists," he said.

Carrollly, the intermediate price can produce greater revenue, with the: "intermediate" product and some high price material. In New York, where Cardinal is often discounted at $3.00, dealers can realize $1.00 to $1.50 for each album discounted at $1.98, returns about 70 cents with less realization, according to Cardinal.

In addition to the avant-garde, the company is considering the semi-classical field current releases of Leroy Anderson and Gerhardin with Abravanel and the Utah. Early next year, there will be another Gerhardin album and a Jerome Kern in the catalog and the Utah under Abravanel and the Utah. The Everyman line has expanded into chamber music with four releases.

In Cardinal's future are albums by cellonist Antonio Janigro, pianist Lili Kraus,好象 Robert Helpmann's "Mozart String Trio," a product by the Yale Quartet "Mahler" and "Mozart," and instrumentals bolstered all Vanguard product, including Bach Guild, according to Solomon with increased dealer acceptance and more on-shore display. As Solomon sees it, the intermediate classical record is here to stay.

Finn Carnevali makes her New York Philharmonic debut Thursday night at the Metropolitan Opera, Mrs. Ford, in Verdi's "Falstaff" on Tuesday (24). Bjorsholm Katona performs her first Met "Gioconda" on Saturday (2), when Neil Rankin sings her first season's (1940) Laura, Anna Moffo and Mario Sereni sing their first Met performances this season in Verdi's "La Traviata" Thursday (7). The season's first "Maurizio February 3, 1967

San Francisco '66-67 Report Everything's Up But Money

SAN FRANCISCO — The San Francisco Symphony Association's yearly report for the 1965-1967 season shows record attendance, artistic and financial successes — and a record deficit.

The Symphony, in its 55th season, presented a record number of concerts, with an average season ticket sales of 86,853. But hand-in-hand with the records were record deficit figures.

"It is obvious," says Philip S. Boone, president of the San Francisco Symphony Association, "looking at the season's financial picture, the orchestra has met its high artistic standards, longer seasons and increasing deficits go hand-in-hand."

Total operating expenses for the season were $5,149,986, and produced an operating deficit of $785,972. The orchestra's annual operating budget was not enough to cover the deficit, and the organization's accumulated deficit is now $256,000.

On the artistic side, the orchestra earned critical praise, presenting a wide variety of concerts throughout the year.
Ferras Plays Nigg's Work

NEW YORK—Christian Ferras was brilliant as soloist in the world premiere of a new work, "Nigg's Violin Concerto," with George Troutwitz and the Minneapolis Symphony at Carnegie Hall on Nov. 16. The histrionic work seemed audible to follow. Ferras, who performed the concerto's world premiere in Berlin, has recorded the piece for Deutsche Grammophon. It has been released on a low price Halidon label here.

Troutwitz, who was making his New York conducting debut as replacement for Stanislav Skrowaczewski, conducted the five orchestra cleanly, with Skrowaczewski's new arrangement of Szymanowski's "Symphony No. 2" a real delight. By singing his parts in the symphony, Skrowaczewski has produced a work that is more musically evocative than it was in the Prelude and Liebestod from Tristan and Isolde, and the suite from Stravinsky's The Firebird. Unfortunately, most of the orchestra's only recordings are older performances by Henry Wood, and Philips World Series.

FRED KIRBY

Previn, Houston Tour Set April 18

HOUSTON — Andre Previn and the Houston Symphony begin the first of two annual East Coast tours on April 18. A May 7 concert is slated for New York's Philharmonic Hall. The orchestra also has booked a three-week tour for April and May of 1949.

The Three Dollar Concerts are listed for December, January, and March here under Previn, associate conductor A. Clyde Roller and Percy Faith.

Previn, who will be in Houston this year, the first with Previn as music director, will be in Houston this year.

The Manuscripts of Schuman Displayed

WASHINGTON — Composer William Schuman's manuscripts are being exhibited at the Library of Congress through Jan. 2. The exhibition, which began Nov. 9, houses the Julliard String Quartet performed Schuman's "Amorita" at the Library.


"A Song of Orpheus" and "Cradle Rhapsody" have been recorded on Columbia, while "Judith" is on Les Mills.

Washington Concert Sampler Series Set

WASHINGTON — A new five-concert "Wednesday Sampler Series" of the Washington National Symphony begins on Dec. 13 with pianist David Ben-Blatt as soloist. Howard Mitchell will conduct.

Other soloists for the series will be violinist Zino Francescatti and Valery Klimov, and pianists Artur Rubinstein and Andre Watts. Edouard van Raam will conduct a program, with Mitchell directing the other.

Boulez Stint Ends

CORTLAND, N.Y. — Pierre Boulez' four-week stint as guest conductor of the Cleveland Orchestra ends on Dec. 23, the conclusion of a short tour by the orchestra. Other tour dates are Tuesday (28), Pennsylvania State University; Wednesday (29), Bucknell Uni-

Washington Special Survey for Week Ending 11/24/47

BEST SELLING CLASSICAL LP'S

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CASCADIA SYMPHONY: "The Great Expectations," Victor 24666 (2). (S) DORFLER (A) 370 71 42 15 43 8 7 6 5 4

Washington Special Survey for Week Ending 11/24/47

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Rochester Slates US Premieres

ROCHESTER, N.Y. — Several American premières are scheduled for Liszt Somogyi and the Rochester Philharmonic this season, including Henze's "Das Paradies," Puccini's "La Bohème," and "Tristan und Isolde." The premiere of the work will be in Rochester, and the "Tristan" is also scheduled for performance in New York City. The Rochester Philharmonic will present a program of works by Dvorak, Berlioz, and Mahler.

Schreier on Teldec Album

HAMBURG—Peter Schreier, one of Germany's top lieder singers, is featured in a new Teldec-Decca release. In a new LP Schreier sings Beethoven's "An die Ferne Geliebte," Hindemith's "Sechs Lieder" after Gedichte von Hoelderlin," and Schnittke's "Liebeslieder." Schreier also accompanied. The record has been released on Teldec Records. Schreier has released a new Teldec album with the Vienna Philharmonic under Sir Georg Solti with Birgit Nilsson as Elektra, Regina Resnik as Clytemnestra, Marie Collier as Ophry Themis, Tom Krause as Orest, and Gerhard Stolze as Aegisthus.

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ELVIS CHRISTMAS ALBUM
CHRISTMAS WITH ELVIS
BACK IN THE SADDLE: ELVIS PRESLEY
ELVIS: IF EVERY DAY WAS LIKE CHRISTMAS
How Great Thou Art
as sung by Elvis
His Hand in Mine
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Cedar Walton Trio, Quartet

Prince's recording of "All I Want For Christmas Is My Two Front Teeth" is a winner.

"Jingle Bells" by Avalanche, RCA Camden label.

"All I Want For Christmas Is My Two Front Teeth" by Avalanche, RCA Camden label.

"Christmas Bells" by Avalanche, RCA Camden label.

"Old Christmas Bells" by Avalanche, RCA Camden label.

"Jingle Bells" by Avalanche, RCA Camden label.

"All I Want For Christmas Is My Two Front Teeth" by Avalanche, RCA Camden label.

"Christmas Bells" by Avalanche, RCA Camden label.

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Produced by Wes Farrell in collaboration with Tony Romeo.

From their first album coming next week:

One Way To Get GOOD & PLENTY
Another Way To Get GOOD & PLENTY
Still Another Way To Get GOOD & PLENTY
One More Way To Get GOOD & PLENTY

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Country Music

Full Record Steam Ahead For Congressman Fulton

NASHVILLE—Rep. Richard Fulton (D-Tenn.) has joined the ranks of Congressional immortals by appointing a music publicist, Clayton Powell as a recording artist.

Fulton, a third-term Congres-
sman who represents the Heritage District (Nashville) in Washington, has cut three sides and a single soon will be released on Capitol Records.

The Rev. John A. Boze-
man Jr., a Methodist minister who wrote the songs and produced the sessions, said the tunes will be "Whiskey commander," but he wouldn't go "either pop or country." Al-
though the sessions were held at the Starday studios, Boze-
man said he is negotiating with Oil for his own label, and that a concert would be worked out.

Unlike Dirkens and Pow-
el's, those are 'singing' rec-
ords, Boze man said. "None of the songs will appear on the Grand Ole Opry." Middleman said his record was going to be called "The Grand Ole Opry." It will be in the Windy City.

Robert E. Cooper, vice-presi-
dent and general manager of WHM, said Fulton would be welcomed on the Opry. Boze-
man attended Vanderbilt Uni-
versity and began his music work there writing student com-
petitions. Encouraged by Randy Wood, he was put in touch with Beasley Smith, veteran NASH-
ville songwriter, who taught him the trade.

"I've been using my Nashville sound musicians," The Reverend Bozman said. "The Hardin Trio will be providing music for the Congressman."

Fulton first heard the songs he will record while in his Washing-
ton office last Febru-
ary. The one he is most ex-
clusive about is "Poor Little Paperboy." Fulton once worked as a newsboy in East Nashville.

Dolly Good Heart Victim

HAMiLTON, Ohio—Funeral services were held here Tuesday, Nov. 21, for Dolly Good (Mrs. Raymond C. Molley) 51, well-
known country music singer on radio and television over the years. She died at her home in Hamilton, Tuesday, Nov. 19, after a three-year illness with a heart ailment. In-
formation was made in Rose Hill Memorial Park here.

The deceased were her sister Millie were in the Girls of the Golden West. They had appeared on the Rudy Vallee radio show and for years were a feature on the WLS "National Barn Dance." Chicago, and later on WLS "Booce County Jamb-
berries" and "Middlewest Hay-
ride" in Cincinnati. The Girls of the Golden West had written numerous country songs together, and had recorded for both RCA Victor and Columbia Rec-
ords.

In 1949, Dolly Good was fea-
tured on a western-type show when WKRC-TV, Cincinnati, first went on the air. Her hus-
band Raymond is general man-
ger of WHO, Hamilton. Millie Moore, assistant to director McClaskey, director of client relations for WLW-T., Cincin-
ati.

In addition to her husband and sister Millie, Mrs. Molley is survived by a daughter, Mrs. Joy Silvey, St. Louis; a son, Law-
rence (Biff) Mosley; four bro-
thers, Calvin, Lawrence, Harold and Jerry Good; of East St. Louis, Ill., two other sisters, Mrs. Ross Sherman, Dallas, and Mrs. W. L. Showman, East St. Louis, and one grandson.

Nashville’s Music Row to Swing With the Sounds of Bulldozers

NASHVILLE — Multiple of-

cine 

ices and studios, whose value will be in the millions of dollars, have been announced for Music Row in Nashville.

Construction of these sites will start almost immediately, and will involve the relocation of exist-
ing music firms in the city and the construction of new buildings.

The new buildings will be built with little or no prior repre-

sentation.

Joe Smith, president of Pamper Music, announced con-

struction of a two-story, 8,000-
square-foot building with plans for later upward expansion. The $250,000, 120-
square-foot structure, to be started in a week, will be of black glass and will be at the rear of the new building.

"There is no building or expansion plans to be announced in the near future.

Directly behind this 16 Ave-\n
cus building on Cedar Street will be another office building, which will house ARC Records and "another music firm," not yet announced. Built by a group of music investors, this, too, will be geared toward further expansion. It is believed MGM Records also will move into new office quarters shortly.

April Blackwood Publishers, recently moved to Nashville un-
der Jack Gradey, will be mov-
ing into new office quarters.

Ben Hall and Weldon My-

rick, long-time artists and song-

writers, say they will construct a combined studio-office build-

ing, again just off Music Row, on Hawkins Street. This struc-
ture will contain a recording studio, facilities for mastering tapes, and space for lease. Hall said that Howard Hollen of Motley, Calif., would do the mastering work for the studio once he con-

cludes studio work with Al-

pert on the West Coast, and may bring his Halco Co. to Nashville permanently.

It was announced earlier in

Billboard (Sept. 9) that Hubert Long had acquired two pieces of property on Hawkins where he planned to expand his Moss-

Rone publishing firm and Hu-

ber Long talent agency. At the same time, John Seegmiller, head of Pas Enterprises, an-
nounced expansion plans to an-
existing building, and early plans were made known for construction of the Embassy Club, a plush private member-

ship showpiece soon to go up on 16 Avenue. Old structures now in the process of being torn down.

Other plans are expected to be made known within the next 10 days. Some expansions are awaiting appraisal of property values in the land. When final clearances are given, the music section of the city will have an entirely new, enlarged face.

----

Source TV’s TapeWheels In Motion

HOUSTON — Source Tele-
invision’s new international satellite music distribution company, has completed the first of a planned 200-250 videotape nut's for its new satellite system.

The satellite network, called "The TapeWheel," which operates in the United States, Canada and Great Britain, is a 24-hour, 7-day-per-week service.

The first show was "The Houston 

Oscar Winthrop" and featured the voices of Hollywood celebrities.

The next scheduled series will be headlined by Johnny Wright and Kitty Wells, Shel Wooley and Fel-

lin Husky are among the art-

ists scheduled to be seen.

Officials of Source are working with booking agencies in Nashville and elsewhere lining up guest talent to appear on the shows.

Country Acts To Invoke U. K.

LONDON — The Country Music Association of Europe (CME), the organization which will bring several major U. S. acts to appear in concerts here, has announced that its name to Country Music Enter-
prises (CME).

The organization will bring several major U. S. acts to appear in concerts here, Tammy Wynette arrives at the end of the month and Willie Nelson is expected to arrive next March. Charlie Wilson ar-

vised in London last week to promote his "Country Songs, Country Folk" album. On a re-

cent trip to America, the Hill-

siders were an album with a Bobby Bare in Nashville, pro-

duced by Chet Atkins called "Liverpool Meets Nashville." RCA is expected to issue the album here soon. The CME has a record outlet here, "Country Songs, Country Folk," in London, and the initial release is to be re-

leased on Friday (24) and fea-

Gordon Smith of CME will fly to London the end of this month, and he hopes to be able to pick up country music disks for release by Polydor in this country.

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FARON YOUNG has a SMASH HIT!

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Billboard SPECIAL SURVEY For Week Ending 12/1/67

HOT COUNTRY SINGLES

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<td>Capitol</td>
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<tr>
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<td>Jerry Ochs</td>
<td>RCA Victor</td>
<td>BMI to RCA</td>
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<tr>
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<tr>
<td>60</td>
<td>DANIEL (You Have Been A Friend To Me)</td>
<td>Sonny Curtis</td>
<td>Voice of America</td>
<td>BMI to RCA</td>
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</tr>
<tr>
<td>63</td>
<td>MAKE ME SONG</td>
<td>Carl Smith</td>
<td>RCA Victor</td>
<td>BMI to RCA</td>
<td>5</td>
</tr>
<tr>
<td>69</td>
<td>WOMAN NEEDS LOVE</td>
<td>Carl Smith</td>
<td>RCA Victor</td>
<td>BMI to RCA</td>
<td>3</td>
</tr>
<tr>
<td>58</td>
<td>WHAT'S A DONNA WALK THE DOG (And Put Out The Cat)</td>
<td>Sonny Curtis</td>
<td>Voice of America</td>
<td>BMI to RCA</td>
<td>4</td>
</tr>
<tr>
<td>66</td>
<td>WIND CHANGES</td>
<td>Johnny Cash</td>
<td>Columbia</td>
<td>BMI to RCA</td>
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<tr>
<td>67</td>
<td>BEFORE THE NEXT TEAR DROP FALLS</td>
<td>Sonny Curtis</td>
<td>Voice of America</td>
<td>BMI to RCA</td>
<td>4</td>
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<tr>
<td>68</td>
<td>PROMISES</td>
<td>Carl Smith</td>
<td>RCA Victor</td>
<td>BMI to RCA</td>
<td>3</td>
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<tr>
<td>79</td>
<td>CHICKEN PICKIN'</td>
<td>Buddy Knox</td>
<td>Decca</td>
<td>BMI to RCA</td>
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<td>70</td>
<td>LAST THING ON MY MIND</td>
<td>Sonny Curtis</td>
<td>Voice of America</td>
<td>BMI to RCA</td>
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<td>72</td>
<td>THE KEEPER OF THE KEY</td>
<td>Sonny Curtis</td>
<td>Voice of America</td>
<td>BMI to RCA</td>
<td>6</td>
</tr>
<tr>
<td>75</td>
<td>THIS ONE'S ON THE HOUSE</td>
<td>Sonny Curtis</td>
<td>Voice of America</td>
<td>BMI to RCA</td>
<td>2</td>
</tr>
<tr>
<td>74</td>
<td>I'M TAKING YOU HOME</td>
<td>Sonny Curtis</td>
<td>Voice of America</td>
<td>BMI to RCA</td>
<td>1</td>
</tr>
</tbody>
</table>

Country Music

Mercury 72728

DEC. 2, 1967, BILLBOARD
Another breakout by Merle Haggard:

**SING ME BACK HOME**

The Death Row scene. Sung by Merle Haggard with The Strangers
Flip side (also penned by Haggard) “Good Times” 2017

Still on the most-wanted list: Merle Haggard’s “Branded Man”
ST 2789
Pamper Into Aussie Deal

NASHVILLE — Booking of talent on a worldwide basis and the interchange of masters to help promote country music artists were announced in a joint statement by Pamper Music, J. Hal Smith Artist Agency, Boone Records, and Norman Whitely Holding Co., Sydney, Australia.

Whitely, whose publishing firm represents Pamper in Australia (Pamper Music of Australia), said additional announce-

Sonny James Unit For Bishop Show

Sonny James and the Southern Gentlemen, Capitol Records artists, will appear on the Joey Bishop ABC-TV late-night show Tuesday (26). The show originates here. James concludes his West Coast tour with engagements Nov. 30 and December 1, 2, 3, in Spokane, Wash.; Portland, Ore., and Seattle and Vancouver, Wash., respectively.
HANK LOCKLIN
is on the charts
with a tribute to
"The Country Hall of Fame"

#9323

Six weeks on the charts and one of the hottest hits in the country today.
Middle East Triggers Surge For Israeli Music in Germany

By OMER ANDERSON

BONN - Israeli artists and product have soared to unprecedented heights in popularity on the German disk market.

Every major German record company has been looking for and scrambling after Israeli artists. This is nothing new, but there is something different about the upsurge this time. The Israeli disk surge is not the result of the success of a few Israeli artists, but of a whole movement. Israeli artists have been gaining steadily in popularity in West Germany in recent years, but it was the Arab-Israeli conflict that touched off the current dizzy sales spiral of Israeli product.

The Israeli disk surge encompasses classical as well as pop and folk music, ranging from Esther and Abi Ofarim to pianist and director Daniel Barenboim.

Almost anything is considered gilt for the German disk market. As an example, Polydor has just released the Israeli Defense Minister's new album, Dayan, the Israeli Defense minister and the country's most famous soldier, titled "Tribute to Dayan" and "Negev-Songs of the soldiers." The album is a double LP and is barring the highlights of the Israeli victory in the six-day desert war.

Barenboim Prized

Der Spiegel, the West German music magazine, has just published virtually unprecedented articles on Daniel Barenboim, whose recordings are being released in Germany by Deutsche Gimmick, a new feature of the works of Mozart. Esther and Abi Ofarim are West Germany's top folk and recording artists, and Philips has been the first to sign the two top-selling disk artists in this country since the war. Philips is the first to sign the two top-selling disk artists in this country since the war. Philips is the first to sign the two top-selling disk artists in this country since the war. Philips is the first to sign the two top-selling disk artists in this country since the war.

RCA Ltd. Building Studio in Montreal

MONTREAL - RCA Victor Ltd. is constructing a new $1-million studio complex, which will be the largest and most modern in Canada, and will be ready for occupancy in August, 1968, with studios in professional operation not later than October of 1968.

Charters are now being set up by the studio Music Canada Ltd. (CMA), the successor to Canadian Broadcasting Corporation Ltd. (CBIR), which will own and operate the new studio building.

Show Helps Lame Children Nets 104G

ST. LOUIS - The Damoy Thomas benefit for crippled children at the St. Louis Arena on Sunday (19) brought in $104,000. Headliners were the Monkees, the Osmonds, the Turtles, the Young Rascals, Bobs, the T-Birds, Sammy James and the Shondells.

The Mitch Ryder Show teamed with Smokey Robinson and the Miracles drew 8,000 at the University of Virginia on Nov. 11.

International News Reports

International Top-Artist Event

SUN REMO, Italy - Top international singers will perform at the 18th annual San Remo Festival, to be held Feb. 1-3. Songs and artists are being selected.

Brazilians, Italian stars, singers from U.S., U.K., France, Germany, Israel, Argentina and Brazil will compete.

Among the probable participants are: Antigoni, Ermanno, Sant'anna, Emmanuelle, Silvia, Mauro; Little Tony, formerly with Durrnam, has signed with Bee Gees.

Other contestants are: Miltown, Wilma Gold (Recordo); Iva Zanicchi, Fausto Leali and I Giganti; Ricci, Sergio Endrigo, Claudio Montanari, Villani and the Castiglioni (Fonti-Cetta), Tony Del Monaco, Johnny Dorelli and Gianna Maria Canale (C.C.G.D.); I Camaleoni (CBS); Al Bano, Enrico Montesano and Gianni Romeo (EMI-Italian); Dino, Nino Rota, Dario Di Bari, Lucio Dalla, Michele and Jimmy Fontana (RCA-Italiana); Don Backy (Clan); Umberto Guidi and Orvallo Vannini (Ariston); Domenico Modugno, Memor Remigi and Andrea Ferranti (CBS-Carlozell); Isaella Jannetti (Durium); Tino Rossi, Bertin, Annetta (Phonogram).

H. S. Singers

U.S. Singers U. S. S. singer: probably Sonny and Cher and Wilson Pick (The Mamas and The Papas); Dionne Warwick (Skeeter-CGID); the CBS (CBS); Mitch Ryder (Ryke-Anderson); Ryke (Ryke-MGM); Bobby Gentry and the Beach Boys (Capitol); the Captain, and the Animals (U. A.); Roberta Durum (Durum); Lucio Amstrong and Sarah Vaughan (CDI); Julie London, Cher and Johnny Rivers (C-G.

Great Britain's entries will probably be: The Who (Decca); the Rokes (RCA-Italiana) and Sandie Shaw (Pye); Shirley Bassey (U.A.); Dussly Springfield (Philips); Richard Anthony (Pathe-Marconi); Militea Mytho (Barclay-RCA-Italiana); Antigone (Vogues-Saar); and Johnny Logan, who will sing in French. The other candidates are: Lucio Battisti, the Rockers, Decca. The 22 songs will be performed by two singers, separately. There will be two semi-finals and the final on Feb. 3.

Publishers of the competing songs will pay a $100,000 entrance fee. Record companies will pay $1,000 each for five Italian singer, but will be the money returned to those who don't make the final. There will be no entrance fee for non-Italian singers.

GERMANO RUSCITTO

INT'L DISK GUILD OPENS QUARTERS NEAR PARIS

PARIS-Olive Guichard, the French Minister of Industry, inaugurated the new headquarters of the Guild Internationaux du Disque at Evreux, 60 miles west of Paris, Nov. 9 at a ceremony attended by more than 600.

The new building, which will eventually occupy 28,700 square yards, is located in the industrial zone of Evreux and will centralize all the departments of the Guild which until now have been in various locations.

To the buildings already completed - the administration block and the warehouse and dispatch department covering a total of 12,200 square yards - will be added other blocks as the Guild completes its expansion.

The Guild Internationaux du Disque, founded in 1954, is the biggest mail-order record company in Europe with more than 3 million subscribers, nearly 700 employees and 26 branches throughout France.

Chain Store Deals Expand German Saga Distrib Net

DUESSELDORF - Saga, Germany's largest LP exporter, won planning permission to expand its German market through its distribution subsidiary, the newly established German company.

Vogue Pitches Writer Bechet

PARIS - Vogue Records is launching a major drive to exploit the compositional talents of the late jazz saxophonist Sidney Bechet.

Bechet composed scores of originals during his recording years with Vogue - including the million-selling "Les Ogres" - and copyrights of his tunes are held by Vogue's music publishing division.

Singer Antonio has already achieved marked success with "Madame Bessac" and, according to Vogue, other Bechet tunes will be released by Vogue's music publishing division.

Dallas Battle

DALLAS, Tex., - Gibson's Discount Centers here are sponsoring a "Battle of the Bands" at each of the nine stores in the chain. Winners at each store will be awarded $300 in prizes, drum sets, amps and electric guitars.
A GIANT FOLLOW-UP TO "IT'S GONNA BE MELLOW"
LEON HAYWOOD sings
"MELLOW MOONLIGHT"

and, LEON'S GOT A BIG NEW ALBUM

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2. THE FOUNDATIONS Baby, Now That I've Found You
6. THE KINKS Autumn Almanac
9. VAL DOONICAN If The Whole World Stopped Lovin'
10. DONOVAN There Is A Mountain

From The Melody Maker And Disc Echo Charts
W/C 26/6/67

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Mercury Records
72756
CED LAUNCHES LEFREVE DRIVE

PARIS — CED is launching a strong "internationalization" drive for the Raymore Lefreve Orchestra whose new Riviera album will be simultaneously released this month in 15,000 French stores, continuing CED’s previous Riviera albums released in the U.S., Canada, and the United Kingdom and containing "A Whaler Slant of Pate," released No. 13 in the recent CED Records catalog, has recorded instrumental versions of "The World We Know," "How Can I Be Sure," and "Love You, Love Me," released for the new album, The World We Know, in the U.S. and Canada.

Artists Include Bob Biggs, Elwood Bing,Bob Martin, Jack Dou- ree, Big Joe Williams, Lonnie Johnson, Robert Lee, Jack Skyles, Pat Joe Johnson, Squire, and John L. Carter, among others, who have followed Biggs and Bing to "A Whaler Slant of Pate," where they met the French audience of "The World We Know," "How Can I Be Sure," and "Love You, Love Me." These three versions of CED's smash hits will be accompanied by other international versions of CED's hit songs.

The World We Know, "How Can I Be Sure," and "Love You, Love Me," are all currently received by the French audience and have sold well in the U.S. and Canada. These three versions of CED's smash hits will be accompanied by other international versions of CED's hit songs.

Polydor Issues 20 Blues LP's

HAMBURG — Polydor is releasing 20 titles under the heading "The Best of German Music" on the Verve, International Polydor Production and Storyville albums.

Artists Include Biggs, Elwood Bing, Bob Martin, Jack Dou- ree, Big Joe Williams, Lonnie Johnson, Robert Lee, Jack Skyles, Pat Joe Johnson, Squire, and John L. Carter, among others, who have followed Biggs and Bing to "A Whaler Slant of Pate," where they met the French audience of "The World We Know," "How Can I Be Sure," and "Love You, Love Me." These three versions of CED's smash hits will be accompanied by other international versions of CED's hit songs.

Polydor Drive on Electronic Organ

HAMBURG — Polydor has opened a big sales drive for its Philips electronic organ, which is being offered in three models.

The two basic models, priced at $175 and $200, are designed to each manual and a pedal with two voices, with hi-fi tonal quality.

The portable model, priced at $125, is designed as a traveling instrument, and comes with a storage case.

The color of the Philco is different from the price of $495, has 49 keys and can be played with a headlight, giving the musician the chance to enjoy the instrument without disturbing others.

The Polydor Drive features 20 titles under the heading "The Best of German Music" on the Verve, International Polydor Production and Storyville albums.

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**PARIS**

CBS is promoting a "Psychadelic Vienna" album from the film of the same name. The album features songs by artists such as the Zombies and the Beach Boys. (CBS)

The British band Pink Floyd has released their album "The Dark Side of the Moon." The album features a pop rock sound with elements of psychedelic rock. (Rolling Stone)

**Gold**

Six and young singer "Pigalle" has released his album "Compagnons." The album features a mix of pop, rock, and jazz influences. (Gold)

**Europe**

The album "Trio" by the band "Les Piliers" has been released. The album features a blend of jazz and pop music. (Europe)

The album "Hamac" by Nino Ferrer has been released. The album features a mix of pop, rock, and folk music. (Hamac)

**ABC**

The album "Peter and the Wolf" by the band "The Who" has been released. The album features a mix of rock and pop music. (ABC)

**PARIS**

The album "The Travelling Wilburys" by the band "The Who" has been released. The album features a mix of rock and pop music. (PARIS)

**AMSTERDAM**

The band "The Who" has released their album "Who Are You." The album features a mix of rock and pop music. (AMSTERDAM)

**MEXICO CITY**

The band "The Who" has released their album "The Who Are You." The album features a mix of rock and pop music. (MEXICO CITY)

The album "The Who Are You" has been released. The album features a mix of rock and pop music. (The Who)

**TOKYO**

The band "The Who" has released their album "The Who Are You." The album features a mix of rock and pop music. (TOKYO)

**KARACHI**

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**MADRID**

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About the Authors

Mr. Kragen (left) and Mr. Fritz (center) with the Smothers Brothers

Kenneth Kragen—In 1968, while attending the University of California, Ken Kragen produced the Kingston Trio's first concert. The venture was an unqualified success, and was in essence the beginning of the college concert concept as we know it today. Reluctantly, he turned down the opportunity of going to work for the Trio to promote their concerts on tour, and went on to Harvard for a business degree. His first job out of graduate school was as personal manager for the well-known singer group, The Limeliters.

Kenneth Fritz—Before graduating from American University, Ken Fritz had produced a score of highly successful concerts on campus, featuring such top-flight performers as Count Basie, Dave Brubeck, and, fortunately, The Limeliters, at which point the Kragen/Fritz friendship began.

After the paths of the two Krens crossed in 1960, the solid friendship evolved quite naturally into a solid partnership. Their most recent assignments for universities and colleges included concerts for Bill Cosby, Ray Charles, Louis Armstrong, Peter, Paul & Mary, The Beach Boys, and Victor Borge. Now, both still under 30 years of age, the name is Kragen/Fritz, Inc.

Under another firm name, Comedic Productions, Kragen and Fritz produce, and hire all talent for, the weekly Smothers Brothers Comedy Hour on television, with (of course) other TV projects on the drawing board.

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Roger Miller
joins the immortal
Christmas hits.

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RECORDS
Produced by: Jerry Kennedy
Smash Records/A Division of Mercury
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Mercury Record Corporation
'Selling Signs' Move Tape Recorders

BIRMINGHAM, Ala. — Assuming that not all salespeople are going to be tape recorder experts, Bill Lollar took this responsibility out of their hands with his patented "selling signs." The move has led to greater tape recorder sales in his eight local stores, Lollar reports.

The young president takes a realistic attitude toward the subject. With only one or two salespeople, he assumes that they will not have the time to learn the complexities of the tape recorder business. "You've got salespeople out on the road with tapes and trying to sell them," he says, "so I have to teach everything they need to know about the equipment that has caught my interest.

Typically, he says, "all the bars are attached to each recorder on display, the "selling signs" are produced in sufficient quantity that Lollar can display the same information on the same type of recorder in all stores simultaneously.

Features highlighted are whether the unit is a monaural or a stereo model, the types of power supply on which it will operate, its principal applications, electronic and chemical advantages such as capacitance, and whether or not it is solid-state transistorized.

The "selling signs" are 26 inches tall, and are printed on heavy cardboard. Lollar says that the signs will take much heavy handling.

"Another card might read: 'For the serious minded music lover, exceptionally fine reproduction, three channels all linked together, covers the life to stereo recordings. Operates on AC only.'

FM Frequency Control insures even tone for both playing and recording.

This recorder has a particularly good service record. Last year's sales record this year it has not been possible to introduce a new model approach to market with the same results, so Lollar is planning to put out a new model this year."

MCG Banks A Double Bill

NEW YORK — Santa Claus has two separate goodides in this bag this year from MCG Records. His "St. Nicholas" package from the studio Christmas carol, "A Visit From St. Nicholas," starring Richard Riley, as well. Phillips said he expects this to be the third of his efforts to introduce Richard Riley, as well. Phillips said he expects sales to be far ahead of last year's "St. Nicholas," which sold 300,000 copies. The sign of the choice of the covers to its customers, or providing them with order blanks, Phillips said the Club has already committed itself to handling the LP's next Christmas, too.

Aarde Dureco Sales Manager

AMSTERDAM — Robert A. Aarde has been appointed sales manager of Dureco effects on Jan. 1. Aarde's appointment has been announced by the Dutch manufacturer. Mr. Aarde is a trained sales executive who has been in the sales force at Dureco for the past three years. He was formerly with Bausch & Lomb, a leading manufacturer of musical instruments.

Dureco will introduce a new line of tape recorders, the new line being a development of the successful models already available on the market. The new model, called the "Dureco 300," will be launched in January.

Midwest Clinic

CHICAGO — The 7th annual Midwest National Band Clinic will be held here Dec. 12-16 at the Sherman House Hotel. Admission is free to band directors and friends.

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December 2, 1967, Billboard
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Tape CARtridge

Trailer Takes Road to Show Automatic Radio Systems

By KIT MORGAN

TORONTO — A 22-foot trailer housed "Stereo Sound Centre" and equipped to demonstrate Automatic Radio tape CARtridg systems is the latest move in Automatic Radio of Canada's aggressive campaign to stimulate the tape cartridge market in Canada. The brightly decorated trailer is visiting two cartridge equipment outlets per week in Toronto and is booked solidly till Christmas, with such interest that we could book it through to July," says marketing manager George Lyall.

The trailer is equipped with eight cartridge units, six of them equipped with stereo earphones for personal listening, one set into a simulated automobile dash setting, which is used to pipe music outside the trailer. Four AR car radio models are also on display but it's the tape players people are interested in," Lyall reports. Printed brochures on the cartridge units are available.

"This is a dual-purpose project," says Lyall. "Initially we thought because of the difficulty in reaching retail people for a sales meeting we would go to them that way but when we were at a location we would invite the public in as well, and it developed into a full-scale demonstration center."

First step in the three-day trial of AR's mobile demonstration center is staff training, as the store's sales clerks are briefed, one at a time, on the equipment. Then the center is open to the public during store hours and the trailer has attracted as many as 150 people in one week. The equipment can be used by both the car to become a shelf case in the store. The case holds 16 tapes and is available in solids or two tone combinations of popular colors. The Sound Box will retail for $6.49.

Ariola to Produce Philips Cassettes

GUESTKLOS, W. Germany—Ariola-Eurodisc will begin to produce cassettes for the Philips playback system with Ariola Eurodisc reputation. Last week, Ariola is releasing seven cassettes immediately and five more within the next few weeks. It will release about 50 cassettes during 1968.

Ariola-Eurodisc's decision to adopt the Philips system gives Philips a virtual claim to the German market. All of the major German companies, Deutsche Grammophon, Eultronics, CBS, Metronome, Telefunken (Hedos) and now Ariola—are releasing music cassettes conforming to the Philips system.

Ariola-Eurodisc was the last important holdout. Ariola laid down these guidelines for its cassette production. The label will only release material on cassettes which is also offered on records.

Normally, the couplets (LP and cassette) will conform exactly to the LP. It is not required, for the purpose of this issue, to issue special music cassette versions of the LP. Ariola-Eurodisc cassettes will be numbered in the 90300 series.

Distribution rights in the various countries will apply to the music cassettes as well as to LPs in the case of contract distribution rights. Ariola said that special arrangements would be made in cases where distribution rights are not covered by contract.

Ariola will price its cassettes at $6, the standard German price.

(Continued on page 62)

THE INTERIOR of Automatic Radio of Canada's mobile stereo sound centre offers interested potential customers the opportunity to hear stereo tape cartridge sound through personal earphones and see the unit set in a simulated automobile dashboard and in an in-home setting, with trained demonstrators to explain the systems.

THIS 22-FOOT TRAILER with attention-getting exterior signs is attracting up to 150 people a day for demonstrations of Automatic Radio of Canada's tape cartridge equipment at its major retail outlets around Toronto in a successful staff training and public demonstration project.
When you're in the business of duplicating great sound, you get a little tired of cartridges that foul up.

So we invented Dynapak, the no-return cartridge
(with a one year guarantee).

What happens when a tape is accidentally pulled out of a Dynapak cartridge?

Our loop rewind feature with secondary spill chamber automatically re-winds the tape. One quick tug-and-release on the tape opposite the pinch roller and the loop returns undamaged to the cartridge, ready for re-play.

Dynapak eliminates distortion and extends play. Dynapak's design does away with fragile pressure pads, so it cuts out cross-talk and reduces head wear in players. Our unique tape tension system ensures superior high fidelity for the life of the cartridge. And the one-piece silicon pinch roller prevents tape sticking and resulting wow and flutter.

Dynapak's tape capacity offers up to 100 minutes of continuous stereo enjoyment on standard 1 mil. Mylar base tape. This lets you offer longer programs, and cover a larger range of requirements with one standard cartridge.

Zero defects production line techniques. We treat quality control as though Stereodyne invented it. This is a continuous process with us. Precision dies and meticulous quality control during molding and packaging ensure cartridges with zero defects. Dynapak 4- and 8-track cartridges have 100% parts interchangeability. And simplified assembly and tape threading assure zero reject production.

Production savings of 25%. It's a fact. You can achieve this saving on your assembly line because Dynapak's design has fewer parts. They're pre-assembled and packaged for maximum production line efficiency. Most are reversible so they can be assembled blind-folded. There is no special assembly line equipment needed with Dynapak.

You require fewer assembly people; each can produce 20 to 24 cartridges per man hour. Fewer and more efficient parts reduce your incoming and outgoing shipping costs.

It took the people who know duplicating best to invent a no-return cartridge. Stereodyne can supply you with fool-proof Dynapak cartridges. Plus superior quality tape duplication. It makes sense to let us do both.

And we won't be competing with you for retail sales. Stereodyne has no existing or planned activities in the music business.

All we offer is the finest quality tapes, duplicated for the highest level of stereo appreciation. Plus advanced production techniques that considerably lower your costs. And Dynapak, the world's first no-return cartridge. Why don't you call us on it? We're going to make Detroit famous for more than cars.

Stereodyne Sales, 4050 W. Maple Road, Birmingham, Mich. 48010. Phone 313-642-3076.

Stereodyne Inc.
2810 Elliott—Troy, Mich. 48084
(Area 248) 285-1440
TWX 810 232 1524
STEREODYNE, LTD.
20 Belvis Road— Toronto 14,
Ontario, Canada
RCA in Distribut Deal With Sentry

CLIFTON, N. J. — RCA Victor Records is expanding its tape cartridge distribution set-up and has just signed a distribution deal with Sentry division of Atlas-Rand here for its Stereo-8 and reel-to-reel product. RCA Victor recently signed an 8-track distribution deal with Mercou, marking a move toward distribution channels in addition to its own.

Harold Rosen, Sentry president, said he had acquired "every single title" RCA Victor Ariola to Produce

* Continued from page 80

market price. Ariola pointed out that the manufacture of cassettes is more expensive than the production of records. But it said that the higher cassette price will assure retailers of a profit margin comparable to LP's.

Ariola's 12 initial cassette releases consist of LP material featuring Peter Cruzer, Rex Gildo, Udo Juergens, Peter Alexander, The Hoffies, Joe Mees Quartet, Frida, John, Rudolf Schock, Fritz Wunderlich and Max Griger.

New Lear Distributs


Life Warranty for Norelco Cassettes

NEW YORK—All Norelco cassettes will carry a lifetime warranty.

According to a company announcement, should any defects appear in materials or workmanship, Norelco will replace the cassette. Cassettes may be mailed or returned in person to Norelco Service Center in the United States or they can be returned to dealers from whom they were purchased. All Norelco cassettes and packaging now being produced will carry the printed warranty.

to more than 10,000 photo stores across the nation.

Rosen said that he is expanding warehouse space to accommodate the RCA Victor line. An interesting side effect of the cartridge explosion, he said, is that reel-to-reel product has benefited and we have had very substantial increases in our reel-to-reel sales.

Automatic System

* Continued from page 80

and although immediate im-pulse sales were hardly ex-pected, one store reported three or four sales in one day. "Most important, we have gained the enthusiasm of the dealers and their staffs, as well as attracting potential customers. We are getting a really good sounding of the public, who want to know more about tape cartridge systems and are having difficulty finding dealers who know enough about them and have a good supply of tapes," Lyall says.

When the experiment ends at Christmas, the trailer will have covered 17 locations, including Woolco and K-Mart discount de-partment stores, Canadian Tire Stores outlets, Imperial Oil 3-Star Centres, etc. Although moving and staffing the trailer is time-consuming and expensive, the success of the venture indicates that AR may buy its own trailer, fit it out to order, and also cover areas outside Metro Toronto and perhaps Montreal.

BILLY JAMES MANAGEMENT INC. 7122 SOUTHERN AVE. LOS ANGELES, CALIFORNIA 90016 323-344-82

W.D.—An estimated 38 million people will see the article on Penny Nichols in the Nov. 28 issue of Look. You could call that the size of the potential market for her music. There’s a single on Buddah called Holy Holy and an album called Penny’s Arcade.

* Sindlinger-Summer Survey of Look Readership -
you'll never hear our old line again.
Lear Jet stereo eight.

Three years ago we invented eight track stereo. This year we changed our way of doing business.

First, we changed our assembly line: It's built around quality control check points. Fifty to be exact. If there's a defect in a unit, we're the first to hear about it. And the last.

Second, we changed our styling: six new units designed to look as good as they sound.

Third, we changed the thinking of every major recording company: over 10,000 selections on stereo eight cartridges to choose from to prove that.

Fourth, we changed our advertising: this new look will be appearing in national magazines throughout the year.

In the long run these changes are going to pay off for you. And that's not small change.

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

2. Home music system. Eight track tape cartridge player with 20 watt peak amplifier and four high-fidelity speakers: Model HA-20.
4. Solid state stereo eight for cars. Shown here, FM radio (FM stereo with multiplex adapter optional) and tape player: Model ASFM-871.

Lear Jet stereo eight it plays happily ever after.
The Great Sales Training Debate: Is Attitude Preferred Over Acumen?

By JACk COGGINS

OKLAHOMA CITY—"We tried the attitude first," said Lee Hess, general manager of Lee's Radio & TV, Inc., here. "We were so busy deciding to use a woman who had never before sold a piece of music or sound equipment or related electronic gadgetry and parts that we never even mentioned the department in the store. We selected on the basis of her eagerness to learn and friendly attitude alone."

"We held her in the background for about a week, periodically counseling her on the side. We emphasized that we wanted her to sell on the basis of what equipment would do, not what it contains. We told her: "If customers want to talk about details, let them do so. Volts, amps and that, I'm sure the buying public of us with a technical background."

No Sound

"Well, when she went on the floor, we didn't see many of our customers. We found she could sell the living daylight out of complex component systems in the simpler music devices. She almost immediately began pulling in orders for three to four hundred dollars 'professional-quality' type parts. Parts and accessories began to move much faster.

Triple Rover Production

NEW YORK -- Production rate of the Rover, Masterwork Audio Products' most portable phonograph, has been tripled to meet consumer demand. A Flying J.

According to J. H. Harris, director of the Columbia Records division, the increased production rate has been tripled to meet the demand of the approaching holidays.

Masterwork is making available to dealers a four-color lithograph for music which serves as a wall and window display. Window streamers and ad mats are also being shipped out.

The Rover plays singles in a variety of departments and sells at retail for $24.95.

AKAI ELECTRIC of Japan is marketing this $400 video tape recorder in the U.S.

Motorola Gives LP's for Yule

CHICAGO—Motorola Consumer Products, Inc., is giving away three LPs with the purchase of a Motorola MP102 monaural phonograph in a holiday youth promotion.

Participating dealers will receive one record for each purchase of the phonograph, which is being marketed by Motorola's 90 distributors. The program is effective immediately.

A variety of records are being featured by the Mamas and the Papas, The Candles and Tommy Roe.

Jackie Down's promotion are dealer newspaper ads and window/wall displays for the store."

3M Issues Guide to Tape Merchandising

ST. PAUL—"Give the customer what he wants and help him realize how much he really wants it." he'll buy from you without bugging you," said potato.

So for a new guide to magnetic tape merchandising, "How to Market and Sell Tape," just published by the 3M Company, 3M says the 44-page booklet is the industry's first comprehensive guidebook on the subject. It details in-store merchandising techniques based on 30 years of market research and data research data.

A forward to the booklet points out that tape recorder sales held at a steady growth rate of 10 to 12 per cent annually throughout the postwar years, but are now "exploding." A forward to the booklet says 3M's sales will have at least one tape recorder in sale in "the next couple of years," the company declares.

Five of the booklet's 12 chapters are devoted to the subject of displays, dealing with how displays sell magnetic tape, what makes an effective display, illustrated display arrangements, do-it-yourself displays and how to arrange product and what to feature.

What makes an effective display? The booklet suggests:

(1) The display must attract shoppers interest.
(2) The display must provide product selection and/or one assistance.
(3) The display must communicate the product and its advantages to him.
(4) The display must effectively hold the maximum quantity of tape within the minimum amount of space and maintains all possible utility for storing.

A "must" for every store is a display of cards in a typical "sale in store" window display of cards, available from 3M.

A free card display of 3M Model 3003, a rack display for magnetic tape, is available from Marketing Service Dept., 3M Center; St. Paul, Minn. 55101.
Bogen Issues New Catalog

PARAMUS, N. J. — A 12-page catalog describing Bogen's stereo equipment for 1967 has been issued. The catalog is available at any Bogen dealer or at the Bogen Manufacturing Co., 320 Center St., Paramus, N. J., 07652. (Bogen is a division of Northland Enterprise Corp.)

Bogen entered the consumer stereo equipment field in 1965 with the production of the TA-150 stereo phonograph and dual-channel PA system. The TA-150, which was followed by the TA-250, received a favorable review in the April 1966 issue of the Electronics World and recorded a retail price of $159.95.

The new catalog lists the TA-350, which was introduced at the Chicago Show in March. It is a single-channel, solid-state stereo amplifier with a 100-watt, 8-ohm output. The TA-350 is priced at $259.95 retail.

The catalog also highlights the Bogen line of professional equipment and accessories for the recording and network industries. This was the first year Bogen offered a complete line of speaker cabinets. All Bogen speakers are designed to have broad frequency response and to be used with any equalization and PA system.

The catalog lists Bogen's complete line of accessories, which includes power supplies, tape drives, mixers, equalizers, and other items. The catalog also includes a list of dealers and their locations.

The catalog is available at any Bogen dealer or directly from Bogen. It is also available on request from Bogen's headquarters in Paramus, N. J.

For further information, write to Bogen Manufacturing Co., 320 Center St., Paramus, N. J., 07652.
THE ALBUM: "ANYTHING GOES" #1716

THE SINGLE: "CHATTANOOGA CHOO CHOO" #7090

THE GROUP: HARPERS BIZARRE

THE ACTION: CHART! CHART! CHART!

PRODUCED BY LENNY WARONKER

DIRECTION: I.M.E.

WARNER BROS. - SEVEN ARTS RECORDS, INC.
**Spotlight Singles**

**TOP 20 POP SPOTLIGHT**

**I HAVE I AGAIN.** With (Prod. Beckie Gore), BMI—Their track record for the Top 20 charts has enchanted along with their prowess—best known featuring a happy vibe and rock solid attacks. "I Have I Again." (Beshar, BMI), Atlantic 12463

**YOUNG RASCALS—IT'S WONDERFUL.** With (Prod. Jerry Wayland), BMI—Their track record for the Top 20 charts has enchanted along with their prowess—best known featuring a happy vibe and rock solid attacks. "I Have I Again." (Beshar, BMI), Atlantic 12463

**ARETHA FRANKLIN—CHAIN OF FOOLS.** With (Prod. Berry Gordy), Motown—Standing out in the crowd is the lead singer of the Motown Records label. She should head back first. "Standing out in the crowd is the lead singer of the Motown Records label. She should head back first."

**JAMIE LYONS—SOUL STRUTTIN'.** With (Prod. Smokey Robinson), Motown—Standing out in the crowd is the lead singer of the Motown Records label. She should head back first.

**DOORS—LOVE ME TWO TIMES.** With (Prod. Renaldo B, BMI)—Strong talker that comes to the top of the Hot 100 to pick up where "People Are Strange" left off. Driving dance beat and vocal workout. (Vienna/Fair, BMI), Atlantic 12464

**BILL WYMAN—IN ANOTHER LAND.** With (Prod. Rolling Stones), BMI—Woman goes solo in this off-the-cuff piece of rock material that should prove a winner, it's a winner. A winner. A winner. (Rolling Stones—The «Starter» (Island, BMI), London 927

**LONG JOHN BADLY—LET THE HEARTBEATS BEGIN.** With (Prod. Monkee-Meets-Beatles, EMI)—She's the only British import that took on a few party jams to the Top 10 but didn't make it to the top of the Hot 100. (EMI), London 927

**TOMMY BOYCE & BOBBY HART—I WONDER WHAT SHE'S DOING TONIGHT?** With (Prod. MGM), MGM—A rocking roller from start to finish. Loaded with bar and street rhymes. (Beach Boy, BMI), Love 1522

**GARY LEWIS & PLAYBOYS—HAS SHE GOT THE NICEST EYES.** With (Prod. Capitol/Richards), CAPITOL—Standing out in the crowd is the lead singer of the Motown Records label. She should head back first.

**AL WILSON—DO WHAT YOU GOTTA DO.** With (Prod. Al Wilson), BMI—A rock & roll lacer from start to finish. Loaded with a rock & roll lacer. 1208

**SPECIAL MERIT SPOTLIGHT**

Spotlighting new singles deserving special attention of programmers and dealers.

**LESLIE SOBE—Music Colors** (Screen, Gemini-Columbia, BMI) [Prod. Steve Douglas] (Written, recorded by Neil Diamond, BMI) [BMI—An original, this pickup means nothing. The track record for the Top 20 charts has enchanted along with their prowess—best known featuring a happy vibe and rock solid attacks. It's a winner.]

**JOHANNESBURG STREET BAND—Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BM!)-Wishbone (Mel-Way) (China, BMI)
Leonard Stogel and Associates would like to express their gratitude to Mort Nasatir and MGM Records for their faith in, and devotion to, America's First Family of Music,
Newest idea in the sky.
A movie in color every 5 rows.

You can see it now on all of our coast-to-coast nonstop flights.

Its name is Astro-Color.
And it gives us 14 "neighborhood" theaters on one airplane.
One within every 5 rows in coach, within every 3 in first class.
Each of these "theaters" has its own projector, built in just 18 inches away.
So Astro-Color concentrates on the screen all the colors and detail that customarily "wash out" on that long trip across a room from the projector. You can even turn on the reading lights and leave the window shades open.
Astro-Color screens are not located in the aisle. You won’t see anybody in the movie who isn’t supposed to be there.
If surveys interest you, travellers who have also seen movie systems on other airlines voted for Astro-Color by just about 4 to 1.
(Our Astro-Stereo system, by the way, also seems to be a perennial favorite among airline music fans.)

Astro-Color is an exclusive with American Airlines. And, as we said, we are now showing it on every transcontinental route we fly.
That’s our story. Now see the picture.

American Airlines
The airline built for professional travellers. (You’ll love it.)
New MOA Board Members Urge Major Music Moves

By EARL PAIGE

We interviewed most of the new Music Operators of America (MOA) board members last week and included some of their views in this article. —Ed.

CHICAGO — The presence of a new Management Committee in the music industry at large is going to be felt immediately as the 30 newly elected board members prepare to meet.

Interviews last week with these new directors—who do business in all parts of the U.S. and elsewhere—revealed that they foresee such possibilities as:

• Expanding its MOA record programming committee in both size and function.

• Use of MOA as the clearing house for special requests.

• Organization of a buying cooperative for second-source, good-listening product.

• Encouragement of more one-step participation in MOA.

The MOA Show Returns to the Sherman

CHICAGO — The 1964 Music Operators of America (MOA) convention and trade show will be held at the new Park-Crescent Hotel for the next three years. The move back to the Sherman was necessitated by the high costs of the previous hotel, which was considered too expensive for its location. The MOA convention had been held at the Park-Crescent, but the higher costs forced a decision to move to the new hotel. The new location offers a better setting for the event and is more convenient for attendees.

MOA Show Returns to the Sherman (Continued on page 95)

Cannon to Address MOV in Richmond


Cannon told President M. L. Holland, Roanoke, and second vice-president Claude Smith, Roanoke, that the annual meeting of the Music Operators of America (MOA) will be addressed by the music operators of Virginia (MOV) convention here at the John Marshall Hotel, Nov. 30-Dec. 1.

Cannon thanked President M. L. Holland, Roanoke, and second vice-president Claude Smith, Roanoke, for their support and encouragement during his term as MOA president. He also acknowledged the hard work of other MOA officers and staff members, and encouraged them to continue their efforts to improve the music industry.

Cannon to Address MOV in Richmond (Continued on page 96)
H. COLUMBUS, Ohio—On Nov. 21 a new Ohio law went into effect establishing a three-year prison term for tampering with all types of coin-operated devices including jukeboxes, amusement games and vending machines.

Nine Men Get Legislative Awards


New Non-Dairy Whitener Powder

CHICAGO—Browne's, Inc., has introduced a new non-dairy coffee whitener powder, Flow-Rite, for vending machine use. The firm says it flows freely, dissolves instantly, has superior whitening power and enhances coffee flavor. It may be used in all types of dispensers and is available in standard vending machine packaging sizes.

California Tobacco, Candy Men Meet

SACRAMENTO—More than 200 members of the California Association of Tobacco and Candy Distributors attended the organization's annual convention here recently. Lincoln Ball, L. B. Ball & Co., Long Beach, was installed as president; Jo bzwy, Wayne Distributing Co., Sacramento, was named business manager.

Business sessions dealt with problems arising from the 7-cent state tax increase on cigarettes which went into effect Oct. 1.

Winston Taste Good to Most

CHICAGO—Winston is again the most-smoked cigarette in America, according to the latest survey by Marketing Communications Magazine (formerly Printers' Ink). Others in the top 10, in order, are Pall Mall, Camel, Marboro, Kent, Cool, Lucky Strike, Tarleton and L&M.

Candy Men Promote Dental Health

CHICAGO—The National Confectioners Association is promoting dental health by means of a new booklet entitled "How to Protect Dental Health While Eating Candy." The booklet is available from Educational and Scientific Foundation, National Confectioners Association, 36 S. Wabash Avenue, Chicago, Ill. 60603.

Cigaret Tax Volume Down in Sept.

RICHMOND, Va.—The volume of cigarettes taxed during September 1967 decreased 5 percent from the amount in the same month in 1966. For the three-month period ending July 31, 1967, volume was down 1.3 percent from a year ago. Forty-one States showed volume drops during September of this year.
**Humor's Place in Vending**

**DENVER** — Leo Laving, heading the Denver division of John Colo, has discovered that a touch of humor on multi-head machine installations will boost sales substantially.

An example of an artist in poster painting, Laving has designed signs which claim to have the game of chance over the buyer, and the operator, because if an operator lays off his bills, home loans over to the other side of his ledger under the liability column. And that's exactly where you don't want him! Let's face it: as the operator goes, so does the distributor. So let's help him, and help ourselves at the same time.

**Diversification**

Of the many recent developments in our industry, the trend toward diversification is one of the most happy happenings for operator and distributor alike. We both have the location owner to thank for his assistance in dealing with a second source, thereby obligating the operator to place and service every imaginable variety of music, game and vending machine. At Active, this has resulted in a natural and profitable blending of related equipment; we now can buy everything from sodas to ski games. As long as distributors have the prerequisites needed to handle diversification smoothly, I would enthusiastically recommend it.

Active, like many distributors around the country, is tapping the huge foreign market with increasing success. We're very proud of our export department. When we first began exploring this field, I personally supervised so that no equipment was shipped without undergirding a thorough inspection. Increasingly, our import department is well positioned. Our high standards of rigorous quality control has paid handsome dividends in terms of repeat business and the export who knowledgeably ships faulty equipment just because he's assured of advance payment, damn the consequences to the industry and to his own future profit picture.

One of the changes in distributions we've had to reckon with lies in the super-sophistication of today's modern coin-operated machines. Unless an operator can double as a technological wizard, he must rely on the distributor to sell him the most suitable equipment with available, and to keep a comprehensive service department in case some malfunction should occur. The Active team of highly trained technicians and schedulers is well qualified to educate the operator in the handling of today's complex equipment and to efficiently expel all repairs. Our team's experience is its only testimony. One mechanics has earned the reputation of a 25-year veteran, and while two have been with us for more than 10 years and another two for a dozen years, the determination is quite sure that an out-of-order machine doesn't earn a dime. Therefore, we maintain one of the country's largest parts departments, so that at no time is equipment not functioning for want of a 1/4-inch screw or some equally obscure, but essential part.

**Prices**

Probably the greatest single problem in our industry is the stubborn insistence of operators and location owners to keep their price level, as coin of the nickel, the nickel has long been pasture. The consumer no longer expects to purchase anything, and yet, the operators are still compelled by some "business necessity complex" to settle for nickel rates in their machines. This negative attitude lags dangerously behind the optimism of America's steadily climbing business economy.

We have spiraled prices, equipment, labor and assorted taxes, the operator's profit on that nickel in cost, not in margin, the most popular, most moderately priced restaurant chains sell coffee at 15 cents. Why do you, Mr. Operator, persist on selling tea at a price that will insure a reasonable margin of profit.

This business can anticipate a tremendous future. It wasn't too long ago that no operator could get a loan, because banks are loan compatable with our industry. Today our credit is A-1: the image we project is the finest. The amenity, asset, in fact, the entire business, will keep prosperously, invigorated by the new game innovations that crop up every few years. One has only to visit the MDA and see the shows to find, firsthand, the fantastic developments in equipment. The rent depends on each dealer and the state of the art. The factory-distributor-operator team working together can surely reach goals that were just dreams a few years ago.

**Cannon to Talk**

*Continued from page 91*

bino: Hy Lestick, Richmond; Harry F. D. Coer, Davenport; J. W. Colbert, Des Moines; George Rolls, Newport News; Dave Tyler, Raritan; Ray Schemer, Chase City; Robert Minor, Richmond; Willy Swan, Roanoke; William Horner, Lottoville; J. E. Conner, Ros- nocler; Charles Hohrenkott, Lynch- burgh; Alton Lewis, Waynes- boro; John Cameron, Newport News; Jim Donnelley, Norfolk; Cecil Roberts, Alexandria.

**CA Intros Channels**

ST. LOUIS — Coin Acceptors, Inc., of the CA and its two five price channels said to sell at less than two-thirds the changer price.

One unit is the FP1100, a select price channel with prices ranging from 5 cents through 25 cents. The other, FP1110, has a channel with price selection from 25 cents through 45 cents. Both are now in production.

**Mandell Guaranteed Used Machines**

*One-third Deposit, Balance C.O.D.*

**Gum & Capsule Vendors**

A real sales stimulus in any location. Vends 100 cent gum, 20 cent & V3 capsules. Available in 1c, 2c, 10c, 25c, 50c machines. Re- movable. Glass or key box for any business. Large capacity, 1000 tablets, 3000 caps. 250, 500, 1000. 1000, $300. Capsules for free. Afgan, MaM, Jelli, Munch, MaMa, Fug, CT, Mixed, Lot, No. 100, at 100, or $100, at 100, or $100, at 100, or $100, at 100, or $100, at 100, or $100, at 100, or $100, at 100, or $100, at 100.
MOA Officers, Directors at Annual Convention Banquet


MOA COUNSEL Nicholas Allen, right, Washington, D. C., and vice-president Frank Fabiano, Buchanan, Mich.


AT LEFT, director Moses Profit, Chicago; director Charles Bengamina, Kansas City, Mo.; director Samuel Weisman, Baltimore, Md., and director Lawrence LeStourgeon, Charlotte, N. C.

JOHN WALLACE, left, Oak Hill, W. Va., past president; A. L. Plack, Manhattan, Kan.; treasurer; past president Louis Casello, Rockford, Ill., and past president Clinton Pierce, Brodhead, Wis.

JUKEBOXES in Fashion at K. C. Macy's

By GRIER LOWRY

KANSAS CITY, Mo.—Macy's downtown store here has re-styled its Junior Colony fashion department around a compact jukebox. The feature, set on free-play, has been such a hit that the store will now use jukeboxes in its suburban and out-State branch outlets.

Initiating the idea was Ray Brown, Sutherland Distributors here, and general merchandising manager at Macy's, Chuck Fran-zke. Brown is currently trying to get a local operator to come in and set up service for Macy's stores.

Commenting on customer reaction, youth co-ordinator Judy Jentzen, said: "It's not unusual at all to see a teen-age shopper doing a brief boogaloo as she passes the jukebox. It has brightened the atmosphere for both sales personnel and shop- ers," she said.

Compact Unit

At this stage, Judy said Billboard's "Top 100" was being used as the criterion for selecting records. Five new records are programmed every two weeks. The big hits right now are: "The Great Mandella," Peter, Paul and Mary; "I'M So Happy Now," Young Rascals; "Hey, Girl," Mornas and Pop-pas; "Boogaloo Down Broad-way," Fantasy Johnson C.; "Let It All Out," the Hombres; "Here We Go Again," Jay and the Techniques.

"We were redoing the whole department when Mr. Franzke considered using a jukebox to give a new look to the area," Judy said. "We liked the idea of a compact because it is good-looking and space is such a premium for a department store. It has a tone that won't quit, too."

"Macy's management is so pleased with the reception given this idea that they plan to add this feature to teen areas in Macy's store in Wichita, Kan., the Geo. Innes Co., and other branch operations in greater Kansas City," she said.

Judy said she is in the proc-

(Continued on page 95)


MUSIC AND FASHIONS AT MACY'S. Here, a clerk in Macy's Junior Colony Department in downtown Kansas City, Mo., punches some tunes on the Seeburg Phono-Jet. The unit is set on free-play and is leased to the store. Macy's is planning to use jukeboxes in other stores.

DIRECTORS, from left, Art Lentzen, Glover, N. M.; Leon Takan, Harrisburg, Pa.; Kenneth O'Connor, Richmond, Va., and C. G. Silva, Oakland, Calif.

DECEMBER 2, 1967, BILLBOARD

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New Equipment

Chicago Coin—Puck Bowler

Chicago Coin has given the edge to less skilled players and has stepped up the pace and competitiveness in its newest five-player puck-bowling, called Sky Line. For the first time in a Chicago Coin unit of this type, players missing a spare will receive 100 points, plus 10 points for each pin topped. The pin count itself is a new feature. Strikes score 300 points and a spare scores 200. Other prominent features: no waiting to shoot second shot, with average game time less than 60 seconds; players scoring strikes keep shooting until they miss; and variations of regulation, dual-flash and flash-omatic play. The game is set for two plays for a quarter and can be adjusted for 10-cent play.

MOA at Sherman

Continued from page 91

hall will accommodate the 1,000 - plus persons expected, Granger said. This year's banquet, held in the Great Hall of the Pick-Congress Hotel, was a sellout.

The first coin machine convention at the Sherman was sponsored by the manufacturer in the early 1930's. Many of the firms were experiencing tremendous sales with that sensational new product, the pin table, and they created a national trade convention to showcase their new models.

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With the Thanksgiving holiday it's time to give thanks for the wonderful acceptance enjoyed by CINEJUKEBOX

—and you'll say THANK YOU after you tell your friends this exciting audio-visual success story.

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Chicago—Record Source International, exhibitor at the recent Music Operators of America trade show here, has three singles services available for operators.

For periods of 18 or 52 weeks, operators may subscribe to a "Hot 100" service, 10 new releases which has just hit the Billboard Hottest Chart and "Spotlight" singles which the Billboard review panel picks; 10 new Easy Listening singles picked by the Billboard review panel; or 10 new Country singles picked by the Billboard review panel.

Operators interested may contact Record Source International, 2160 Patterson Street, Cincinnati, Ohio 45214.

PHOENIX, Ariz. — The search for a solution to loss of pool table locations through di- rect location ownership of equipment has led to an annual tournament here and what its originator, Ben Spaulding, Spaulding Sales Co., thinks could be a national event, perhaps under the sponsorship of the Music Operators of America (MOA).

Billed as the "Greater Phoenix $5,500 8-Ball Tournament," the event has 85 taverns participating and involved 32 area operators. After eight weeks of local tournaments and two weeks of play-offs, a big hall was rented for a four-day final. Winners went on to Las Vegas to participate in a national billiards tournament at the Stardust Hotel. (The Las Vegas event involved 500 co-operated tables.)

This is one way to combat locations buying and operating their own tables," said Spaulding. "The tournament only involves taverns where tables are owned and serviced by operators. It's worked out so well for us that I think the MOA could set this up on a national basis."

Spaulding credits the success of the tournament here to getting local taverns and operators involved. "Each operator donated $10 toward prizes, the location donated $5 and the operator matched it. This money came off the top before collections were split."

"We also tied in a local brewery and sold 200 cases of beer. This alone paid for the hall and the trophies," Spaulding related.

"These tournaments are really service to organize. I remember years ago how we used to have state softball tournaments with double elimination brackets. This can be done with co-operated pool, too," he said.

GOTTIEB'S
3 Services
From RSI

CHICAGO — Record Source International, exhibitor at the recent Music Operators of America trade show here, has three singles services available for operators.

For periods of 18 or 52 weeks, operators may subscribe to a "Hot 100" service, 10 new releases which has just hit the Billboard Hottest Chart and "Spotlight" singles which the Billboard review panel picks; 10 new Easy Listening singles picked by the Billboard review panel; or 10 new Country singles picked by the Billboard review panel.

Operators interested may contact Record Source International, 2160 Patterson Street, Cincinnati, Ohio 45214.

SHELTON SALES' SYD VERTLIEB, left, and Herbert Rossenthal of Banner Specialty Co. chatted during one of the Rowe regional sales meetings.

K. C.'s Macy's

Continued from page 94

ness of structuring a youth activity hub around the jukebox with a teen registration set-up, a bulletin board for various announcements and reports on teen fashion happenings. The area will also feature the "Pick of the Week," not a record, but an item of apparel chosen by the store's "Teen Board."

The jukebox is a big plus attraction during teen - fashion events. At a recent show, marking the wind-up of a beauty workshop sponsored in co-operation with Seventeen magazine, the store had 156 gras- sing teenagers modeling clothes. The jukebox proved an ideal fill-in during interruptions.

The "World's Finest" Imperial Shuffleboard

and you zero in on higher profits

American's Imperial Shuffleboard has earned the reputation of being the "standard of the coin industry." In appearance, operation and operation it is years ahead of any other shuffleboard.

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American Shuffleboard Co.
1140-50 N. Kostner Avenue Chicago, Ill. 60651
EMRESS

vention and trade show. He has been an active member of the organization.

ers have caused problems, some operators, not all. And there are good one-stops and there are those that just don't want to do that good a job.

ous" asked Wilson, referring to the record industry. "This was a good idea, bringing all the one-stops together. To gather the information the MOA can work on in order to get one-stop more involved with reality."

lso, while in office as the Southwestern Coin Machine Association, said requests were his particular sore spot. "I'm looking in a record company catalog. Here's 'A Garden in the Rain,' a very good song and one I've been following hard for."

The record company officers are soliciting Schaffer's opinion. "This is one just record. Now if MOA were to set up a showing house for special requests, maybe they would get calls for several copies of certain titles and numbers. Then these could be ordered in quantities and mailed to the individual operators."

Cannon

Wilson said his own concern over programming could stem from his association with Bill Cannon, National Coin Association, N.J., newly elected MOA president. "Bill has been fighting for better record programming on a long-term offer," Wilson said, "and I guess it runs off on you." The growth in music with the jukebox as the key component of music in the off-street market was pointed out by William O'Connor, Disc Traders, Inc., Dallas O'Connor started out as a route racker in 1956, managed H. L. Lynch Distributor for a number of years and formed the current business, Southmark, in 1958.

"I know you hear a lot about jukebox locations. Here are some jukeboxes and how urban renewal has destroyed so many taverns. But there has to be just as many locations and probably more.

In our own case here, Dallas, and Fort Worth have just agreed on a joint airport. This will mean a tremendous growth benefit to both cities. We already have operators who come out from Fort Worth and it's only a 30-mile drive on the freeway.

The reason I think there are just as many jukebox locations is that in the last two years we're seeing very few used machines traded in. The game business is different, I assume this is a trading business."

"But operators are apparently looking for better jukebox locations and recycling equipment around more to the lesser location. This is where they have used jukeboxes," O'Connor reasoned.

Forced

The veteran distributor said that the jukebox operator didn't diversify into vending because music became less profitable.

emoss Board Members Urge Major Music Moves

or more toward building local associations to help in fight legislation. We have not had a strong association here in the past few years and I think we should work on developing it again.

A number of directors stressed the importance of associations, among them, James J. Mullins, Mullins Amusement Co., Miami. Mullins, a 20-year president of the Florida Amusement and Music Association, noted that even the Association of Amusement Machine Operators (AMOA) and the Amalgamated Machine Operators Association (AMOA) had a local Miami group.

"Associations are invaluable. If this weren't true I wouldn't spend so much time working on associations business. Our situation in Florida would be changed if we hadn't organized FAMA," Mullins said, referring to what one of the first growing State organizations.

"Locally, our basic problem has been public relations. We have attempted to build up our image in a very short period and this was working in community activities. Just recently the operators in Broward County, which is adjacent to Miami, decided to join AM. This is the way we are accomplishing our aims."

But Pat Storino, S & S Amusements Co., Toms River, N.J., said he was also sold on the value of associations. He pointed to a sale, a dancing machine and music and the New Jersey group of AMOA had been successful in achieving.

"If I didn't believe in MOA I wouldn't be here," he said. "Certainly, if we build up our relations with the record industry as much as possible, we are moving in the right direction. I personally think the jukebox business is still in its infancy."

Denver Named MONY Head

NEW YORK — The Music Operators National Association (MONY), at its annual meeting at the Hotel Inn (21), elected Al Deaver, president; John Hull, vice-president; Gilbert Sosa, treasurer, and Bill Kobler, secretary.

Members of the board of directors elected to one-year terms were Donald Shapiro, Mervin Siskind, Lenny Black, Bob Moorman, Berrie Aneworth and David Sachs. After the election, the MONY board met in executive session to discuss the right laws, New York State sales tax, automation of machines, operator health insurance plans and the installation of biomedical monitors, if such monitors by manufacturers to prevent theft.

All Billboard Articles Are Available as Reprints

DENVER — "I didn't believe in MOA I wouldn't be here," he said. "Certainly, if we build up our relations with the record industry as much as possible, we are moving in the right direction. I personally think the jukebox business is still in its infancy."
The Bluebook

Valuation of Used & Reconditioned Coin Machines
Dec. 2, 1967

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

Jukeboxes

Rock-Ola

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Coin Machine News

Great Power Potential on The Horizon with CHICAGO COIN'S

SKY LINE

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with NEW HIGH SCORE PIN COUNT FEATURE

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