Cap. Vows 'No Dump' Policy on Monaural

By ELIOT TIEGEL

LOS ANGELES — A policy of retaining a firm $4,759 monaural album price has been pledged by Capitol as a counter move to reports of massive industry disposal in January of monaural inventories at low wholesale clearance prices.

Capitol's "no dumping" policy, as outlined by its distributing corporation president Stan Gortikov, is meant to "clarify where we stand," the executive said last week.

"Monaural albums will not be sold off at distressed wholesale clearance prices," Gortikov maintained. "Current monaural prices will remain firm throughout the foreseeable future."

Gortikov senses a mood developing which may dump monaural product after the Christmas selling season. "This is apparent in the return tendency of accounts. They are keeping the devaluation of monaural product after Christmas."

"Panic and confusion" results from a lack of knowledge on where record manufacturers stand on working toward the eventual elimination of monaural product in favor of a one-class stereo inventory, Gortikov believes.

Demands the Factor

"The demands of the consumer, retailer and wholesaler will influence the rate of continuing monaural release as we move into the fall season."

(MCA's record company operation now includes Decca, Coral, Brunswick, UNI, Revue and Kapp Records. This acquisition of Kapp last week by MCA is further reported on Page 3.)

The shift in emphasis is in keeping with MCA president Lew Wasserman's desire to get into the "youth market" in a big way. Wasserman believes that market for phonograph records is changing character and that new sales and promotion techniques are required and that a new audience must be reached.

NARM Sets All-Tape Meet

By LEE ZHITO

NEW YORK — The National Association of Record Merchandisers will stage a midyear record meeting with all-tape conventions, it was revealed last week by Jules Malamed, the association's executive director. NARM's first all-tape convention will be held Sept. 3-6 at Chicago's Continental Plaza Hotel.

The plan for NARM to stage a tape convention equal in importance to the association's spring record meetings was first reported at its last midyear gathering in Lancaster, Pa., in September (Billboard Sept. 16). The plan was made at that meeting by Jim Tiedjen (Midwestern Tape Distributing, Milwaukee) and was approved by NARM's board during its recent meeting. The board named a tape committee to plan the September convention. The committee is headed by Jack Goldsmith (L. & P. Record Service, Atlanta), NARM's first vice-president. Members of the committee include Tiedjen, Stan Jaffe (Consolidated Distributors, Seattle), (Continued on page 12).

The entire country was recently introduced to five dynamic young men from Boston, the Beacon Street Union, on the ABC TV pop music special "Twang. The group sang its first MGM single, "South End Incident" (S-3280), foremost of an album, "The Eyes of the Beacon Street Union" (E/3E-8517), to be seen and heard in January.

(Advertisement)

Philadelphia Inking Spurs RCA's Drive

By FRED KIRBY

PHILADELPHIA—RCA Victor is making a strong bid to strengthen its position in classical instrumental recordings with the signing of the Philadelphia Orchestra to an exclusive recording contract last week, after the orchestra's 24-year association with Columbia Records. The contract includes conductor Eugene Ormandy, long-time music director of the orchestra. Five years ago, (Continued on page 76).

(Advertisement)

Chess Expands: Sets New Label

By EARL PAIGE

CHICAGO—Chess Producing Corp. has formed a new pop label called Cadet Concept and is seeking independent producers in a full-scale market expansion effort.

A new group, Rotary Connection, is being launched with the new label. Releases will be in both stereo and monaural LP's, singles, 4 and 8-track cartridges, cassettes, and, possibly, Play-Tape. Concert tours are planned for the group.

Chess has also signed the Wild Weeds, an independently produced Hartford, Conn., group, on Cadet. Tommy Tune who formed the project is another new Cadet property, under the direction of Ron Malo, Chess' chief engineer, who produced "Kind of a Drag" for the Buckinghams. And Chess is negotiating with a jazz-oriented English group for the new label.

The Chess metamorphosis expands to Checker, too, where house producer Ralph Bass has con- (Continued on page 10).

(Advertisement)

Soundsheets Promoting Sales 'Encores' of B'way Cast LP's

By MIKE GROSS

NEW YORK—Original Broadway cast albums have found a new area of exposure. They are moving into "soundsheets," a term used for paper thin flexible vinyl records which are being bound into souvenier theater programs.

The "soundsheets" contain about five minutes of music extracted from the original cast album of the musical featured in the souvenir program. Included with the "soundsheet" is a suggestion to stop by the local retail store for the complete original cast album. The "soundsheet" promotion was launched by Kal Efron, souvenir program publisher. He's already put out a "soundsheet" of the Fred Ebb-John Kander score from Columbia Records' original cast album of "Cabaret" and is now reading a "soundsheet" of the Jerry Beck-Sheridon Hornick score from RCA Victor's "No Strings" original concept LP of "Fiddler on the Roof."

Efron has made separate deals with Columbia and Victor for the "soundsheet" rights and plans to work out similar deals for the Broadway musical shows to which he gets souvenir album rights. Efron's royalty arrangements with the record companies and the music publishers are kept under wraps.

(Continued on page 16).

(Advertisement)
From the canyons of the mind we
Wander on and stumble blindly
Thru the often-tangled maze of
Starless nights and sunless days
Asking for some kind of clue —
A road to lead us to the truth, but
WHO WILL ANSWER?

Side by side two people stand,
Together vowing hand in hand
That love’s imbedded in their hearts,
But soon an empty feeling starts to
Overwhelm their hollow lives, and
When they seek the “hows” and “whys,”
WHO WILL ANSWER?

On a strange and distant hill,
A young man’s lying very still.
His arms will never hold his child
Because a bullet running wild has
Struck him down. And now we cry:
“Dear God, oh why, oh why?” But
WHO WILL ANSWER?

High upon a lonely ledge, a
Figure teeters near the edge, while
Jeering crowds collect below to
Egg him on with “Go man, go!” But
Who will ask what led him to
His private day of doom? And
WHO WILL ANSWER?

In the rooms with darkened shades,
The scent of sandalwood pervades the
Colored thoughts in muddled heads,
Reclining on the rumpled beds of
Unmade dreams that can’t come true.
And when we ask what we should do,
WHO WILL ANSWER?

Neath the spreading mushroom tree,
The world revolves in apathy as
Overhead a row of specks roars on,
Drowned out by discotheques. And
If a secret button’s pressed because
One man has been outguessed,
WHO WILL ANSWER?

Is our hope in walnut shells worn
Round the neck with temple bells?
Or deep within some cloistered walls
Where hooded figures pray in halls?
Or in old books on dusty shelves?
Or in our stars? Or in ourselves?
WHO WILL ANSWER?

If the soul is darkened by
A fear it cannot name — if the
Mind is baffled when the
Rules don’t fit the game —
WHO WILL ANSWER?
WHO WILL ANSWER?
WHO WILL ANSWER?

Lyrics licenced by permission of SUNBURY MUSICK INC.
Copyright 1957 by L.A. Bell Enterprises Australia Pty. A. Espinosa, S.A.
Klein Drops a Label—Sets One With Stones

LONDON—Allen Klein, Camel/Parkway Records president, was in town this week, but instead of announcing a new deal, he announced that he has parted company with RCA Victor, while also introducing a new label, Klein's Records. Klein did not disclose details of the new deal.

A spokesman for Klein's Records was not available to comment on the deal.

On the surface, at least, it seems unlikely that there is anything to the story, but given Klein's reputation for secrecy, it is difficult to say for sure.

The new label, Klein's Records, is expected to be a major player in the music industry, with a focus on independent artists and groups.

Colgems Maps Total Expansion Based on Successful Past, Ties Shift at RCA Nashville—Davis Exec Producer

NASHVILLE — RCA Victor has realigned its office here. At the suggestion of Chet Atkins, RCA has restructured the production of the Nashville office, Danny Davis being transferred from his previous position over the newly created post of executive producer of RCA in Nashville.

Dann Davis, who worked primarily in the pop area of RCA, will be based in New York and will report to Jan. 1, working under Atkins, who has been the head of RCA in New York for many years. Davis was named executive producer of RCA in Nashville in 1970 and will continue to produce some of his current artists including Lane Cantrell and Nina Simone.

Mary Lynch, longtime secretary to Atkins and more recently artists & repertoire coordinator for RCA Victor, Nashville, has been named director of the post of administrator, in the reallocation of the Nashville office. She will be responsible for the production of the Nashville office and will report to Atkins, and will coordinate scheduling operations and also assist in the management of the Operations Services Division of the record company.

Bob Ferguson and Felton Jarvis, the MGM sound chief and the general manager of the Sound Recording Department, are doing the A&R work for the majority of Victor artists, here.

Logo Redesigned by MGM

NEW YORK—MGM Records is revamping its label design, the corporate image and establish stronger youth appeal. The new design is produced to distributors Jan. 8-13 at the winter sales meeting in Burbank.

The new MGM logo will be blue and gold, and the corporate image will be maintained through the color scheme and the logo's design. The new logo will be the same as on the outside of the record jackets and Sam Phillips' original logo will be used on the inside of the jackets.

Jack Maher, advertising director of ASCAP, said that the new logo design is intended to be more modern and temporary in design, as well as colorful, increased visibility, and will also be accompanied by a new logo.

Dec 9, 1967, Billboard

Elektra to Spin 80% Of Disks From Coast

NEW YORK — By the end of 1970, Elektra Records' production facilities will move to a new West Coast studio, which will be completed by the end of January.

Joe Holzman, Elektra president, said that the switch in recording activity will initially involve the company's offices and the production of its own records. The new studio, located in Hollywood, will be equipped with two live stereo recording rooms, a 10-channel Dolby System recording studio, and special effects and live recording facilities.

Holzman pointed out that he will be able to acquire two additional recording facilities to his Hollywood studios, giving him a total of 200 feet of the Coast Boulevard. The new studio in New York will be a good addition to the production facilities, according to Holzman, and is the company's first move outside of its traditional studio.

The Coast studio operation will remain open for expansion. Holzman (Continued on page 10)

MCA Buys Kapp in New Surge To Be a Major Record Complex

Kapp's production facilities will be acquired by MCA, under the management of David Davis, current manager of the company.

The acquisition will make Kapp one of the major players in the music industry, with a focus on the production of independent artists and groups.

BB POLICY ON VYLE PRODUCT

NEW YORK — The policy of Billboard is to reflect sales of all chart titles, including those in its special music category, the "Best of Christmas" chart. The sales charts started with the issue of Dec. 1, are run in four consecutive issues and will list the best selling records of the past week, as tabulated from dealer reports.

The new Elektra studio at 120 La Cienega Boulevard, Hollywood, will be one of the most advanced in the industry. The studio includes a 22-position Sound Control Console with four live stereo recording rooms, a ten-channel Dolby System recording studio, and special effects facilities, and is designed for high quality live recordings. The studio will be completed by the end of January.
LOS ANGELES — With almost 60 per cent of Capitol's business coming from recording and promotion of rock jobbers, Rocky Catena, the label's director of national rock promotion, considers this percentage rising to 80 per cent by year's end.

Catena has mapped a four-pronged approach to avoiding the postponed rack rock industry which reads:

• Free up the label's share of market;
• Maximize the potential of hit products;
• Broaden catalog and product representation;
• Sell the label to the music business.

A little more than one year ago Capitol released 10 per cent of its pop and rock lines to the market for racks, which it prefers to call subdistribution. Now, under its new program of emphasis for racks, Catena will work towards developing merchandising and programs to benefit the special interests of the rack market.

"There will be diminishing need for things to dress up window displays," Catena said. Point of purchase merchandisers designed expressly for racks are a part of a new division, and department stores will be emphasizing point of purchase efforts beyond the record department.

NARAS Plans Sholes Salute

NEW YORK — RCA Victor has planned a special salute for the late Allan Sholes, a man who has contributed so much to the field of music. The show is scheduled for Thursday (12) at the Madison Square Garden.

Eddy Arnold, a long-time friend of Sholes, and with whom Sholes once worked for years of hit records, will emceed, Brad McCarron, RCA Victor's music director, has prepared special slide presentation, highlighting Sholes' career as an agent, the company's 25-year man, who represented a host of companies, including the Rolling Stones and the Who.

The show is scheduled for Tuesday night (12) at the Madison Square Garden, and will be scheduled for today (13) at the same venue.

"It's a fitting tribute to the man who has been so influential to the industry," Catena said. "He was a great man, and we're honored to be able to celebrate him in this manner."
Tony Bennett's once-in-a-lifetime single

is now a once-in-a-lifetime album!

TONY BENNETT
FOR ONCE IN MY LIFE
INCLUDING:
THEY CAN'T TAKE THAT AWAY FROM ME
DAYS OF LOVE
SOMETHING IN YOUR SMILE
OUT OF THIS WORLD

It's too hot to hold...
shipping this week!
On COLUMBIA RECORDS
Axelrod’s Flowering Record Form A Rock Mass for Flower Generation

By ELIOT TIEGEL

LOS ANGELES — A blending of Eastern and Western religious and secular music, Axelrod’s new recording, “A Rock Mass for Flower Generation,” will be released later this month. The work is a meditation on the relationship between man and nature, and is performed by the Los Angeles Philharmonic Orchestra and Chorus, under the direction of conductor André Previn.

Although there have been a number of “rock masses” performed in the United States, Axelrod’s work is the first recorded and released by a major record company. It was inspired by a series of religious works written in the 1960s, and is the first rock mass performed by the Los Angeles Philharmonic Choir.

The program will include works by composers such as John Cage, Philip Glass, and La Monte Young, as well as Axelrod’s own composition. The recording is available on the Sony Classical label.

Executive Turntable

Walter Thomas has joined the one-eighth editorship of the Queen Book Corp. Before joining Queen, Thomas had been with Shaw Artists Corp. 13 years, during which time he worked in sales, marketing, and advertising for WSIX-FM-TV, Nashville, and has been assistant to the vice president of the company. In his new capacity, Thomas will be responsible for all promotion, marketing, and advertising efforts.

Robert Cato, formerly a promotion manager for Colgems Records, has joined the company as a promotion manager. Cato will be responsible for all promotion and advertising efforts for the company.

Quality Records, Ltd., has been purchased by ABC Records. The company has been in business for 10 years and has released several successful albums.

William Kaplan, ABC Records’ director of legal and business affairs, resigned his position Nov. 30 to accept a job in California with the law firm of Mitchell, Silberman & Knapp.

Eddie Lambert, who has been with ABC Records for three years as a promotion manager, has been named to the position of vice president of the company.

Two Gold Records To the Association

LOS ANGELES—The Association has earned an RIAA gold record for its hit, “Never My Love,” which has sold over 100,000 copies. The record was released by the label ISAC Records and distributed by Interscope Records.

MGM Test-Markets ‘Wizard of Oz’ Pkg.

NEW YORK — MGM Records is expanding into “related fields” and is now test-marketing a package for children, a Wizard of Oz book printed for MGM, and with figures. Retailing for $14.95, the new package is being marketed both in the mail order line for the Wizard of Oz book and on the market for the Playtape machine.

ABC to Hold Distrub Meet in 3 Regions

NEW YORK — ABC Records will hold three regional distribution meetings in the coming months. The first regional meeting will be held in Los Angeles, at the Century Plaza Hotel, Jan. 2, ABC’s home office will be represented by Larry Newton, Howard Stark, Lou Schott, and Red Katzman. In addition to West Coast executives Jay Laker and Irving Gorr.

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NEW POP ALBUMS

PEARL BAILEY
HELLO, DOLLY!
CAB CALLOWAY
GOWER CHAMPION

THE REST OF
THE BLACKWOOD BROTHERS QUARTET VOLUME 2

STEP TO THE REAR
MARILYN MAYE
NICK/TURNS PALMER/IT ON

THE BLACKWOOD BROTHERS QUARTET VOLUME 2

NEW IN THE VINTAGE SERIES

*Available on Stereo 8 Cartridge Tape
Cap.: Custom Service a Custom

by ELIOT TIEGEL

LOS ANGELES—Capitol's custom service department sells everything from studio space to steam heat. The latter is a little-known commodity but one which brings in about $3,000 a month for the company.

Capitol's Scranton, Pa., plant "sells" its steam to a neighboring company at $1.65 per 1,000 pounds. In fact, Scranton has been selling steam for the past 10 years and supplies its customers with one million pounds per month, according to Bud Harden, director of custom services.

From an initial entry into studio rental and recording business, the company has expanded into other areas by:

• Bowing the Capitol Hi-Q production of "City of the Century" in 1952 for Films (industrial, theatrical, educational), using its own music and leading libraries from other sources.

The package includes 55 records and 110 15-inch tapes.

1. Entering the premium record field in 1950 and scoring with a number of major promotions, including a million unit LP for a Dinah Shore Chevrolet Christmas promotion.

2. Developing the Capitol Production Music in Series of music themes in 1963 for broadcasters, with use live commercials or with production spots, LPs comprise this series.

3. Entering the syndicated radio market this year with a series of conversation programs featuring Los Angeles personality Michael Jackson interviewing controversial newsmakers. (The program has since been discontinued.)

Harden has been here since Capitol with 1948 (starting out as a truck driver at the LA plant). Being one of the order services managers, sales representative, production manager, department director, overstates a staff of eight.

The week studios rent for $35 to $70, depending on the size and type of facility. When Capitol began renting its pressing facilities, Harden could remember the old days when they came from Columbia, RCA and a handful of independents. Today, Capitol's number "must have quadrupled." Most custom pressing clients move about to achieve price discounts. Word of a leaking religious label has been served by Capitol for 10 years. Custom has been pressing volume six of Firestone's "Your First Listener." Until a minimum LP. Firestone believes it will sell close to three million copies (at $1 a throw). Harden says.

Kapp Will Show January Catalog

NEW YORK—Kapp Records will present its January catalog to distributors and sales representatives at regional meetings this month. Included in the series will be Sid Schaffer, vice-president of sales, and Hy Grill, executive vice-president.

Ed Schaeffer, manager of the West Coast and parts of the Midwest, Joe Kopp, the national sales manager, with Gene Aronson, national promotion manager, and Norm Leshikar, Midwest sales manager, will cover the territories.

The East will be covered by Berger, Aronson and Vic Raines, East Coast sales manager.

Heathr a Sparker

NEW YORK—The Charles Dickens Western, "A CHRISTMAS CAROL," will be an Eastman goal. "Don't Give Your Love Away," an East Men's version of this time is with the Original Victorian sound track featuring Denny Thomas, Ed Ames, Abe Lane, Marilyn Monroe, and Jack Laffoon. "Davy," the RCA Victor has also a program of songs from the record of "The First Christmas."

Julius Bass is producer and lyricist of "Cricket," and with the music of "Cricket," the hit of the season, other network TV shows have shown Gilead is being used in productions. The sketches include "Tzar," "NBC-15" and "Kang & King." (ABC-TV)

Klein Drop Label

— Continued from page 5

on his two prime U. S. labels, Cameo and Parkway. The first three of the four leading producers were informed that C/P was expect- ing the line. Displays on the Cameo/ Parkway fronts, the acquisition of more than four, Long Island-based distributors, and reports of appearances were announced.

"Fats," Bartholomew, Broodroom Team

CHICAGO—Fats Domino and arranger-producer Dave Bartholomew have joined forces again on their new album, to be distributed by Dove Records.

Domino and Bartholomew, New Orleans natives, teamed in the past to produce records that have sold more than 50 million total, many of which were million sellers.

Market Quotations

As of Noon Thursday, November 10, 1967

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Stiffling of Benelux Product Laid to Language Barriers

NASHVILLE—The language barrier is the chief cause of the failure of the Benelux countries to produce and sell records widely acceptable in the United States, according to Roland Klump, Brussels-based publisher.

Klump, manager of Acuff- Produce to RFU

Yoder to Produce for Russel-Casson

NASHVILLE—Mac Yoder, co-producer on the Robert Knight hit for Rising Sons Records—"I'm nothing to Lose" —his been signed to an exclusive production contract with Russel-Casson Productions. He'll concentrate on developing and recording artists for the firm, according to Bobby Russel and Buzz Can, who head the operation. Yoder is a writer and producer. He was a co-producer on "Everlasting Love." (ABC-15)

Album Introduces ESP's ORO Label

NEW YORK—ESP Records is introducing its ORO label this week with a album by Bruce MacKaye, a Canadian composer, producer and arranger. The album, MacKaye's U. S. disk debut, is folk-rock with a symphonic background. MacKaye previously was heard on Gamma, ESP's Canadian affiliate.

December 9, 1967, Billboard
It's No Cinch
To Turn Over
A Hit Record
But WE DID IT!

WILSON PICKETT
"I'M IN LOVE"

Atlantic 2448
Produced by Tom Dowd and Tommy Cogbill

- 76 Cash Box
- 80 Billboard
- 85 Record World

...and
going up!
Monmouth-Evergreen Sets B'way, Big Band Yule Push

NEW YORK — Monmouth-Evergreen Records has prepared a special Christmas push on its LP line of big band and Broadway musical albums. The firm has set up a special discount offer for its mono and stereo records that will run through Jan. 6. The Broadway musical package retailing at $16 comprises a total of five records, with two of the three albums offered containing two LP's each. Included are "Through the Years With Vincent Youmans" and "Almost Together," featuring the music of Arthur Schwartz and Howard Dietz. Each album contains 26 songs sung by four singers. Brochures are included which detail the history of the shows and the songs. The completing the Broadway package is "The Legend: Libby Holman." The three albums comprising the label's big band package retail at $10. These are "Twelve United States Evergreens," with the Rudy Redrick Orchestra offering 12 standards by composer/bandleader Isham Jones; "Snowfall — A Memory of Claude," includes previously unissued disks by the Claude Thornhill orchestra, and "Jazz Journey," featuring Rudy Drick and a 10-man band that features Urbie Green, Don Lamond and Teddy Charles. All the albums involved in the Christmas drive are also available individually.

J. Marks Yule-Tune Pitching

NEW YORK — The oncoming Christmas season finds Johnny Marks, head of G.N. Nicholas, Music, promoting his four Christmas standards, "Rudolph the Red-Nosed Reindeer," "I Heard the Bells on Christmas Day," "Rockin' Around the Christmas Tree" and "A Holly Jolly Christmas." The "Rudolph" color single withspiracy is $1.25 and the score by Marks is set for its fourth annual showing Friday, Dec. 7, 7:30-9:30 p.m. on NBC, presented by General Electric.

"Rudolph," since 1949, has sold more than 51 million records in the U.S. over seas and over 3,900,000 copies of sheet music. The Gene Autry disk, first recording of the song, has sold more than 6 million and is the all-time best seller on Columbia. Autry's version has more than 350 releases of the song, which has featured in 115 arrangements which have sold more than 5 million copies. This year, there are 15 new recordings. It has been a smash overseas, with the TV spectacular running in various countries. "I Heard the Bells on Christmas Day," first done by Bing Crosby on Decca in 1956, "Rockin' Around the Christmas Tree," a hit for Burl Ives in 1960 and "A Holly Jolly Christmas," a hit for Burl Ives in 1961, have sold millions of records.

Wonderland in Golden's Fold

NEW YORK — Golden Records has bought Wonderland Records, another children's line, from the bankrupt Riverside Island. Riverside had been owned by Ted Gugino and his brother James. The amount of money for the deal was not disclosed. Golden bought 67 of the 87 records and picked up the artist contracts for many of the label's performers. Golden plans to re-release the Wonderland catalog in gradual steps, with some 25 records being issued in January. All of the releases, to be marketed under the Golden-
RONNIE DOVE
HAS A
HIT RECORD

"DANCIN' OUT OF MY HEART"
c/w
"BACK FROM BALTIMORE"
D-233
NARM Meets to Go CARtridge

Continued from page 1

of the association’s president; J. A. (Jack) Rubinstein (Caleton Books, San Francisco); Jim LeVits (Car Tape, Inc., Chicago); Ed Mason (Record Rack, Los Angeles); John Billings (Billings Distributing, Salt Lake City); Cecil Steward (Record World, Woburn, Mass.).

The contract will spell plans for the tape convention. According to Malamud, the September tape convention will concentrate on the tape industry coveting the same favor of the CARtridge field and open real tape business. The convention will feature NARM’s traditional person-to-person meetings during which the manufacturer has an opportunity to unveil his wares to the wholesaler. The tape convention will also include workshops and panel discussions devoted to the tape business.

Malamud said that NARM’s usual midyear record meetings will be eliminated to make way for the tape convention. However, it is likely that some of the September session will be devoted to the record business.

According to Malamud, NARM’s board favored the tape convention in view of the fact that a number of the association’s presenters are actively engaged in the wholesaling of cartridge product.

NARM’s March convention to be held at Hollywood, Fla., will be devoted to all recorded products. While basically it will deal in depth with the record industry, some of the sessions will treat tape. He said NARM will involve various non-members active in the tape field to attend the March sessions as guests of the association, and that the staff will seek their counsel in laying the groundwork for the Chicago tape convention.

Schoenbaum Hits Jazzmen On Their ‘Short-sidedness’

NEW YORK—Because of short-sided attentions, “many jazz artists are losing the very support that could save them,” said Jerry Schoenbaum, head of Verve Records.

“There are some artists who are going where the kids are—like the Fillmore in San Francisco, the Eagle Ballroom in New York, the Whiskey a Go Go in Los Angeles,” he said. But most are limited to a small number, and that’s the problem.

It’s true that a major jazz artist can count himself lucky if he has just a good good in these, but jazz artists don’t have the kind of short-sided attention that is good for these clubs, he said. And it’s for this reason that it doesn’t mean that jazz artists aren’t considered the small amount of money that teen and young adult attendees could pay. But jazz sales have been dropping in general, and Schoenbaum felt that this type of short-sided attention is not one of the reasons. Some of the jazzmen who were looking ahead and making it a point to play at places like the Fillmore, for example, are Charles Lloyd and John Handy. There is very little radio exposure for the jazz artist today, he said, “therefore, jazz performers must go where people young go. They may even have to diffuse their music to make it more commerc-
From The 
Music Capitals 
of the World

BARCELONA

Vegara Records has signed Santy Castellanos (ex-Marfa), Luis de los Angeles and Jose Antonio de los Angeles del sol (ex-Tempo).

Michel, Leo Stop, Folcoato and Paquita Rice (Beter), and Peret (Vegara) are among a group of Spanish artists touring Germany, Switzerland and Belgium with a show aimed principally at Spanish residents in these countries.

Los Tramposeros have finished their first LP for Beter. . . . Discophon has released an album of Little Richard recorded live at the Okech Club, Hollywood. . . El Don Dinamico (Vegara) went to Italy Monday (27) after finishing their contract with Beter. . . . They will record their own compositions in the Darian studios, Milan.

Discophon is releasing the Johnny Mathis album, "Johnny's Greatest Hits." "En Amanecer con tu amor," by Joaquín Rodrigo has been recorded in Spanish by Michel (Beter) and in Catalan by Salome (Beter). . . . Edigan gave a special cocktail party at the Jambooree Club, Barcelona, to launch the first LP by Francesa Pi de la Serna. Beter protest singers Nino Sanchez, Lourdes Madrid and Ellos Tramposeros have recorded an LP of Christmas songs. Peret has left Discophon to sign with Vegara. First record for the new label is "Una lagrima." (A Tear). . . . Discophon has launched the first Spanish releases of Carl Douglas and the Peddlers. (Rafael Revirrt)

CLEVELAND

Guitarist-singer Theodore Bikel is visiting the Russians but also went to England, the Philippines and other foreign countries to help promote their music. Bikel has been on the road with his band for months and has played in London, Paris, Rome and other European cities.

Bikel has also been visiting the United States and Canada and has performed at the New York State Fair and other venues.

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CHICAGO

Mister Kelly's and the Carnegie Theater, Rush Street neighbors, have introduced a $3.95 dinner show package. . . . A Chicago music tradition, the WCFL Radio Starmancer, emcee, and the Chicago Symphony Orchestra have been touring the Midwest and mid-Atlantic states with their annual concert tour.

The concert features a mixture of classical and contemporary music, with a focus on American composers. The orchestra has performed in front of packed houses at various venues, including the Mosque Auditorium, the Paramount Theatre, and the Chicago Theatre.

The Chicago Symphony Orchestra has also performed with guest artists, such as pianist yönetici istin, singer-songwriter Clay Hart, and the renowned violinist Yo-Yo Ma.

The orchestra has been well-received by critics and audiences alike, with many praising the quality of the performances and the orchestra's ability to bring a fresh perspective to classical music.

Montgomery Temperatures played a one-nighter here Friday (9), opened by WHRD, at Public Music Hall. . . . Mick Jagger and the Rolling Stones played at the Metropolitan Opera House Saturday (9), Stevie Wonder Dec. 4. . . . Folk singer Judy Collins is due at Public Music Hall Dec. 15. . . . Two new albums are released this month: "The Best of Children's Songs" by The makemoneys Kendrik" (The Sick Teddy Bear) and "Timpanos (The March of the Tin Boys)" by The Makemones. A Spanish version of "Suggestion of Suspect in Mind" ("Epiphemia") is also available.

Helsinki

PSO is promoting a special release of children's records for Christmas, five LP's, six EP's and

12 singles grouped under the general title "The Best of Children's Songs." Also PSO has released "Christmas (Santa's Lullabies)," "The Sick Teddy Bear." (The March of the Tin Boys)." The songs are accompanied by The Makemones and are available in English and Spanish versions.

In addition to the records, PSO is also offering a "Christmas in Helsinki" package, which includes an LP of traditional Finnish music, a DVD of Helsinki's Christmas market, and a CD of the PSO's "Christmas in Helsinki" concert.

The PSO is also presenting a series of concerts and events throughout the season, including "Christmas in Helsinki," "The Sick Teddy Bear," and "Timpanos (The March of the Tin Boys)." These events feature performances by local musicians and artists, as well as recordings by the PSO.

The PSO is committed to bringing quality music to audiences of all ages and is dedicated to promoting the art of music through education and performance.
announces the debut album of \textit{Erik}

including his exciting new single "LOOK WHERE I AM"
LAST IS FIRST!

The Most Exciting
Instrumental Of The Year
Recorded by Europe's Top
Composer-Arranger-Conductor

JAMES LAST

"THE LAST WALTZ"

on WARNER BROS.
Record #7153
Paul Revere and The Raiders, featuring Mark Lindsay, have the single thing you need most.
Sheet Music

Taking Care of Your Back-Order Business

Third article in a series.

CHICAGO—One of the first steps in improving your sheet music business is setting up a systematic, customer-oriented back-order system. The trade relations committee of the National Association of Music Merchants, at its convention last March in Chicago, proposed a system that will enable music publishers to maintain a customer-oriented system in an ever-changing business.

A SYSTEM

The system the committee suggests is to keep two back-order books, one alphabetical and the other numerical. The alphabetical book is necessary because while one is being used by the sales personnel in the front of the store during the day the other book can be used by the order clerk in the back room. The type of book suggested is the large note typewriter book. Board covers are best.

On Music

In each book, the name and address of the customer and item ordered are listed under the date. In the right-hand column, beneath each order, the clerk should list the publisher's name and the date ordered. When the order is blank, it is filled out at the time the back-order book is used as the back order book. Include in your order the customer's request that he place this number in his order, in the upper left-hand corner of the music.

When the music arrives, the clerk should simply check the name in the right-hand corner of the page number in the back-order book, find the order with the same name, put a check mark by the customer, and deliver the music or notify the customer when it has arrived.

Reference

When back orders are sent to the publishers, the person handling this task should fill out a card with the name and address of each customer to provide the publishers with a mailing list. To provide a quick reference in case the customer calls to check on the progress of the order, make the mailing list function as an index. The upper right-hand corner of each card can be coded to indicate the type of product. For example, a customer who has ordered a jazz book or guitar can be coded to indicate the type of order. When the order is filled, the customer is notified of the change in the status.

If a customer calls about his order, the clerk need merely check the box of the product ordered. If the order is filled, the clerk will send a card to the customer notifying him of the change in status. If the order is not filled, the clerk will send a card to the publisher notifying him of the change in status.

New T&G Book

CHICAGO — A 468-page catalog for 1966 has been issued by LaGardere, Maxwell Meyers Co., Inc., 83 East Houston Street, New York, 72025.

K. C. Clinics

KANSAS CITY, Mo.—Bo- hart Music Co. sponsored two T-clip clinics here Nov. 16, featuring artist George Roberts. The clinics were held at the High School in suburban Gard- ner, Kan., and a night session was held at Kansas City High School in the suburb of Grand- view, Mo.

Meet Manitas

PITTSBURGH—Manitas de Plata, well-known flamenco gui- tarist and recording artist, appeared at the music department of Kaufman's here Nov. 13. He was in town for a concert at Carnegie Music Hall.

MIminneapolis Sitar Concerts Stimulate Dealer Attention

By KEN BERGLUND

MIINNEAPOLIS — The sitar, a four-stringed instrument from India which was popular- ized in the western world by the Beatles, is starting to establish itself in this country.

This has been noted by a number of local musical authorities who point out that Nihal Banerji, one of India's most respected sitarists, played a concert during November at the University of Minnesota, and Ravi Shankar, equally respected, played at the Guthrie Theater in January.

Sitar Music Co. has two of the instruments, which are handcrafted in India. The B Sharp Music Store sold a half dozen when the Beatles first used the instrument. The Podium Music Store is expecting a shipment of 30 sitars from India in the next few weeks. A shipment was delayed because of the recent dock strike in New York.

The leading exponent of the sitar in Minneapolis thus far seems to be Tony Glover, one of the harmonica-playing members of the Koerner - Glover - Ray blues group that several

Trestman Expands

MIINNEAPOLIS — Trestman Music Center here has expanded its lines, service, facilities and teaching programs. The store was five years old last month and marked its birthday and enlargements with a week-long celebration.

Brands handled by the store are Ludwig, Epiphone, Gibson, Goya, Frankam, Harmony, Kins- all, Conn, Artist, Buescher, Roth, Appollo, Rickenbacker, Kalamazoo, Studebaker, Magnatone and Ampeg.

Fender Moving

NASHVILLE—Fender Musi- cal Instruments has moved into the new Fender Building at 727 17th Avenue South here. A grand opening will be staged in February of 1968.
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B/W "SEE-SAW MAN" A B-126

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Talent

Don't Take 'Sing' Out of Songs, Manning Asks B'way Composers

NEW YORK — Dick Manning, pop songwriter who is branching into the Broadway musical field, is one of the champions for a "new sound" in show scores but, he feels, it has to be a melodic one as well.

Manning, currently auditioning "Senor Congressman," a musical he wrote with the late Al Hoffman, recalls that in the heyday of Tin Pan Alley many musicals it was considered essential for a musical to contain a minimal number of songs. There was no question about what could be called a hit. "It was," he says, "a song that people could hum or whistle when they heard it. If it remained when they got home, you knew you had a success to.it; that they bought copies and records of it.

In recent years, he adds, too many productions came to Broadways with plenty of integration between story and song, but with very little integration between music and melody. Manning claims that the customer began to grumble, the out of town critics to grumble, and the music publishers began to feel the lack of public acceptance for show scores.

Exceptions Cited

The exception to this, he adds, such as "My Fair Lady," "Carmelita" and "Oklahoma," have both current melodic and necessary sung lines with hummable tunes as "Fiddler on the Roof" and "Holly!" "Munnings." Manning points out, were beginning to recognize that the old-time flavor without relinquishing integration between story and music and the great plus of three or four solid, singable, hummable and salvable songs.

"But now," says Manning, "just when it seemed that musicals were back on the track, the so-called experts began talking about a "new sound." Let's be influenced by the best that the young musicians of today are writing. Let's present it on stage and in films, but this time, let's not by-pass melody. Let's not talk of "new sound."" Out of the old-time flavor without relinquishing integration between story and music and the great plus of three or four solid, singable, hummable and salvable songs.

In addition to preparing "Senor Congressman" for Broadway, Manning is working on two other musicals, "Little World, Hello," with a libretto by Frank Purcell, and in the works. Manning worked solo on the score for both these musicals.

Among his pop credits are the lyrics to "Fascination," and with Al Hoffman he wrote "Hawaiian Wedding Song," "Hot Diggity," "Jamboree Mambo," and "Takes Two to Tango."

AL HIRT, left, greets Norma Rasciani, vice-president and general manager RCA Victor, at Riverboat opening.

BOOK REVIEW

ABC's for College Promoter

NEW YORK — Many problems facing college promoters can be answered by Kenneth Kragen and Kenneth Fritz in their new book "ABC's for College Promoters" (Billboard Book; $4.95).

Both have been successful personal managers, now with the Smothers Brothers, heading their stable of artists, know whereof they speak. Both have been deeply involved in the college concert scene during the undergraduate and postgraduate years, and both have produced successful concerts to the extent that they are worth listening to.

Although the book runs only 87 pages, these "ABC's" will be the ground necessary in crisp, lucid terms. They discuss the planning of the show, advertising, publicity, and staging, among other problems that go into the making of a successful concert.

Also included are a list of U.S. booking agents and samples of tickets and assorted paperwork needed to make a concert pay. This is a text book that should be required reading for all college bookers.

MIKE GROSS

Mancini & the Washington Symphony Jell in Ball at Hall

NEW YORK — Henry Mancini, the composer-arranger of "The Pink Panther," arranged all the music played, was at his best in several medleys, including a medley of three of his most popular compositions, "Days of Wine and Roses," "Charade," and "Moon River," which concluded the program. There also was one encore, "The Stripper," a classic of the previous day in Washington.

FRED KIRBY

Hirt Plays Like Devil — With Saints' Added

NEW YORK — Although Al Hirt slashed off the classic "When the Saints Go Marchin' In." Nov. 24 at the Riverboat, his performance wasinding "The Trumpet King," master of the trumpet. His inceptions border on jazz, yet not by-pass melody. Let's talk of "new sound.""

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MIKE GROSS
Mixing the Ingredients

Following is the second in a series of articles by arranger-producer Ted Firth on studio techniques.

NEW YORK — The most curious problems arise after a composer-lieutenant, and they usually aren't discovered until the moment the "mime" marks wrong that if you don't hear a musician at the original mix, you won't get it in the "mix."

TALENT REVIEW

Elegant Ella Does It Again—Rocks Philharmonic Hall

NEW YORK — "Great Performers at Philharmonic Hall" sounds a bit preposterous as a title for a concert series, but an understatement when Ella Fitzgerald proves it.

Most of the material on the program has been performed recently in the Far East, but Fitzgerald over the last two decades has created no new repertoire. Her style and her songs are sung with a vigor and excitement that make it difficult to imagine her performing them on a recording.

Miss Fitzgerald did deal with a contemporary material, in the medley of "Goin' Out of My Head" and "Sonny" which she would have liked to sing in a more intimate and swinging style. Instead, she made the music sound as fresh as ever. She sang it with a sureness and grace that make it one of the best performances of the evening.

The audience at Philharmonic Hall Wednesday night (22) filled every seat and poured over onto the stage. And they loved it.

Miss Fitzgerald, who now records, has been too spontaneous to amuse. Whether she's doing a soul version of "Homework" or "I Can't Help Loving You" to a bone music of "Watch Girls By," or a nostalgic "Gone With the Wind," she sings them as though the song was written for her alone, and no other artist could have the right to perform the material.

Each number was a highlight: Ellery Garris's "Misty," Kenny 's "Mack the Knife," Cole Porter's "I've Got You Under My Skin," George Gershwin's "Summertime." Ella's in a class by herself.

AARON STERNFELD

Bikel Turns on At Carnegie Hall

NEW YORK — Theodore Bikel, with his international repertory of folk songs, was in top form at Carnegie Hall on Nov. 25, making for a fine, stimulating concert. The Electra artist also commented on the diverse topics as love, politics, and the international situation in his easy, light-hearted manner. In his repertoire, the songs he sang were all always effective.

Included were Ukrainian and Russian boy-girl duets with Bikel taking both parts. His repertoire included the Polish, Hungarian, Spanish, Yiddish, Hebrew and German material.

FRED KIRBY

October Country, West Coast group featuring a "soft lush sound" has signed with the Epic label. Their debut single is "The Sound of a Girl," which has been tagged to Mercury Records. The group will handle Epic's ad sessions.

The Four Freshmen to Liberty Records. Group released for Capitol. Israeli vocalist Dave Me?a to record Decca. He is scheduled to record in Los Angeles next month.

The Smokestack to White with whom he will produce . . . Pepper Davis and Tony Reese have signed with newly formed Los Angeles-based Riff Records for comedy packages . . . Luna de and Vila Lez, vocal duo, signed to Reprise Records, subsidiary of Tand Records.


First national tour of Universal Pictures character Juan Pacheco, signed to Decca and MCA Music. His first single will be "I'll Remember You," set for January release prior to his debut appearance on "Virginia's TV series.

The Electric Flag

Continued from page 24

The Electric Flag is a band with a shirt, drums and a guitar—behind the drums. Behind Miles, the Philadelphia group of brass, bass, drums and organ, a flag waving atop a chrome pole, made of the bell and symbolic of their plugged-in Chicago sound.

ED OCHS

Talent

Col. Promo to Tie in With 'Cabaret' Tour

NEW HAVEN, Conn. — Columbia Records is planning a tie-in promotion for its original cast album of "Cabaret" to coincide with the show's national tour, which begins here on Dec. 26.

IN HOLLYWOOD, CALIFORNIA

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NASHVILLE WEST

We Recorded These Hits On Our Old Control Board. We Think Our New 8 Track Console Will Do Even Better.—Charles Underwood, President

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Sung by

Al Wilson

produced by Johnny Rivers

on Soul City Records

SCR 761

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www.americanradiohistory.com
Progresive Rock All the Way
In WNEW-FM's Format Future
By CLAUDE HALL

NEW YORK — WNEW-FM, at 102.7 on the FM dial, is the new home for progressive rock. Station manager George Duncan, the former WOR-FM programmer who brought the format to that station, has been named manager of WNEW. The station will be operated by Morgan & Muni, who own WNEW.

Duncan said that he expected the station to have a wide variety of music, including rock, folk, and soul. He added that he would like to see more local artists featured on the station.

WAME Renewal Bid Is Held Up by FCC

WASHINGTON — The Federal Communications Commission (FCC) has announced that it will not consider WAME's renewal application.

WAME, a small radio station in Miami, requested a renewal of its license in order to continue its service to the community. However, the FCC has indicated that it will not address the renewal request until after the presidential election in November.

The FCC stated that it would wait until after the election to make a decision on the renewal application. The FCC said that it would consider the renewal request after the election, but that it would not make any decision until after the new president takes office.

ASCAP Asks GAB to Hold Talk on Fees

ATLANTA — ASCAP has invited representatives of the Georgia Association of Broadcasters to discuss the issue of royalty fees with ASCAP.

ASCAP has been involved in a number of battles with the broadcast industry over royalty fees. The organization has been seeking to increase its royalty rates, but the broadcast industry has been resistant to the increases.

ASCAP has invited representatives of the Georgia Association of Broadcasters to discuss the issue of royalty fees with ASCAP. The meeting will be held in Atlanta on March 15th.

Harshen Sets Menos Prod

NEW YORK — John Harshen, former President of Record-On-Film, has announced that he will form a new film production company, Menos Prod.

Harshen said that he plans to produce films that will be distributed through traditional channels as well as through new media.

Harshen's new company will be based in New York City and will have offices in London and Tokyo.

PERSONALITY PROFILE

Campbell Communications Star

DAYTON, Ohio — Believing that today's radio must be a two-way medium of communication, Hot 100 deejay Tom Campbell spends not only 7-2 midnight talking to his audience, but during the remaining hours of the day, as well. Campbell is a member of the National Radio Hall of Fame, and he is considered one of the top deejays in the country.

Campbell Communications Star

THE STRAWBERRY ALARM CLOCK surrounds Johnny Fairchild, music director of WNEW in Santa Barbara, Gaby, the group's single, "Incense and Peppermints," was a big hit on the Hot 100 station.

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Hello Goodbye Strawberry Fields Forever

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MAGICAL MYSTERY TOUR

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Includes 24-page full color picture book

Includes 24-page full color picture book

Also available on 8-track Stereo Tape cartridge.
Bill Sherard, operations manager for the past two and a half years of WBBM in Chicago, has been named assistant program manager for WBBM's new FM station, WZPR (95.9), which has been licensed to the University of Illinois. The station's target audience is the Chicagoland suburbs. Sherard will assume his new duties on January 1. The station is currently being used as a test bed for new programming ideas and formats.

Clarence J. "Dee" Jackson, a radio executive with over 30 years of experience, has been named the new general manager of WKNJ-FM (103.3), the new rock station in New Brunswick, New Jersey. Jackson has spent the past 15 years with CBS Radio, where he served as the controller for several of the corporation's largest stations, including WABC in New York and WLS in Chicago. He will begin his new position on January 1.

WKGX (95.3) in Jackson, Tennessee, has announced the hiring of John "Buddy" Sugars as its new music director. Sugars, who previously worked at WMBD (104.3) in McComb, Mississippi, brings with him over 10 years of experience in the radio industry. He will begin his new position on January 1.

WTVQ (4) in Louisville, Kentucky, has announced the hiring of Jim "The Sportster" Plyler as its new sports anchor. Plyler, who previously worked at WDBJ (6) in Roanoke, Virginia, brings with him over 20 years of experience in the sports world. He will begin his new position on January 1.

Cincinnati's WLW (1310) has announced the hiring of Mike "The Hawk" Bell as its new host for the station's new countdown show, "The Countdown Show." Bell, who previously worked at WDAY (1130) in Fargo, North Dakota, brings with him over 15 years of experience in the radio industry. He will begin his new position on January 1.

Radio programming on www.americanradiohistory.com

**Yesteryear's Hits**

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

POP SINGLES—5 Years Ago

1. Big Girls Don't Cry—Four Seasons
2. Love Is Strange—Elvis Presley
3. Ruby's Baby—Marie Blav
4. Don't Hang Up—Gretchen
5. Relin—Dean Sharp
6. The Lonely Bull—Tijuana Brass
7. Tailor—Taj Mahal
8. Limbo Rock—Chubby Checker
9. Am I—Tina Turn
10. Release Me—Little Esther Phillips

POP SINGLES—10 Years Ago

1. You Send Me/Summer Time—Sam Cooke (RCA)
2. Happy Together—The Turtles
3. Wash It Out—The Turtles
4. Love Is Strange—Elvis Presley
5. Portrait of Perv—The Turtles
6. Love Is Strange—Elvis Presley
7. Portrait of Perv—The Turtles
8. Happy Together—The Turtles
9. Wash It Out—The Turtles
10. You Send Me/Summer Time—Sam Cooke (RCA)

R&B SINGLES—5 Years Ago

1. Release Me—Little Esther Phillips
2. Big Girls Don't Cry—Four Seasons
3. Don't Hang Up—Gretchen
4. Limbo Rock—Chubby Checker
5. Nothing Can Change This Love—Sam Cooke
6. Heyoka—Got My Baby—Little Eri (Gimeral)
7. Ridin'—Dee Dee Sharp
8. Return to Sender—Elvis Presley
9. It's a Rock—Christian Phillips
10. Sam Cooke—RCA Victor

POP LP's—5 Years Ago

1. My Son, the Folk Singer—Allan Sherman (Warner Bros.)
2. Dog Days Are Over—Western Music, Vol. 2—Ray Charles (ABC-Paramount)
3. Jazz—Stu Hartman (Chess Records)
4. Rock—Moody Blues (Capitol)
5. Rock—Four Seasons (RCA Victor)
6. Rock—The Animals (Atlantic)
7. Rock—Sly & the Family Stone (RCA Victor)
8. Choral—The Four Tops (Motown)
9. Rock—The Animals (Atlantic)
10. Juke Box—The Animals (Atlantic)

Radio programming on www.americanradiohistory.com

**WGY's Christy Top Milwaukee Influence**

MILWAUKEE — Paul Christy of WGY, who has been a leading influence in music and sales of singles records in the latest Billboard Radio Record Rating survey of the market for the past year, will be replaced by Joe W. Matos, who was appointed manager of the station's new country music format.

The RRR survey judges the ability of station and personality on both WGY and WITF for the first time. The survey is conducted to determine the stations' effectiveness in reaching an audience and judging its impact on records.

WEMP showed a definite lead in reaching the young adult population.

**Tom Campbell Profile**

Bethlehem, Pa. — Tom Campbell, program director of WEMP-FM (97.5) in Bethlehem, has been named assistant program manager for WGY, which will become a country music station.

**WGUS-FM is Now ‘Airbourne’**

AUGUSTA, Ga. — WGUS-FM went on the air last week, announced station manager Dick W. Logan. The station will air a country music format. The station will be operated by Brian J. P. Smith, owner of WGUS-FM.

**Four Seasons**

1. The Four Seasons—RCA Victor
2. The Four Seasons—RCA Victor
3. The Four Seasons—RCA Victor
4. The Four Seasons—RCA Victor
5. The Four Seasons—RCA Victor

**Radio programming on www.americanradiohistory.com**

**DECEMBER 9, 1967, BILLBOARD**

Copyright material
Every year a particular record performance seems to synthesize the Christmas sentiment of that particular season.
This year an unusual offering by an unusually gifted child bears that kind of mood and feel, that stamp of Singles greatness. More poignant than any in recent memory, the big-big Christmas Single of '67-'68 appears to be:

"LITTLE BECKY'S CHRISTMAS WISH"

#7154-PRODUCED BY DICK GLASSER

WARNER BROS. SEVEN ARTS RECORDS, INC.
'Young Sound' Gets a Voice

NEW YORK — The CBS-FM "Young Sound" package, now syndicated to more than 20 FM stations around the nation, is adding another voice—at least for New York. The programming was originally voiceless except at the end of 15-minute segments when the tunes were reeled off by a nameless announcer. Wally King was added as a personality recently 6-10 a.m. in New York to capture a drive-time audience. Lee Jordan, who had been a major personality on WCBS, is switching over to WCBS-FM and will do a Sunday 10-1 p.m. Broadway segment of Young Sound. L. M. Flowers hosts a two-hour night show two nights a week called "Flowers' Garden" on several of the Young Sound stations and there’s some speculation that this show will soon be on an every-night schedule.

WCKY Going Indie

CINCINNATI — Mrs. Jeanette Heine, executive vice-president of WCKY Radio here, last week announced that the station has declined affiliation with any of the four ABC-proposed networks. Instead, Mrs. Heine says WCKY will be an independent jai, i, with a strengthened and improved news operation of its own.

MEMPHIS — Plough Broadcasting, which owns and operates such country music giants as WJW in Chicago and WPLO in Atlanta, will bow a syndicated country music program package. International Good Music, headed by Ragan Jones Jr. in Bellingham, Wash., will distribute the programming.

Called "Americanana," the programming package not only includes country music by established performers in the field, but also country music by established pop artists such as Bing Crosby, Peggy Lee, and Les Paul and Mary Ford. The man putting the package together is Lee Weyer, national program director of Plough, who set the guidelines for WJW and WPLO. New studios and equipment have been installed by Plough in Memphis to produce the new programming. Weyer said last week that he was still working on the basic library...that he already had more than a third of it in the can. Progress has been slow because "I want quality and it takes time," he said. He is trying to create a special sound.

WSOC-FM in Decatur, Ill., is already using the programming. It started Oct. 31 when Weyer only had about 30 hours on the air.

Local deejays are used—or can be—by each station to announce the records. "This type of programming almost cries for a local personality," these introductions are—or can be—placed on cartridges and audible tunes on the "Americanana" tape cue them in.

Weyer said he was working from a backlog of 15 years of country music, as well as a vast library of new albums. His show is in stereo, but monaural use can be made of it.

WNEW-FM's Format

Continued from page 30

and Columbia University. "It was a hell of an experience. Exhilarating. Two to three hundred students firing questions at us." He hoped that WNEW-FM had impressed upon the students the interest of WNEW-FM in the evolution of rock music.

Leonard Bernstein made this type of music respectable, Duncan felt..."that one TV show." He said that he'd figured it would take a few months to make an impact with the new format, but the acceptance of Roisko "surprised us." Among the records that are appearing on the playlist are the Common Gold's "Come Down," Paul Butterfield Blues Band with "Get Out of My Life, Woman," the Superfine Dandilions with "Crazy Town," and Alan Arkin with "I Like You." Duncan was a sales executive 10 years with WNEW before taking over control of WNEW-FM.

No Turkeys on WFIL

PHILADELPHIA — WFIL, Hot 100 format station here, devoted Thanksgiving weekend to 96 hours of million-sellers over the past 10 years.

Radio-TV Mart

RATES

REGULAR CLASSIFIED: 25¢ a word.
Minimims: $1. First line set at cost.
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SEE FIRST CLASS RADIO TELEPHONE PERMIT No. 117, 156. wind NEW YORK. ADDITIONAL PERMIT No. 117, 156. wireless telegraphy permit No. 329, Boston, Mass. and No. 229, San Francisco, Calf.

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The Vienna Boys Choir — EMI Artists who enjoy good sales in Austria.

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The Vienna Boys Choir — EMI Artists who enjoy good sales in Austria.
Love Is All Around

F 1607

A PAGE ONE PRODUCTION, ENGLAND

Published by: Dick James Music Inc. (BMI)

The Troggs

Disc Top 30

6 (16) • LOVE IS ALL AROUND ........... TROGGS, PAGE ONE

FONTANA RECORDS A DIVISION OF MERCURY RECORD PRODUCTIONS, INC.
TOP SELLING R&B SINGLES

This Week Title, Artist, Label, No. & Pub. Weeks on Chart
1 I HEARD IT THROUGH THE GRAPEVINE 7
2 SKINNY LEGS AND ALL 5
3 SONG 13
4 I SEE THE LIGHT 4
5 TOO LONG HAVE I BEEN away FROM YOU 3
6 MAKE IT EASY ON ME 4
7 WHERE IS THE PARTY 5
8 LOVE POWER 3
9 MR. DREAM MERCHANT 7
10 TO SIR, WITH LOVE 8
11 FOUR POINTED STARS 11
12 KEEP ON LUVIN' 2
13 I SAY A LITTLE PRAYER 5
14 CHANGE ME 10
15 YESTERDAY 14
16 I'M WONDERING 8
17 YOUR Precious LOVE 11
18 STAGGER-Lee 5
19 GET IT TOGETHER 10
20 EXPRESSIONS TO YOUR HEART 14
21 IN AND OUT OF LOVE 3
22 PIECE OF MY HEART 7
23 I'LL BE SWEETER TOMORROW 3
24 ALL YOUR GOODIES ARE GONE 6
25 LOVE IS STRANGE 7
26 ON A SATURDAY NIGHT 5
27 O-O, I LOVE YOU 3

Billboard SPECIAL SURVEY For Week Ending 12/11/67

TOP SELLING R&B LPs

This Week Title, Artist, Label, No. & Pub. Weeks on Chart
1 DANA ROSS & THE SUPREMES 11
2 RESPECT 7
3 ARTIST ARIAS 7
4 ANTONIO REYES 7
5 FOUR TOPS GREATEST HITS 11
6 SOUL MEN 4
7 THE TEMPTATIONS GREATEST HITS 52
8 TO SIR, WITH LOVE 4
9 MARVIN GAYE & TAMMI TERRELL UNIVERSE 10
10 DIONNE WARWICK'S GOLDEN HITS Part 1 7
11 MAKE IT EASY ON ME 11
12 WITH A LOT OF SOUL 18
13 EVERYBODY NEEDS LOVE 7
14 BEST OF WILSON PICKETT 4
15 SUGAR PIE 6

December 9, 1967, Billboard
Piano Music of Chopin, Vol. 1

Tenderly and expressively, Koffy gives these four selections, and moves even faster with his recording. A real bargain at its low price.

The Best of the Classics

With Rudy Atwood on the piano, Anne Martin on the organ, and the Choir of Trinity Church, this selection features some strong lyrical melodies that enhance the beauty of this disc.

The Best of the Singers

The Swoon Quilter's Motown-style sound really pops in these two guitar tracks on Classic. A real bargain at its low price.

A Festival of Praise

Nancy Delory, piano, and the Cathedral Symphony and Choir of London put a First-rate job on some of the most familiar hymns, "The Figurals" (though) from "Thankyou", its big production, and it's handled in an impressive manner.

ALBUM REVIEW RANKING

STAR PERFORMANCE SPOTLIGHT

"Some Very Good" releases in its respective repertoire. This album would be at the upper half of the LP's charts if it were not for the dissonance in the harmonies. Trends, as always, hold for the LP's unique special charts, but here we see long-term sales.

SPECIAL MERIT

_keyboard-67 Keyboards LP 7040 (M)

Powerful text spirituality that hit class to express especially "Master's Prayer". This selection features some strong lyrical melodies that enhance the beauty of this disc.

Tenderly and expressively, Koffy gives these four selections, and moves even faster with his recording. A real bargain at its low price.

The Best of the Singers

The Swoon Quilter's Motown-style sound really pops in these two guitar tracks on Classic. A real bargain at its low price.
"santa claus is dead..."

But... Christmas has survived and increased in meaning to a generation that understands what it's all about, and now in 1967, it's Christmas Time Once Again.

Brian Hyland has written and recorded a Christmas song that speaks to and for that generation. Produced by Snuff Garrett for Dot.

Brian Hyland
"IT'S CHRISTMAS TIME ONCE AGAIN"
Dec. 11, 1967
A HOT LABEL GETS HOTTER!

with the first 2 hits from LHI Records now distributed by ABC Records, Inc.

A HANDFUL

"DOES ANYBODY KNOW"
b/w "Dying Daffodil Incident"
ED 1201

DANNY MICHAELS

"ANGEL OF THE MORNING"
b/w "If You Climb On The Tiger's Back"
ED 1202

A Lee Hazlewood Production. Produced by Lee Hazlewood

Distributed by ABC Records, Inc.

New York/Beverly Hills Dist. in Canada

By Sparta of Canada

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imperial records
the label that has presented and built many giants in the industry
now welcomes and presents yet another giant
one of the hottest groups in england and other areas of the world
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now #2 in england soon to be #1 in the u.s.
on imperial records...home of the giants
If it's on the charts...

It's probably on Ampex Stereo Tape! Just some of the artists on tape manufactured and produced in the Ampex tradition of quality include: Diana Ross and the Supremes, The Doors, Four Tops, Herb Alpert and the Tijuana Brass, Righteous Brothers, Peter, Paul and Mary, Mamas and Papas, Rolling Stones, Wes Montgomery, Frank Sinatra, Claudine Longet, Eric Burdon and the Animals, Mantovani, Lovin' Spoonful... just to mention a few. Notice how many of these artists are represented on the Top LP list on the opposite page.

Proof that You Hear More From Ampex Stereo Tapes!

Write for the latest checklists of over 3,000 tape albums and the names of distributors in your area.

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Ampex Stereo Tapes, 2201 Lunt Ave., Elk Grove Village, Illinois 60007
Merry Christmas
and thanks for making
my Atlantic album
"Cowboys And Colored People"
a best seller.

Flip Wilson
There's Reasons Why
YOU SHOULD LISTEN TO
"THE SCANDAL"
FROM
PEPPER RECORDS

CALL YOUR DISTRIBUTOR NOW FOR PEPPER

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DALLAS..................BIG STATE DIST.
DENVER...................DAVIS SALES
DETROIT..................JAK-KAY DIST.
EL PASO...................M. B. KRUPA
HARTFORD.................SEABOARD DIST.
HOUSTON..................H. W. DAILY DIST.
MIAMI.....................CAMPUS DIST.

LOS ANGELES...RECORD MERCHANDISING
MILWAUKEE................J OHN O'BRIEN
MINNEAPOLIS..............HEILICHER BROS.
NASHVILLE.................SOUTHERN DIST.
NEWARK..................APEX-MARTIN DIST.
NEW YORK..................ALL-SOUTH DIST.
OKLAHOMA CITY...........B & K DIST.
PHOENIX..................ARC INC.
PHILADELPHIA..............UNIVERSAL DIST.
SAN FRANCISCO..............INDEPENDENT MUSIC
SEATTLE.....................CONSOLIDATED DIST.
ST. LOUIS....................ROBERT'S DIST.
WASHINGTON, D.C............SCHWARTZ BROS.
WICHITA.....................PIONEER DIST.

DECEMBER 9, 1967, BILLBOARD
Produced by Mickie Most

The smash new Donovan single—now an exciting new album!

From Donovan to the little ones of all ages. An album of irresistible appeal for all children, from pre-school to old school.

His music, his art, his poetry . . . all in a magnificently designed volume that includes the two LP’s, a beautiful art portfolio, complete lyrics, and full color photographs.

A totally unique concept that only an artist as excitingly different as Donovan could accomplish...and he does...
Bowl 'em over with Capitol's 100-proof displays! “Gift of Music” Window & Counter Displays...Stop-'em-in-their-tracks Floor Merchandisers...Gift-Set Wire Rack Tell & Sell Stands...Christmas Catalog “Take One” Dispensers...plus Santa's Bag Display Units with room to stock 300 Most-Wanted Best-Sellers from Capitol!

Colorful Floor Merchandiser With Pop-Up Cut-out. Fits Anywhere.

Gift-Set-Carrying Wire Rack Display Swivels, Turns Heads!

Full Color 3-D Window & Counter Displays, Easy to Assemble.
Intoxicating ingredients make your Christmas sales high this year! Capitol uncorks magnum hits...headed by THE BEATLES "MAGICAL MYSTERY TOUR"...THE BEACH BOYS "WILD HONEY"...JIMI HENDRIX "GET THAT FEELING."


Special Counter Display Unit Sells Season's Hottest LP

201 Great Gift Ideas from Santa's Bag!
FREE! TAKE ONE

Plus-Sales Booster, Capitol's Christmas Catalog, Spot Take-One Holders Thruout the Store!

The best that was yet to come is here now on

Verve

The Sound of The Now Generation

Also Available On Ampex Tape

Verve Records is a division of Metro-Goldwyn-Mayer Inc.
NEW SMASH SINGLE...

EXPLOSION
(IN MY SOUL)

SOUL SURVIVORS

A GAMBLE-HUFF PRODUCTION

PLUS

NEW SMASH ALBUM...

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Crimson LP-502
Produced by:
Nat Segall and The Soul Survivors

CRIMSON LP-502 STEREO

WHEN THE WHISTLE BLOWS
ANYTHING GOES
WITH THE
Soul SurviVORS

OL' EXPRESSWAY
TO YOUR HEART

this album contains
NEW SMASH HIT
JUDY IN DISGUISE (with glasses)
PAULA 282

Keep Your Eyes on Judy
She's Headed For
No. 1 in The Nation.

Just a Few Stations That Have Their Eyes—on Judy in Disguise

- KIST—Santa Barbara
- WDAK—Columbus, Ga.
- WQXI—Atlanta
- WCFL—Chicago
- WKLO—Louisville
- WGRD—Grand Rapids
- WTKK—Tampa
- WGN—Chicago
- WABC—New York
- WOR—New York
- WNEW—New York
- KYA—San Francisco
- KUR—San Bernardino
- KDE—San Diego
- WQXI—Atlanta
- WQXL—Lexington, Ky.
- WMAQ—Chicago
- WQAM—Miami
- WABC—New York
- WOR—New York
- WNEW—New York

D.J.'s send for free record—write on station letterhead.

PAULA RECORDS
728 TEXAS, SHREVEPORT, LA.
A Division of Jewel Records Corporation.
A proud salute
to those BMI writers
who won
the First Annual
Country Music Association
C&W Awards.

**Song of the Year:**
"There Goes My Everything"
by Dallas Frazier,
published by Blue Crest Music, Inc.
and Husky Music Co., Inc.

**Instrumentalist of the Year:**
Chet Atkins

**Male Vocalist of the Year:**
Jack Greene

**Female Vocalist of the Year:**
Loretta Lynn

**Entertainer of the Year:**
Eddy Arnold

**Instrumental Group of the Year:**
Buck Owens Buckaroos

**Comedian of the Year:**
Don Bowman

**Vocal Group of the Year:**
The Stoneman Family:
- Ernest Van "Pop" Stoneman
- Calvin Scott Stoneman
- Van Hayden Stoneman
- Donna Stoneman
- Roni Stoneman

**Album of the Year:**
Jack Greene

**Single of the Year:**
Jack Greene

"There Goes My Everything"

FOR ALL OF TODAY'S AUDIENCE

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE

BROADCAST MUSIC, INC.

www.americanradiohistory.com
RCA Inks Philadelphia in Bid for Orchestral Lead

*Continued from page 1

Columbia grabbed Vladimir Horowitz from Victor.

The Philadelphia and the New York Philharmonic, with Columbia, rank 1-2 as orchestral record sellers, according to Billboard’s Record Market Research. The Philadelphia, however, has greater catalog strength in fewer titles as reported. The Mormon Tabernacle Choir is recorded extensively with the Philadelphia.

The acquisition is the second major one for Victor recently. Red Seal has issued its first two albums by the Chamber Symphony of Philadelphia this fall. Victor also has contracts with the Boston Symphony, the Chicago Symphony, the switch leaves Columbia with only two American orchestras under contract: the Cleveland Orchestra directed by George Szell and the Philharmonic, whose music director, Leonard Bernstein, is retiring after next season. He will continue as conductor emeritus, however. Conductors laure

Mythologian of the finest bass voices around, was rich and sonorous years for the venerable Falstaff. Flagello’s most recent recording was as Leporello in Deutsche Grammophon’s “Don Giovanni.” He also has recorded for Victor and London.

Miss Raskin’s high tones glowed, particularly in the last act and, as usual, she was visually stunning as well. Tenor George Shintani, a New York Philharmonic soloist, was a capable Fenton, while Phyllis Curtin and Mildred Miller sang well as Mrs. Ford and Mrs. Page respectively. Also appearing from the good ensemble effort were Andrea Veltz and Norman Scott.

The conducting of Bruno Maducci, debuting with the Minnesota with “Falstaff,” however, lacked sparkle. Maducci received a Grand Prix du Disque in 1955 for his record of “Il Matrimonio di Capella” on British Columbia.

The company was the Philadelphia Orchestra, conducted by Arturo Toscanini and the NBC Symphony for Victor. As usual, his interpretation was impeccable, especially in the second act. Philadelphia also has recorded for Columbia.

Flagello, possessed with one of the finest bass voices around, was rich and sonorous years for the venerable Falstaff. Flagello’s most recent recording was as Leporello in Deutsche Grammophon’s “Don Giovanni.” He also has recorded for Victor and London.

The role of Ford has long been a specialty of Guerrero’s. Her recordings include this new work with Arturo Toscanini and the NBC Symphony for Victor. As usual, his interpretation was impeccable, especially in the second act. Philadelphia also has recorded for Columbia.

Rampal & Veyron-Lacroix: A Double-Barreled Concert

NEW YORK — Flautist Jean-Pierre Rampal and harpsichordist Robert Veyron-Lacroix offer an exciting joint recital at Philharmonic Hall on Nov. 24 ranging from baroque to 20th century. The large hall was almost packed, a tribute to the two superb French artists since previous recordings of the same competition was a sold out Vladimir Ashkenazy concert.

The three Mozart sonatas were high spots of the evening, the “Sonata in B, K. 15” and the “Sonata in C, K. 14.” Both were bright requiring flexibility, Epic Records has recorded Mozart flute-harpichord sonatas by Rampal and Veyron-Lacroix are in Epic Records as are Handel sonatas. He has also released “Sonata in G” opened the program.

Another delight was Ledda’s “Sonata in G,” which the two have recorded on Decca, Lyric. Couperin’s “Fourth Concerto” has been ware for Societe Francaise du Son. The pair also appear on Teldec’s “Two Fantasies.” Rampal’s extensive list of labels also includes Vox, RCA Victor, Angel, Pirouette, Everest, Mercury, London, Vox, Columbia and Edo, Veyron-Lacroix also is on Westminster and Victor.

The excitement throughout the evening was heightened by the pair’s three encore, which ended with an overture encore Rampal to display flawless finger. The playing of the house lights failed to still the cheering audience, an unusual occurrence for a recital.

FRED KIRBY
Friedman OK In Technique

NEW YORK — Violinist Erick Friedman showed the expertise of technique in his Philharmonic Hall concert on Tuesday (26) with a sweetness rather than a fullness of tone. The RCA Victor artist was at his best in short display pieces, such as Paganini's "Caprice No. 5, Op. 1" and "Moto Perpetuo." Although some of the best tone of the evening was offered in the "Andante" movement of David Amram's "Sonata." A romantic encore, variations on Bizet's "Carmen," also was effectively played. Pianist Joseph Seiger assisted in most of the program, which opened with Bach's "Sonata No. 4 in C Minor, BWV 1017." In the Bach piece Friedman was joined by harpist Bruce Poor, and Joseph and Dean Brown on the viola da gamba.

FRED KIRBY

Master Virtuosi Out on Own Label

NEW YORK — The Master Virtuosi label, founded by Columbia House in New York, will be featured in a series of recordings on its own label under the direction of the Master Virtuosi Recording Society. Being issued in conjunction with the New York Philharmonic Hall concerts, the first album, a current release, contains works by Cesar Franck and "Divertimento in C (De Cimarosa's "Concertante for Two Flutes in G"). All of which have been performed recently under Gene Farrell, the group's founder and music director. A "Surprise Mystery Selection" also is included. The album will list for $3.50 monaural and stereo.

WALTER BERRY, baritone, and his wife, mezzo-soprano Christa Ludwig, performed Wednesday and Thursday with the New York Philharmonic Orchestra under conductor Pierre Monteux at Carnegie Hall. Miss Ludwig and Mrs. Berry, who are appearing together for the first time in New York, will also appear with the orchestra in a concert at the Metropolitan Opera House on Friday (29) and Saturday (30) at New York University, as part of the National Symphony's "Concerts for Young People." The concerts will be televised on NBC's "发展格局."
Lack of Promotional Know-How
By Mgrs. Hurting Artists: Lamb

WILLIAMS — The primary factor in failure to turn most country artists into "complete" entertainers, has been in the management, according to Chris Lamb.

Lamb, who left the publishing business less than a year ago and entered into the field of personal management, said managers more often than not have the ability and talent to reach the zenith, but lack the interest or the patience to manage the artist properly.

"Many artists who have made it big have done so under the guidance of individual management," Lamb said. He cited Elvis Presley as an example. "Presley was a gospel-country singer when he came from Memphis, and Tom Parker, who had built a publishing company, took him into his company and made him a star."

A strong factor of her new operation will be Jim Ed Brown Enterprises, which she will oversee. This will include personal promotion of the artist and his publishing firm.

Her clients will include a leading songwriter and owner of Warner Bros. Records, and plans to announce limited number of additional clients in the near future.

Mrs. Bradshaw, who had been with WSM for 11 years, was a long-time friend of Bill Owens, and has been owner-managers of two of the 52 artists of the Opry and for all of the activities of WSM Radio. She also planned and implemented activities for the Birthday Celebration, which had reached 80 by the time Lamb took over.

Lamb will continue to work with the Lamb Brothers and the Chicago Conservatory of Music, and was associated with the music library of WSM prior to her move into the production and then the promotion departments. She was also director of the school.

She will open an office here Jan. 10, and will be assisted by Jim and Linda Parker and Bill Owens, who serves on the international committee of the Country Music Association.

The first booking will include June Carter, the Carter Family and the Dillards, one of the first groups to be signed to a record contract by the Nashville giant.

The package will include June Carter, the Carter Family and the Dillards, one of the first groups to be signed to a record contract by the Nashville giant.

Lamb said he had already met with some of the artists and has developed a new booking contacts, contacting managers at their conventions in Chicago.

Dot Steps Up C&W Output

NASHVILLE — Dot Records will step up its activity in the country field to the point where it expects to reach the million unit level in the new single weekly from Nash- ville. Henry Hurt, Nashville representative for Dot and Famous Music, said that a new session with the Conyers Brothers in Nashville, will be released shortly, and that other artists will be signed for the weekly release of singles.

The widespread musicianship of the artists and the Coon family, who have handled the promotion, have been a big factor in the success of the label.

Brown, Bill Billow and Kathy Moore, country music writers, are the producers, and T. Ritter and Stu Phillips, Leon Ashley, Margie Singleton and Ken Curtis, Steve Fleming, Mary Taylor, Billy Grammer and Steve Sholes, are the other artists.
thanks to the 60,000 fans of the MUSIC CITY NEWS who voted me No. 1 in their 1967 poll.

Merle Haggard

A NEW SINGLE: SING ME BACK HOME 2017

BONNIE OWENS LATEST SINGLE RELEASE: I’D BE MORE OF A WOMAN 5977
AND ALBUMS: JUST BETWEEN THE TWO OF US (S)T-2543
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RCA 47-9351

Written by CARL BELEW and VAN GIVENS

Personal Management

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FOUR STAR MUSIC INC.

Copyrighted material
Country Music

HOT COUNTRY ALBUMS

This STAR Performer—LP's exploiting programmatic approach progress this week. Last Week Title, Artist, Label & Number
Week Title, Artist, Label & Number

1 TURN THE WORLD AROUND 13 Bobb's, RCA Victor LPM 3869 (M); LSP 3869 (S)
2 BRANDED MAN 11 Porter, Capitol 2750 (M); ST 2750 (S)
3 LOVE OF THE COMMON PEOPLE 16 Hank Snow, RCA Victor LPM 2835 (M); LSP 2835 (S)
4 YOUR TENDER LOVING CARE 15 Dolly Parton & Hawk Owens, Capitol 2760 (M); ST 2760 (S)
5 ONE TO WILLIE JOE 13 Bill Anderson, RCA Victor LPM 3503 (M); LSP 3503 (S)
6 BILL ANDERSON'S GREATEST HITS 6 Capitol, Capitol 2780 (M); ST 2780 (S)
7 TONIGHT'S CARMEN 15 Merle Haggard, Columbia CL 7295 (M); CS 9525 (S)
8 BEST OF EDDY ARNOLD 33 Porter, Capitol 2779 (M); ST 2779 (S)
9 I'LL NEVER FIND ANOTHER YOU 15 Porter, Capitol 2778 (M); ST 2778 (S)

10 ONCE BY JIM 6 Jim Ed Brown, RCA Victor LPM 3833 (M); LSP 3833 (S)
11 SINGIN' WITH FEELIN' 7 Johnny Cash, Decca DL 74090 (M); DL 74090 (S)
12 DANNY BOY 29 Tony Bennett, Columbia CL 7077 (M); CS 9477 (S)
13 THE HANYS' OVER AND历代旅的NEILL WILLIE NELSON SONGS 7 Decca, RCA Victor LPM 3808 (M); LSP 3808 (S)
14 QUEEN OF HILTON TOWN 6 Kitty Wells, Decca DL 74029 (M); DL 74029 (S)
15 POWER OF MY MIND 10 Jack Greene, Capitol T 2786 (M); ST 2786 (S)
16 LAURA 6 Loretta Lynn, Decca DL 74090 (M); DL 74090 (S)
17 JOHNNY LEE GILBERT'S GREATEST 15 Johnny Gilbert, RCA Victor LPM 3503 (M); LSP 3503 (S)
18 YOUR FOREVER'S NOT TOO LONG 11 John Gary, Capitol T 2790 (M); ST 2790 (S)
19 JUST BEYOND THE MOON 14 Jack Greene, Capitol T 2798 (M); ST 2798 (S)
20 HIT BY GEORGE 18 George Jones, Monument MK 3128 (M); MS 3128 (S)
21 DON'T SQUEEZE MY SHAROND RON 4 Connie Smith, RCA Victor LPM 3803 (M); LSP 3803 (S)
22 COWIN' UP HITS 10 Bobby Darin, Capitol T 2794 (M); ST 2794 (S)
23 ALL THE TIME 23 Jack Greene, Decca DL 74090 (M); DL 74090 (S)
24 JACKSON AIN'T A VERY BIG TOWN 14 Jack Greene, Capitol T 2798 (M); ST 2798 (S)
25 THE BIG HITS 10 Porter Brothers, Columbia CL 2719 (M); CS 9519 (S)
26 HELLO, I'M ONLY 9 Shelly Bonner, Monument MPL 6005 (M); MPL 6005 (S)
27 JOHNNY CASH'S GREATEST HITS, Vol. 1 21 Columbia CL 7015 (M); CS 9475 (S)
28 BEST OF CONNIE SMITH 6 RCA Victor LPM 3841 (M); LSP 3841 (S)
29 DAVE BYRDEY COUNTRY 11 Mercury MK 21133 (M); SR 61313 (S)
30 CLASS OF 82 3 Floyd Cramer, RCA Victor LPM 3827 (M); LSP 3827 (S)
31 COLD HARD FACTS OF LIFE 26 Porter Brothers, Capitol T 2797 (M); ST 2797 (S)
32 CONWAY Twitty COUNTRY 4 Decca DL 4913 (M); DL 74095 (S)
33 PRIDE OF COUNTRY MUSIC 5 Country Pride, RCA Victor LPM 3725 (M); LSP 3725 (S)
34 THE BUCKSAROES SONG BREAKER 12 Capitol T 2804 (M); ST 2804 (S)
35 WHAT DOES IT TASTE (To Keep a Man Like You Satisfied) 3 Dolly Parton, RCA Victor LPM 3841 (M); LSP 3841 (S)
36 YOU'LL ALWAYS HAVE MY LOVE 8 Wanda Jackson, Capitol T 2805 (M); ST 2805 (S)
37 MY ELSIFD DREAMS 15 David Houston & Tammy Wynette, Epic LPM 3423 (M); LP 2850 (S)
38 A BIRD NAMED YESTERDAY 7 Bobby Bare, RCA Victor LPM 3821 (M); LSP 3821 (S)
39 THIS IS JAN HOWARD COUNTRY 1 Jan Howard, Decca DL 4913 (M); DL 74095 (S)
40 BRIAN BERRY & FRIENDS 2 Hank Snow, RCA Victor LPM 3857 (M); LSP 3857 (S)
41 IT'S SUCH A PRETTY WORLD TODAY 24 Porter Brothers, Capitol T 2797 (M); ST 2797 (S)
42 WHAT LOCKS THE DOOR 1 Jack Greene, Decca DL 4929 (M); DL 74099 (S)
43 CLASS GUITAR 3 Don llowski, RCA Victor LPM 3865 (M); LSP 3865 (S)
44 A BIRD OF LIFE 1 Bobby Goldsboro, Decca DL 4929 (M); DL 74099 (S)
45 I'LL HELP YOU FORGET HER 1 Don Jackson, RCA Victor LPM 3820 (M); LSP 3820 (S)

76
**Gospel Music**

**Gospel Sheet Music Sales Spurt—Overtakes the Sale of Records**

NASHVILLE — The sale of gospel sheet music is growing bigger by the week, and already outstrips the sale of records.

Two Tennessee firms, Pathway Press and Benson Printing Co., now print an estimated 1 million sheets a week.

"If a song sells more than 25,000 sheets, we consider it a hit," said Conner B. Hall, head of publications for Pathway. His firm does the printing for all Journey, Sing, Beasley and Pathway music.

"Normally an order calls for 1,000," Hall said. "This is a sort of feeder. If it starts to move, there is an immediate re-order. There are exceptions, of course. The Goodman Family ordered, and sold out, 40,000 copies of "Who Am I?" Without Him," by the LeFebre's, sold 30,000 copies in short order.

Six Salesmen

Pathway keeps six salesmen on the road, working retail music stores for sheet music alone. It supplies the racks for the music and places 120 titles on the rack. In addition, Pathway lists the 25 best selling sheets and sends copies to 3,000 clients in stores.

"In addition to the stores, the artists themselves make a tidy profit with their sheets. Copies are sold to artists at 50 per cent off (375 cents per sheet), and sold for wholesale at 40 per cent. Distributors buy sheets at 60 per cent off, while retailers get the 25 per cent margin of a 75 per cent reduction."

"That leaves us dealing in pennies," Hall said, "but the record business is the same. And it adds up to a lot of pennies."

A week in which Pathway printed over 200,000 pages of sheet music is not at all unusual. We normally range between 50,000 and 75,000," Hall said, "but frequently go over that amount."

300,000 in Year

Benson Printing in Nashville said it will average, in a year's sales, about 3,000,000 sheet music items. In addition to printing its own copyrights, it distributes for other publishers. Bob Benson, who is head of Heartsaving Records in addition to the printing firm, said that songs by Dottie Rambo always sell well in sheet music. He listed as among the best sellers: "The Sunny Banks," "The Church Triumphant," and "Remind Me of Jesus.""Benson said many of the gospel artists publish and print their own sheet music. "Like movie stars," he said, "they personally sign their compositions." This was the case with Dottie Rambo, who signed all the music in the "Little Johnny Dickens" (Columbia) 45s. Benson said this probably would spur more sales of sheet music.

In addition to the sheets, publishers also do well with songbooks. Hall said Pathway published more songbooks last year, and said that figure would be surpassed this year. The songbook business was huge, but could not give an exact volume. But he has published several "How Great Thou Art" compilations by Manna Music of California, the all-time best seller in sheet music.

Manna is the only publisher listed in the Methodist Hymnal.

**SESAC's Myer Urges Tie of Gospel, Spiritual Sing-Ins**

NASHVILLE — Jim Myer, executive administrator and director of International Relations for SESAC, called for a coming-together of commercial and spiritual groups for singing conventions.

Myer, president of the Gospel Music Association, was in Nashville to attend the 31st annual National Singing Convention at the Church of God of Prophecy at Madison, in suburban Nashville.

"A singing convention is an entirely different kind of thing," Myer said, "but it needs help from the commercial groups. There is a definite need for a close tie."

**Galileans Quartet Set**

WINTER PARK, Fla. — The Enchanted Galileans, a new gospel quartet, has been formed, with sessions cut at Cinema City Studios.

Bill Lorch, manager of the group, said the quartet was organized to promote the true feeling of Gospel music, and to plan, discover, promote and develop local talent in the state.

The quartet and instrumentalists consist of Lorch, Larry Bell, Mike Manihe, Jim Widener and Larry Boman. The initial sessions were cut in secret. The first album is scheduled for a release this month.

**Yesterday's Country Hits**

**Country Singles—5 Years Ago, December 8, 1962**

1. Mike And The Sons — "Sang a Song—Bill Anderson (Ace)
2. Fred and the Bakers — "Here We Go Again—Brooks & Dunn (Elektra)
3. I'm Gonna Change Everything—Buck Owens (Capitol)
4. A Girl I Used to Know—George Jones & The Jones Boys (Columbia)
5. Woman — "Workin' Man—Wade Hayes (Columbia)
6. Don't Start Crying—Rory Feek (Mercury)
7. Roll Me Over—Bob Gallion (Epic)
8. That Old Fall—Elliot Smith (Kapp)
9. We Missed You—Kitty Wells (Capitol)
10. The Violent and a Rose—"Little Jimmy Dickens (Columbia)

**Country Singles—10 Years Ago, December 9, 1957**

1. My Special Angel—Bob Wayne (Brunswick)
2. Jailhouse Rock—Lenny Welch (Emerson)
3. I've Got a Woman—Bob Wayne (Brunswick)
4. Wake Up Little Soldier—Every Brothers (Gallo)
5. The King of Diamonds—Hank Snow (Columbia)
6. Martha Robbins—Ray Price (Columbia)
7. Gotta Get My Baby Back—The候 (Columbia)
8. Frankie—Bobby Helms (Decca)
9. The Great Balls of Fire—Roy Lee Lewis (Sun)
10. I've Been Chosen—"Little Jimmy Dickens (Columbia)

**Shaped Notes**

Harold Lane, member of the Speer Family group, suffered burns while cooling, and had to cancel scheduled road trips. The group, however, made it scheduled appearances. The Hebrides Quartet has added a new member. He is Jim Richardson, of Pensacola, Fla., who replaces Nick Beason. Young Beason brother of Pat Beason of Do Re Mi has returned to school to work on his Master's Degree. Hal Kennedy has left the Dixie Echoes to form his own trio. One member will be Bill Bailer, who left the Spiritual Gamblers trio. Kennedy also runs the Sounds of America studio, and just concluded an appearance on the "Gospel Jubilee" syndicated TV show. Bill Fuhrer, board member of the Gospel Music Association, had his "We Touch Me" recorded in a Jimmy Durante album. He has penned many successful gospel songs. The Strange Quartet is in the process of cutting a new album. Both the "Gospel Jubilee" and "Old Time Gospel Sing" have a new album, just out on Impact titled, "New Dimensions." Bob McKenzie produces.

Bob Newkirk recorded Elmo Mercers' "Each Step I Take" for Heartwarming Records. Mercers is a music editor of the Benson Publishing Co. He is heartwarming signed with Chuck Glasser to produce several gospel/instrumental albums with country music star Buddy Stormer. The first album will contain "Beyond the Sunset" along with moving narrative song "If You Go First and I Remain," which Strasher helped make famous several years ago. Heartwarming also has purchased the masters for the new Roselene album, and the albums released by the Sego Brothers and Naomi. The Sego will cut another album as part of the deal. Roselene is high tenor for the Statesmen Quartet. The Blackwood Brothers and Their Quartet has a busy December schedule, with appearances set.

(Continued on page 12)

JAKE HESS, who has just purchased the Imperial Publishing Co., is sales manager in Gospel Artist Service, Nashville TV personality Eddie Hill (right).

DECEMBER 9, 1967, BILLBOARD
The Esquires

Follow up their smash Bunky single, "Get on Up" with "And Get Away"

(G. Moorer - B. Sheppard)

b/w Everybody's Laughin'

BUNKY 7752

A Bill Sheppard Production

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BUNKY LP 46
PARIS—The number of participants for MIDEM '68 are now more than three times the 1967 number. Louis C. Chevry, general manager of the International Record and Music Publishing Market, MIDEM, took over the fifth floor of the Martinez Hotel, Cannes, this week to provide an additional floor for the record companies.

Chevry said, "With the move from the Palais des Festivals (Venue to the 97th MIDEM) to the Hotel Martinez, I have had to reorganize everything from scratch and to conceive things on a much bigger scale." Chevry revealed that the cost of staging the 1968 MIDEM would be $200,000. His organization has taken in 16 additional staff men and during the run of MIDEM '68 from Jan. 21 to Jan. 27 — he would be employing 150 staff to cope with the 1,016 participants from 20 countries. (This compares with last year's 1,016 participants from 22 countries.)

"Chevry," said Chevry, "the MIDEM was principally Euro-

MIDEM Award
Trophies on Sales

PARIS — The MIDEM trophies will be awarded on the final night — Jan. 27 — of the 1968 MIDEM in Cannes will be announced on the basis of record sales between July 1, 1966, and July 30, 1967.

For countries whose total annual record sales are more than 100 million, three trophies will be presented — one to the best-selling male singer, one to the best-selling female singer and one to the best-selling group. If an instrumental group has charted both the male singer, female singer and group, then a fourth trophy will be presented to the instrumental combo.

For countries whose total annual record sales are between 25 million and 100 million, two trophies will be presented — one to the best-selling male group and one to the best-selling female singer.

For countries whose total annual record sales are less than 25 million, one trophy will be presented to the best-selling singer or group.

Sales figures will be obtained from the mechanical copyright societies of the various countries. France, for example, has a distribution system where no such societies exist, the figures will be obtained from various record companies and verified by a firm of chartered accountants in France, or in Canada, for example, MIDEM will employ the services of Prager and Co. of New York.

MIDEM's general management has asked the RIAA to supply a list of those artists who have been granted the Gold Record Award during the reference period. Calculations of sales are based upon at least one point for each 45 r.p.m. record or each 33 1/3 r.p.m. record.

The trophy gala will be televised on Eurovision.

The Last Waltz' Chalks Up
Its 16th Recorded Version

PARIS — While French versions of the Les Reed-Berry Mason song "The Last Waltz," by Peter, Paul and Mary, and "The Last Waltz" by Michel Mathieu (Barclay) battle it out for the title of the best-selling French treatment, the song in English, "The Last Waltz" by Frank Zappa, released by Atlantic, is slating the 16th recorded version. Frank Zappa, who has released the original Decca recording by Engelbert Humperdink, various versions of the Hubert Hurley adaptation have been recorded by Tino Rossi (Columbia), Lucky Blondo (Philips) and John Williams (Polydor).

There are instrumental versions by Frank Pourcel (Voix de Son Maître), Raymond Lebeau (Polydor), Trinite Thivet (Pathé), Eddie Barclay (Barclay), Andre Vercruysse (Festival), Paul Eluard (Musicora), James Last (Polydor), Paul Midé (France), Dominique Channon (Polydor). The Michel Mathieu version has topped the 200,000 sales mark and the version by Pet Clark has sold 176,000 copies. Sheet music sales have totaled 15,000 in four weeks.

Barclay of Canada Will Add Jupiter to Distrib Set-Up

LEON CABAT, president of Disques Vogue, presents Jacques Dutronc with a gold disk to mark the sale of his million record achievement within one year.

MONTREAL — First French-Canadian label to announce affiliation with the new Barclay Records Ltd. operation in Canada is Yvon Dutruin's Jupiter Records, a leading independent with two labels, Jupiter and Prestige, and such top artists as Donald Laurote (Barclay in France), Marc Girard, Les Smythers, Pierre Lalonde, Claude Grole, Dominique Michel and Gene Williams. Barclay assumes distribution of Jupiter effective Jan. 1. The labels were previously distributed by London Records.

Announcement of Barclay Records' distribution set-up is expected in the near future. At present it is distributing the Riviera label through Trans-Canada Record Inc. Trans-Canada president Jean-Paul Rick-
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ESSEX MUSIC SCORING HIGH ON AUSSIE CHART

SYDNEY — Essex Music of Australia has simultaneously placed eight original recordings on the charts here. The affiliate of The Rich- mond Organization, who also has added 10 locally written songs to its catalog.

The items were "Hamburg," by Procull Hartman; "I Can't Help Myself" by Taylor Moore; Theme from "This Day Tonight" by the Wild Cherrries; "Want You" by Peter Best; Theme from "This Day Tonight" by the Laurie Lewis Sextet; "You Don't Know Where Your Interest Lies" by Fia Karin; "I'll Remember You My Friend" by Jimmy Little; "Let Me Down Lightly" by Little Pattie; and "I Am Not There" by the Cliffmores.

Writers with Essex include Gary Shearnston and Barry Kimberly is managing director of the Australian firm.

ESSEX SONGS WAXED BY AUSTRALIAN ARTISTS INCLUDE "AND THINGS UNSAID" BY THE QUESTIONS, "BABY JANE" BY THE JANG-TAYLOR MOVIE, THEME FROM "THIS DAY TONIGHT" BY THE LAURIE LEWIS SEXTET, "YOU DON'T KNOW WHERE YOUR INTEREST LIES" BY FIA KARIN, "I'LL REMEMBER YOU MY FRIEND" BY JIMMY LITTLE, "LET ME DOWN LIGHTLY" BY LITTLE PATTIE, AND "I AM NOT THERE" BY THE CLIFFMORES.

The Royal Guardsmen, lead singer, takes off on an anti-tour Dec. 1 in conjunction with their LP, "Snooky's Christmas" and to raise money for local children's organizations. . . . Lulu, Epic artist, in the U.K., has also released appearances including "The Red Skel to Show" which will be aired in Canada by Canada's NBC with the writing for the upcoming week. . . . John Lennon's "Just Like Starting Over" . . . Can You See L. A. . . . "John Allen who has been Lala's ethnic manager for the Publicity Club of New York has scheduled releases for the week of Tuesday and Tuesday (12) . . . Sandy Shaw (Barclay/RCIA) and Sandy Shaw is a singer, and movie actress and in India by the British artist. . . Domingo Morales (Cardo) which will take part in the "Dean Martin Show" in India . . . The Beatles' "Magic Mystery Tour" recording will be released in the U.K. recently, will be mar ked . . . in Italy by Castile the week before Christmas . . . The EMI-Italian international manager flew from Paris to supervise the recording in Italy of the most recent Gi bert Recard and Richard An thony's French hit, including "L'Impasse" C. E. La Rose" and "Arminion, Mon Amour," respectively. Usually, Latvian Italian TV company will feature Gian Calabrese Records artist on two TV shows. The first show will be this month, the other in January.

GERMANO RUSCITTO

NEW YORK

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NEW YORK

From The Music Capitals of the World

CONTINUED FROM PAGE 99

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OSLO

The Whispers, a Swedish group, has been signed by Norsk Phonogram. Their first record on the Phonogram label is "Det kan ha kostat."...Carl M. Iversen has taken over the representation of the U.S. label Pickwick, in Norway. The EMI outlet in Copenhagen will handle the label for Denmark. In Norway, Pickwick was previously represented by Norsk Grammofonkompani. 

MIKE GROSS

Plandsome

three

PARIS

"Le Ton Christelal" by Pierre Perret is currently heading Vogue's best-seller lists...Les Greenwood's "Ouvrage" is currently No. 13 in France...CBS will make their Olympia debut today in Paris. Their first album scheduled for release is the Billie Holiday album. Bartley is doing strong business here on three U.S. singles, including "Sing-Gee-lode" by Wilson Pickett, "Basket of Love" by Wilson Pickett, and "Woman" by Nell Diamond and "Set Me Free" by Shaun Miles. 

P.reactivexuq'a'n'Aimer," a French version of the Rolling Stones' hit "Vivienne"...Riversia is launching a special door prize program for Christmas...CBS is launching a new album by The Orbians, "The Zodiac." Each month an LP dealing with the appropriate zodiacal sign will be released and specifically aimed at the individual's zodiacal sign. 

Riversia has released a special document for Christmas...George Play is releasing a special album...Hamasaki...Riversia reports big demand for the new Joan Baez album released in this country. The album recently signed between Riversia and Vanguard is currently close to selling out. 

ERIC STEINMETZ, center, MGM international department manager, was in Tokyo to talk with MNG's Japanese licensees, Nippon Gram- maphon, about promoting Sandy Posey on her two-week Japanese promotion and concert tour in May. Participation in this promotion is Young Music and Nippon Grammaphon. Left is Taushiro, chief editor of Young Music. Matochi Ibar, chief of Nippon Grammaphon's foreign section, is at the right. Miss Posey's two Japanese songs will be promoted. This will be the first in a series of promotional trips to Japan by foreign country artists by the six Japanese record companies which distribute foreign records.
From The
Music Capitals
of the World

* Continued from page 83

PRAGUE
Czech cover versions of songs by Beck Owens and Bob Dylan are among Supraphon's best sellers for the past fiscal year. Chris Andrew's original recording, "Yesterday Man," was the only foreign single to break into the Czech charts. Last year's winner of the MIDEM award, Karlík Gott, was the top selling artist again this year. Václav Neckar and Waldemar Mastuka, who scored second and third last year, have signed with Polydor Records for the coming year.

The establishment of Paravan on Czechoslovakia's second recording company, spurred Supraphon signs of top Czech artists to long-term contracts, an uncommon practice here. Paravan has signed Eva Filárová and is preparing a new LP. Czech singer Hana Hegerová has signed with Philips, LUBOMIR DORUZKA.

SAN JUAN
Latin acts and entertainers predominate at most tourist hotels in Puerto Rico. At the Caribe Hilton in March, Antonio Menial, Mexican vocalist (RCA Victor) and top groover single act at that hotel for years. Menial's recording of "Cecilo" (Leoons Heart) has been on the Puerto Rico, Mexico and Venezuela charts for seven months. Reiner Cogut (Decca) and his show are at the Sheraton; songs virtuoso Gus (RCA Victor) and El Greco (Decca) and his Gypsies are both at the El San Juan. At the San Juan Hilton is Nelson Burdick's Brazilian vocalist. At the Condado Beach Hotel is Blanca Rossa (Velvet Records), Cuban vocalist...

...The new Rafael album in the Altam-Patina was on sale at local stores this week. "Días de la Bella" (Let's Day) is the title of the album and the top tune is it. Musical arrangements and orchestration direction is being done by the Spanish composer Manuel Alejandro. He is also the composer of a lot of the 12 tunes in the album. The Girl That Cries seems to be the tune from the album to have caught with most DJs and the youngsters. Raphael is expected in Puerto Rico early in May for his first visit.

Rodrigo Suntivich, veteran Puerto Rican vocalist with his Antares Trio, recently signed with RCA Victor through the local representatives, Kelvinator Sales of P. E. Carlos Room, President of Kelvinator Suits, granted Rodrigo to the RCA Victor fold with a big party at the Bowering Popular Sky Room at this big building in Hatay. Ray. The Christmas album by Rodrigo and the Antares has been rushed and is now on sale both here and in New York. The album contains two songs to Puerto Rico in New York, the top show among Latin acts playing for the New York, Spanish speaking audiences. Hector Cabrera, Veteran Hugo de Verson, New York vocalist, has also been contracted by local bookers Pergno and Cordero Enterprises for radio, TV and nightclubs bookings. Cabrera was recently awarded a prize in Spain for his recording of "No Puedo Ser Mi" (Don't Think About Me). Cabrera is married to Puerto Rican recording and TV artist, Jose Granderrie. ANTONIO CONTERRAS.

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Our first year was devoted to build up our Italian line and to launch our artists:

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a) San Remo Festival
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The Festival of Roses
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by George T. Simon

Introduction by
FRANK SINATRA

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ARGENTINA (Country Chart sales to a Fame) [Deutsche local area]

1. 7 5 8
2. 8 8 5
3. 7 4
4. 5 7
5. 9 2
6. 10 6
7. 11 1
8. 12 0
9. 13 9
10. 14 8

CZECHOSLOVAKIA (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

AUSTRALIA (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

BELGIUM (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

FRANCE (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

BRASIL (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

ITALY (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

JAPAN (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

SINGAPORE (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

SPAIN (Country specific chart) [Deutsche local area]

1. 1 0 0
2. 2 0 0
3. 3 0 0
4. 4 0 0
5. 5 0 0
6. 6 0 0
7. 7 0 0
8. 8 0 0
9. 9 0 0
10. 10 0 0

From The Music Capitals of the World

Perry has started a nationwide demand for Odis Redding's "I Can't Turn You Loose," a track from an LP released here more than two years ago. Redding, general manager of the Executive group, has a hit single. The magazine publisher has been involved in several events, but the LP with the backing of a 60-piece orchestra and 50-voice chorus, has been released nationally in January with advance release in Canada. The strip will be available in both English and the French, will be issued this month. The LP is expected to be one of the United States' top groups, the Smithsonian, has already been signed by independent producer Felix Pass of the RCA Italiana Recording Studios in Rome, as Mario Gasco, national manager of the studio operation, look on.

PETER CONTINO, left, general manager of Decca's Discographic International Productions, listens to a soundtrack playback at the RCA Italiana Recording Studios in Rome, as Mario Gasco, general manager of the studio operation, look on.

Billboard 799 9, 1967, BILLBOARD
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HAMBURG — By the end of this year, Deutsche Grammophon will have 250 cassette titles on the market, about 50 of these will be classical repertoire from DGG.

For the first time, Deutsche Grammophon has pursued a policy of presenting its most important recordings (both pop and poly) on cassettes, as well as LP.

Grammophon estimates 1967 production at 1 million units.

It was necessary, however, to expand the cassette production facilities at Grammophon's Hamburg pressing plant. Grammophon has had its target 1968 production of 1.5 million units, including the demonstration cassettes which are free to purchasers of Philips machines.

Own Labels
Grammophon is now producing cassettes with material from its own labels (Deutsche Grammophon, Polydor and Polydor International) and also distributed by Grammophon on the Verve, MGM, United Artists, A&M Records and Storyville labels.

Deutsche Grammophon has developed special sales promotion aids for cassette dealers, including: sales and display cards, illustrated mailing cards, and a supply of popular and special sales promotion material.

Grammophon pointed out that it had all of its own cassettes—not both pop and classical. This distribution is independent.

The company has just released a further series of 10 classical cassette titles, including highlights from Herbert von Karajan's La Scala production of "Cavalleria Rusticana" and "Pagliacci," his recordings of "Mussorgsky's" Pictures at an Exhibition and Ravel's "Bolero," Siegfried Rauch's rendition of the "Guitar Concertos," by Rodrigo and Castelnuovo-Tedesco; and other new and classic harmonic—highlights of Karl Bohm's recording of Mozart's Magic Flute.

Grammophon said the following artists are represented on its pop releases: Peter Alexander, Herb Alpert, the Bee Gees, Roy Black, James Brown, the Cream, Elton John, Connie Francis, Freddy, Erroll Garner, Max Gerger, Jim Hendrix, Bert Kaempfert, James Last, the Lovin' Spoonful, Wyclef Mythe, etc.

On December 12th, "Mr. & Mrs. AMERICA'S AWARD WINNING TV SHOW," will premiere as a 30-minute Command Performance of DOCTOR DOLITTLE, a television special, starring: Queen Elizabeth II, as well as Members of the U.S. Congress, society figures and distinguished film and television personalities. They will have an opportunity to meet the prime party as well as other social events besides the premiere.

The program will introduce two major artists, Fish and Chip, the Fox Film Corporation, I.T.C. and the British-American Committee have collaborated on this program. They will have an opportunity to meet the prime party as well as other social events besides the premiere.

Phonodisc Enters Market
As Distributor of 8-Track
TORONTO—Phonodisc, Ltd., is the latest Canadian record distributor to enter the 8-track cartridge field, with distribution rights for its Motown product set and negotiations underway for the 8-track product of Canadian Recording Industry Ltd. (C.R.I.) and some other labels.

Phonodisc delayed entering the cartridge field until its surveys in the field indicated sufficient demand, and these surveys of retail outlets, plus discussions with companies already in the market here and with their affiliates in the U.S., have led the company to believe the 8-track is a configuration to go with. Four-track will be added when and if demand warrants.

Phonodisc's initial announcement was made to be postponed for two weeks in order to ensure that this product is available in Canada by the time it reaches those 8-track markets.

Phonodisc's first 8-track release is "Arabian Nights" which will be available beginning with the Phonodisc and RCA-Chicago releases.

Australian Record Co. Enters Cassette Derby
SYDNEY — The Australian Record Co. has entered the cassette business with the release of tapes of the PRG rock catalogue. Artists include Bob Dylan, Frank Sinatra, Barbra Streisand, Julio Iglesias, the Bee Gees, Rosemary Clooney, Don McFunkel, Andy Williams, the New Christy Minstrels, Charlie Byrd and the Byrds.

The Australian Record Co. has had earlier releases of imported Leer Jet and Muntz systems, but sales have not been great. The company is entering territory pioneered in Australia by Philips 18 months ago and later developed by EMI.

An ARC spokesman said his company was unable to sell the tapes by leaflets and displays and they were selling them in car showrooms and radio accessory stores as well as in record stores.

The tapes will be priced at the regular market price of $7.75 retail and would be followed up by releases of cassettes of material from other labels locally distributed by ARC. These would include Kapp and Chess material.

MGM's TapeParley Slated for London
LONDON — Two hundred executives, distributors and their wives from the American tape and tape cartridge industry will be flown to London by MGM in January for a major tape conference and a week of special activities.

The conference will be the highlight of the 1968 Amtex and ITCC distributors' annual sales meeting, its first ever in London, and the conference will be held at London's newly opened Royal Lancaster Hotel.

The 80 or so winning distributors and their wives will get to London Jan. 21 and will be welcomed to a cocktail reception the following evening. On Nov. 23, the conference will open with an opening reception given by MGM personnel, including MGM Records' president Mont Nussair, Amtex general manager Don Hall, ITCC chief Larry Finley and Oldfield Muntz.

The conference which may run on to the next day will include new product presentation and the unveiling of the latest developments for MGM repertoire in the various configurations.

Other executives at the conference will include M.G.M. Records' Harry Stack, ITCC's Jim Gall, Muntz's Ted Elzbieta, and MGM's chairman of the brass, including Smith, will go on to武汉 in DEMED in France.

Meanwhile the distributors, whose air flights and accommodation will all be paid for by MGM, will be treated to a full range of special activities by their British MGM hosts, including performances by local MGM artists, a discography visit and trips to other places of special interest.

Borg-Warner Adds Player
CHICAGO — Borg-Warner's Spring division is adding a portable 4-track tape cartridge, D.C.A., to its player for 1968 line. The self-contained unit, called Cartridge, can be played at the touch of a switch through existing stereo components. Its speakers can be used in their attached positions or separated as much as 18 feet. Price of the lightweight player is around $100.

RECEIVING A PLAQUE from MGM Records for outstanding sales on DOLPETE and tape cartridges, CARtridges is Sidney Kohner, left, of Chicago Electronics, Stewart, N. J., Irvin Stilfressed, head of special projects for MGM, the award.

PHOTO: H. W. RICE
PETERBILT EQUIPS TRUCKS WITH UNITS TAILORED TO LONG HAUL

By BRUCE WEBER

LOS ANGELES — Instead of warm seats and dashboards equipped with radios, truck drivers now have luxuries and stereo tape music.

PETERBILT Motors Co., Newark, Calif., a custom truck-building division of public owned Pac

cific Car & Foundry Co., is preparing because it tailors Motorola 8-track tape players.

Drivers now insist on tape players—“8 or 8-track, if you please”—to while away the lonely driving hours between cities. While Peterbilt limits its unit installation to 8-track, it will install any 8-track player, including RCA, Lear, Borg

Warner, Universal Tapedeck.

Companies and drivers also can purchase tapes at Peter

bilt—in the parts department.

“A driver can buy an exhaust pipe and stereo tape in our parts department,” says John M. Bodden, Peterbilt’s general manager. “We have a complete tape catalog, and we manage to keep up with the latest prod

uct, too.”

“We’re always happy to customize equipment and calls for a reasonable price. But,” while dis

claiming to stipulate the tariff on tape player installation—“It’s our line,” Bodden says, “depend

ing on which unit is used—to lure additional truck buyers into using stereo music.

Only one other “tailed truck” company in the country customizes trucks with tape units, asserts Bodden, who re

veals that 20 per cent of the trucks coming out of their plant are equipped with 8-track units.

Kenworth Co. of Seattle, Wash., also tailors trucks with tape players.

Bodden smiles as he says it, because tape units have been a pleasant “growth area” for Peter

bilt, along with air cushion seats, air conditioning, radios, chrome decorations and specific color combinations.

While he doubts whether tape players will become standard equipment, Bodden visualizes a great response among independent truckers to install units. “The national trucking lines are involved with union contracts that limit “convenience gadgets,” he says.

Units have become popular, Bodden believes, because of selectivity of music and because truck radios often fade out along trucking routes. “Players guar

antee a continuous flow of music, and tapes may be pur

chased to suit the tastes of each truck driver.”

On one occasion, Peterbilt installed a stereo unit with four speakers in an “over-the-road” truck because the driver was a high-fidelity buff.

Even the fact that wives get into the act—picking truck colors, interior decoration, 8

track units and tape—doesn’t disturb Bodden. Often, it’s the wife who urges her truck
driving husband to purchase a unit,” he says. “They want them to be comfortable along the lonely roads, I guess.”

Peterbilt operates with approximately 1,000 employees in a 300,000-square-foot facility, with expansion plans being con

sidered in Indiana, Ohio, Ten
nessee or Kentucky.

WELLINGTON INTO 5 NEW LOCATIONS

PHILADELPHIA — Wel

lington Car Stereo Centers, a new tape and stereo operation for this area, has recently hit paydirt with its operations based on outdoor sales from trucks and gasoline station out

lets. The firm has leased five new locations in the area and other locations are planned.

The new sites include two former service stations—one in the city and the other in nearby Chester, Pa. A third stop is a corner property in the North

east section of the city. The other two are a building in Upper Darby, Pa., and a store in Pennington, N. J.

ATLAS-RAND WILL DISTRIBUTE BERLITZ LANGUAGE CASSETTE

CLIFTON, N. J. — Atlas-Rand Corp. has acquired exclu

sive national distribution rights to Berlitz language lesson cas

settes, said Harold Rosen, At

las-Rand vice-president and chief of the firm’s Sentry tape CAR

tridge line.

Berlitz will continue to ac

cept cassette orders only from educational accounts; Atlas-Rand will handle all other accounts, according to Sentry sales director Dick Price. Atlas-Rand is offering 10 Berlitz cassettes
two each in Spanish, French, Italian, German, and Russian. The language lesson cassettes were designed primarily for the growing number of Americans who travel to Europe on vacation or business. Each cassette.

LEARN DIVISION ADDS 4 DISTRIBS

DETOIT — The stereo di

vision of Lear Jet Industries has named four new distributors to carry the complete line of Lear Jet Stereo 8 home and auto cartridge playing systems.

New distributors added during the past two months were Cooper-Louisville, Louisville, Ky.; Continental of Hawaii, Honolulu; Bill Fisher Auto Air Conditioning, Detroit, Mich.; Afton

Carwell Distributing Co., Wip

ston-Salem, N. C., and Godwin Distributing Co., Atlanta, Ga.

teaches basic phrases necessary in everyday situations.

The cassettes list for $6.95. Price said that as an introduc

tory offer pre-packs of 50 assorted Berlitz language cassettes will be available through Jan. 15 to dealers at a discounts of 1/3, plus an extra 5 per cent. All Berlitz cassettes carry the Atlas-Rand 100 per cent exchange guarantee.

In connection with the cas

settes, Berlitz phrase books will be available for a suggested retail price of $1.25.

HARRISON CATALOG BUSINESS BOOMS

NEW YORK—To illustrate how fast the tape CARtridge business is growing, the Harrison Catalog of Stereo 8 Cartridge Tapes—Nov. /Dec. 1967 sold 115,000 copies, said Mrs. Molly Harrison, president and pub

lisher of the firm. A year ago the catalog’s first issue sold 70,000 copies.

The catalog, devoted only to 8-track, contains 2,852 titles. Among that catalog—the Harrison Catalog of Stereo 4-Track Tapes—covers 4-track cartridges, cas

settes and reel-to-reel tapes. The firm launched a tape cata

log in 1955 when only mon

aural tapes were available and has followed the development of the business into 4-track and 8-track.
Stereodyne is Giving ‘No Return’ Cartridge 50G Promotional Lift

DETOUR—Waving a $50,000 advertising and promotion budget, Stereodyne, an independent tape cartridge duplicator manufacturer, is launching a marketing campaign to promote its new “No Return” tape cartridge.

In its theme, “One Way Cartridge—No Returns,” Stereodyne takes the definitive cartridge rate to task. Key features of its new 4- and 8-track cartridges are its spacious spool chamber and eliminator of pressure pads. Stereodyne officials claim that its 4-track unit contains “the industry’s largest spool chamber,” while its 4-track cartridge features that configuration’s only spool compartment. The chamber provides the room for tape take-up within the cartridge. The larger chamber, Stereodyne officials say, prevents the tape from jamming in the player and thus ends up picking up and tape pealing by the pinch roller. Marketed under the “Dynaquap” trademark, the new cartridge design also features a platform which holds the tape in the cartridge. The tape path is completely enclosed. Total record capacity of the cartridge is 100 minutes.

Dynaquap’s spill chamber also allows simple return of a pulled-out tape loop. By quickly taping and replacing the tape on the opposite side of the cartridge, the tape returns into the cartridge.

Another feature of the Dynaquap “No Return” cartridge is the elimination of the pressure pads. According to Stereodyne officials, the pressure pad is the source of crosstalk on 8-track cartridges. Also, they claim the pad reduces head wear in players. Wax and fluff is eliminated through a one-piece silicone pinch roller.

Fewer parts and the interchangeability of parts between 4- and 8-track cartridges is still another of the cartridge’s features.

Stereodyne’s cartridge, while being tamper-proof, is also easily opened by the duplicator or distributor. The cartridge is closed by a single screw under the wrap-around label. The only way a consumer can open the cartridge is by breaking the label.

The Comes for Yule

LONDON—CBS is releasing for Christmas sales Mahler’s ‘Symphony No. 6,’ with Leonard Bernstein conducting the New York Philharmonic. The two-record set will retail at the special price of $6.

This issue is a further step in the CBS-projected complete cycle of Mahler’s symphonies of which “No. 6” has been a best seller during the past few months.

The set also contains reminiscences by the composer’s daughter Anna Mahler, associates and musicians who played under him.

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[ ] I am interested in details concerning your line of 8 and 4-track stereo tape cartridges.

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DECEMBER 9, 1967, BILLBOARD
Behind the Radio Sales Retailer is Teen Craving for "Instant Music"

LOS ANGELES—All "things" considered, today's turned-on teen is a fickle customer—"instant" music. And that, as a businessman, adds up to a lot of transistor trouble.

To make sure they had music on the move, U.S. kids were responsible in the main for the sale of 23.5 million portable radios this year.

The 1956 figure was 3.1 million. In 1964, the transistor fad in clock radios during the same decade didn't even double.

Just as the transistor radio revival is here can be seen in this: White Glove, a music wholesaler, doubled its sales in radios, primarily portable AM/FM models.

The rush to portable radios is under way, and heretofore, this portability has been almost exclusively in single-model portables.

The radio revival is not restricted to teenagers, although they purchase a large percentage of the product.

Businessmen

White Front, for instance, has discovered that a growth market for precises portables for office use.

Senior citizen, at a numerous stores in Southern California as there are hippies in San Francisco and along famed Sunset Strip. White Front now offers purchase radios to pass away hours, while gardening and entertaining.

The giant discount outlet places a great deal of emphasis on portable radio market—the sports fan. A trip to any of Southern California's many sports stadiums and arenas reveals numerous radio advertising phrases listening in.

White Front, which actively promotes radio product in community, suburban and metropolitan newspaper and advertising flyers, prices its merchandise within reach of the teen wallet and certainly within the financial grasp of senior citizens as well.

But because of teen appeal (teenagers purchase 68 percent of the radios through Chamber of Commerce figures), a vintage home electronic industry—radio—has revived and is making its sound heard in stores and on display cases at small independent outlets.

Big buyer

For White Front, portable AM/FM radios is big business, and we want a better line for the Spring coming after it, too—in a big way.

A two-earner, the purchase, White Front sells merchandise from $2.96 (transistor pocket radio) to $79.96 (a GE AM/FM portable table model which plays stereo FM/AM and may have a clock function in some lines very competitive, especially the 10-transistor AM/FM table model lined with the on the and the GE AM/FM portable at $29.96. White Front's latest AM/FM portable kit hard at the RCA and General Electric at $19.96, and in the models.

White Front also sells and carry without promotion.

Whether the teen-ager or young adult wears fall-out clothes or he is a "square," White Front's mod is "want radios," says a White Front salesman.

"It's avant-garde!"

"We have the current marketing penchant for turning almost any type of music into a social prediction, it was inevitable that someone would get around to merchandising radios for every occasion, whether it be for rest and relaxation or just plain fun!"

All Sellers

A salesman at White Front said: "Southern California is a portable radio market. It doesn't appeal to the older age group, but we pitch 'em all the same.

And we push portables for the entire family, not just sister or brother. We want every kid in the family to have their own portable or desk radio, or both!"

White Front promotes its portable radios, especially when purchasing merchandise. It has been several years since the discount house uncovered a solid financial "fountain of youth." And the teens show no indication of "losing their exuberance," the buyer said.

FM Portables

Up in September

WASHINGTON—The Electronic Industries Association's September meeting reports that for September, AM/FM portables are in the market, and there is an increase of 36.3 percent in units sold to dealers over the same month last year. Total units sold during the month: 215,415.

Total value for the year: 1,397,226, a 28.5 percent increase.

Sales of FM auto radios increased 37.7 percent over September, 1965, and were running 29.8 percent of 1966 for the first nine months.

B&W Into Video

NEW YORK—Babeck & Wilcox Co., through its Diamond Power subsidiary, is entering the videocassette recorder field. Plans call for introduction of three models ranging in price from $1,000 to $8,500.

WASHINGTON — A five-year program to increase the number of qualified servicemen available to the consumer electronics industry was approved and budgeted at over $300,000 during the annual meeting of the executive committee of the consumer products division of the Electronic Industries Association.

The multi-phase program will encompass sales training for the teacher and student training. The program is designed to increase the effectiveness of particular course revisions and other publications. The program is also designed to increase the effectiveness of the course revisions and other publications.

There is an estimated shortage of about 30,000 service technicians in the industry.

A 15-page pamphlet on electronic servicing as a career will kick off the career guidance program. It is anticipated that the film will be seen by over 15,000 servicemen in the next school years. A brochure for both the student and guidance counselor will be widely distributed.

HOUSTON Store Opening Features Seeburg Unit

DUMMY RULE DUE

WASHINGTON—A trade regulation outlawing "dummynote" transistors is to be held down in 1968, Federal Trade Commission sources report.

The industry generally supports the FTC's position barring obviously non-functioning transformers or diodes in their dealings in the advertised transistor "count."

The Electronic Industries Association cautioned in an Oct. 4 hearing, however, that transistors used in older radios or a decades or performing auxiliary functions should not be included in the ban. The association also recommended that not less than one year should be allowed for compliance to the proposed trade rule.

Two New Stores

SACRAMENTO—Two retail outlets—Value Giant Department Store and J & J Appliance—will open new locations here in the near future with main emphasis on modern phonographs.

Value Giant will open a $300,000 installation in Yreka, while Lenz's will open its third location in Sanatorium. The other two stores are in Roseville and Fair Oaks.

CDP-staff members, accompanied by service managers from several major consumer electronics firms, will attend the American Vocational Association convention in Cleveland this month to conduct a three-hour seminar on all aspects of electronics servicing as a career. The convention is attended by over 1,500 guidance counselors from all over the country.

Pfanzelti

C 11 Pflanzelti Chemical Company 800 8th Street, Dallas, Texas 75205

Circle 59 on Reader Inquiry Card

WWW.AMERICANRADIOHISTORY.COM
**BEST BETS FOR CHRISTMAS**

Below is a list of the best selling LPs and singles as of December 9, 1967. The sales of Christmas product, however, will make the number of best selling Christmas LPs and singles reported in these charts—on the basis of records sold and available—exceed many of the Christmas releases have not yet had the full opportunity to be reflected here.

**CHRISTMAS LP'S**

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A Christmas Album</td>
<td>Barbra Streisand</td>
<td>Columbia CL 2757 (M); CS 9557 (S)</td>
</tr>
<tr>
<td>2</td>
<td>Merry Christmas HO, HO, HO</td>
<td>Lou Rawls</td>
<td>Capitol T 2790 (M); ST 2790 (S)</td>
</tr>
<tr>
<td>3</td>
<td>The Dean Martin Christmas Album</td>
<td>Reprise R 6222 (M); RS 6222 (M)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Merry Christmas</td>
<td>Johnny Mathis</td>
<td>Columbia CL 1195 (M); CS 8220 (S)</td>
</tr>
<tr>
<td>5</td>
<td>Christmas Song</td>
<td>Nat King Cole</td>
<td>Capitol W 1967 (M); SW 1967 (S)</td>
</tr>
<tr>
<td>6</td>
<td>Andy Williams' Christmas Album</td>
<td>Columbia CL 2087 (M); CS 8887 (S)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Elvis' Christmas Album</td>
<td>Elvis Presley</td>
<td>RCA Victor LPM 1951 (M); LSP 1951 (S)</td>
</tr>
<tr>
<td>8</td>
<td>Sound of Christmas</td>
<td>Ramsey Lewis Trio</td>
<td>Cadet LP 687 (M); PS 687 (S)</td>
</tr>
<tr>
<td>9</td>
<td>Jim Nabors' Christmas Album</td>
<td>Columbia CL 2731 (M); CS 9531 (S)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Christmas Present and Past</td>
<td>Paul Revere &amp; The Raiders</td>
<td>Columbia CL 2733 (M); CS 9535 (S)</td>
</tr>
<tr>
<td>11</td>
<td>A Christmas Treasure</td>
<td>Julie Andrews with Orch.; Harpsichord of Andre Previn</td>
<td>RCA Victor LPM 3829 (M); LSP 3829 (S)</td>
</tr>
<tr>
<td>12</td>
<td>Merry Christmas</td>
<td>Bing Crosby, Decca DL 8128 (M); DL 76128 (S)</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Christmas with Ed Ames</td>
<td>RCA Victor LPM 3838 (M); LSP 3838 (S)</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>James Brown Sings Christmas Songs</td>
<td>King 1010</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Little Drummer Boy</td>
<td>Harry Simeone Chorale</td>
<td>Century-Fox TFM 3100 (M); TFS 4100 (S)</td>
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<td>In the Christmas Spirit</td>
<td>Booker T &amp; the M.G.'s, Stax 713 (M); S 713 (S)</td>
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<td>We Wish You a Merry Christmas</td>
<td>Ray Conniff Singers</td>
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<td>Johnny Mathis</td>
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<td>Perry Como Sings Merry Christmas Music</td>
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**CHRISTMAS SINGLES**

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<td>Royal Guardsmen</td>
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<td>14</td>
<td>Lonesome Christmas</td>
<td>Lowell Fulsom</td>
<td>Hollywood 1022</td>
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</table>
Word's Out On The KENNY BURRELL Album
HAVE YOURSELF A SOULFUL LITTLE CHRISTMAS.

"Everyone celebrates Christmas in his own way. After listening to the series of performances by Kenny Burrell on Have Yourself a Soulful Little Christmas, I'm convinced he's having more fun celebrating than anyone. Kenny has captured the holiday spirit in his own inimitable style."

Richard Carr, Program Director
WNEW — New York City

"Christmas programming is one of the most challenging considerations I'm faced with. It's refreshing and actually exciting to be able to play an album like Kenny Burrell's Have Yourself a Soulful Little Christmas. I feel it gives us a real lift. I think the whole modern approach gives us a chance to play genuine Christmas music without compromising our contemporary sound."

Allan Hotlen, Program Manager
WIP — Philadelphia

"From the day I received Kenny Burrell's Have Yourself A Soulful Little Christmas, I've had to play at least one track from it every day. It's just that tasty an album."

Charlie Boone
WCCO — Minneapolis

"Merry Christmas is a well-known saying, but it becomes a reality when you listen to Burrell's treatment of Christmas tunes."

Bill Mayhugh
WMAL — Washington, D.C.

"I've played the Kenny Burrell Christmas album in every market I've worked in. I'm playing it this year in St. Louis."

Bill Calder, Program Director
KWK — St. Louis

"When I heard Kenny Burrell's Christmas album last year, I felt it was something special. And why not — here was a master guitarist, showcased by Richard Evans' brilliant arrangements. When I was still getting requests for the album in late January, I knew the album was, indeed, something very, very special."

Yvonne Daniels
WSDM — Chicago

"Burrell's Have Yourself A Soulful Little Christmas is a marvelous album. It has a little to satisfy all musical tastes. It'll appeal to everyone from the jazz fan to Grandmother."

Mike James
WFBR — Baltimore

"Last year I predicted that Kenny Burrell's album would be one of the biggest Christmas albums of the year and it was. This year I'm predicting the same thing and it will be."

Les Carter
KBCA — Los Angeles

"Just like kids waiting for Santa Claus, we've been looking forward all year to the Christmas season so we can start playing the Kenny Burrell Christmas album."

Betty Gassen, Music Director
WDSU — New Orleans

"Kenny Burrell's Christmas album makes you believe in Santa Claus all over again. It's great!"

Loonis McGlohon, Music Director
WBT — Charlotte, N. C.

Christmas
There's A World of Excitement on CADET

CADET LP/LPS 779
THEIR SATANIC MAJESTIES REQUEST

THE ROLLING STONES

THE ROLLING STONES NEW LP...
A NEW DIMENSION IN SIGHT AND SOUND
IT'S HAPPENED AGAIN

COME SEE ABOUT ME

JR. WALKER & THE ALL STARS

MOTOWN RECORD CORPORATION
"The Sound of Young America"
**Top 20 Pop Spotlight**

- JERRY BUTLER - LOST (Twin Pacific/ABC)
- SONNY & CHER - GOOD COMBINATION (ABC/Dot)
- DAVE CLARK FIVE - EVERYBODY KNOWS (ABC/Paramount)
- RUBY ANDREWS - HEY BOY (Take a Chance on Love) (ABC/Paramount)
- JIMMY RODGERS - WHAT A STRANGE TOWN (The People Had Never Seen)
- LINDA JONES - GIVE ME MY LOVE & A TRY (ABC/Paramount)
- BUNNY SIGER - FOLLOW YOUR HEART (ABC/Tri-Tone)
- JIM HENDRIX - FOCUSED FALLOUT (ABC/Siren)

**Top 60 Pop Spotlight**

- MITCH RYDER & DETROIT WHEELS - CAN'T SEE ABOUT ME (Columbia)
- ARETHA FRANKLIN - MOCKINGBIRD (Soul)
- CRISPIN ST. PETERS - FREE SPIRIT (ABC/Capitol)
- BRANDON WADE - LETTER FROM A TEEN-AGE SON (ABC/MGM)
- MAGNIFICENT MEN - I'M Crazy 'Bout You (ABC/Soul)
- GENE & DEBBIE - I'LL COME RUNNING (ABC/Soul)
- CHICAGO LOOP - SAVED (ABC/Soul)

**Country Spotlight**

- JOHNNY CASH - ROSANNA'S GOING WILD (ABKCO)
- JOHN CARROLL - THE SON OF HICKORY HOLLERS TRAMP (ABC/Soul)
- MY CAN'T KEEP UP WITH MY WANT TO (ABC/Soul)
- EVERYBODY'S GOT TO BE SOMEWHERE (ABC/Soul)

**Spotlight Singles**

- PEACHES & HERB - TWO LITTLE KIDS (ABC/Soul)
- ERIC BURDON & ANIMALS - MONTREUX (ABC/Soul)
- JACK JONES - GIVE YOUR Love Away (ABC/Soul)
- CARL HARRIS - ANYTHING YOU WANT (ABC/Soul)
- CARL THOMAS - Pick-Up The Pieces (ABC/Soul)
- THE 13TH FLOOR ELEVATORS - DUALITY (ABC/Soul)

**Special Merit Spotlight**

- JACK JONES - Don't Give Your Love Away (ABC/Soul)

**R&B**

- MICKEY MURRAY - Rock/Reel (RCA Victor, ABC/Soul)

**Chart**

- SPOTLIGHT SPOTLIGHTS
  - THIS WEEK 185
  - LAST WEEK 102

- PEACHES & HERB - TWO LITTLE KIDS
- ERIC BURDON & ANIMALS - MONTREUX
- JERRY BUTLER - LOST
- SONNY & CHER - GOOD COMBINATION
- DAVE CLARK FIVE - EVERYBODY KNOWS
- RUBY ANDREWS - HEY BOY
- JIMMY RODGERS - WHAT A STRANGE TOWN
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- MICKEY MURRAY - Rock/Reel
**Classified Mart**

**Distributing Services**

**International Exchange**

Attention, Record Outlets: We offer a unique service of 48 Page Index, listings of disc stores and catalogues in 60 countries, direct from record makers. Producers and Distributors. Write American Record Exchange, 760 W. 7th St., Chicago, Ill. 60613.

Electronic Car Alarm Kits: Motion detection, a unique high intensity light alarm. Send SASE for full information. Auto Tune Electronics, P.O. Box 1369, Norwalk, Conn. 06856.


**Purchasing Services**

**Miscellaneous**

Attention, Amateur Bands: Browse of free appearances and paid engagements. Bring the ads to the attention of the band or the promoter. Send SASE for full information. Record Makers, 942 West End Ave., New York, N.Y. 10025.

Wanted to Buy

WANTED RECORDS, 45's AND LP's, $1.00 each, pick up. Write Wrenc, Box 36 W. 2nd St., New York, N.Y. 10012.

First Class Guaranteed Airmail Service on British records in U.S. at All reasonable rates. Write hai Modern Record Express, 340 West 40th St., New York, N.Y. 10018.


**Employment Section**

Help Wanted

Looking for Artist to Record Country. Send SASE for full information. Ted King Records, P.O. Box 11, Joliet, Ill. 60432.

Want A Good Service Man To Work For Us. Several Branches In The US. Send Your Details On a SASE. P.O. Box 67, Manchester, N.H.

**Promotional Services**

National Record Promotion

You need it—Well Plug it! Music Advertise Promotion Network

20 Years Dependable Service

26 Years Dependable Service

c/o Billboard, 123 W. 45 St., New York, N.Y.

**Advertising Rates**

Regular Classified AD: Minimum $5. First line sa full caps.

Display Classified AD: Minimum $5. Each additional line sa full caps, $1.50. Box number sa full caps, $1.50 per line.

Frequency Discounts: 2 consecutive insertions, non-cancelable, non-chargeable, 4% discount; 3 or more consecutive insertions, 18% discount.

Closing Date: 5 p.m. Tuesday, 10 days prior to date of issue.

Box Number: Service charge for insertion, payable in advance; also allow 10 additional words (of 25 words per word) for box number and address.

International Exchange Advertising Rates

International Exchange is open to all dealers; it is free to all dealers; every advertisement is free to dealers. Each advertisement is free to dealers. Each domestic advertiser whose service or sales message is specifically directed to international market.

Regular Classified AD: Minimum $5. Each additional line sa full caps, $1.50. Box number sa full caps, $1.50 per line.

Please Specify Type Or Print Your AD Copy In The Above Space. Full Payment Must Accompany Your Classified AD Order.

Name: 
Address: 
City: State: Zip Code: 
Authorized By: 
Amount Enclosed: 
Type of classified ad desired—check one: 
[ ] Regular Classified 
[ ] Display Classified

Classified Advertising Department
BILLBOARD MAGAZINE
188 West Randolph St.
Chicago, Illinois 60601

Please run the classified ad copy shown below (or enclosed separately) in 

**Capitol**

Frieden Room, nerve center of the Capitol branch in Niles, III., where incoming orders are automatically written on forms.

Recapping Girl, Phyllis Proest. Each outgoing order is manually checked both as to accuracy and for branch reorder inventory control.

Putting Hole In Center? No, this is Harriet Anderson drilling the distinguishing holes in promotional albums.

Craaaaack! Shigeko Yoshimura scraping defective albums.

Stock Girls pulling orders.

Over-View of packing area with hundreds of orders being sent on their way.

**Classified Mart**

Distributing Services

International Exchange

Purchasing Services

Miscellaneous

Employment Section

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Chicago, Illinois 60601

Please run the classified ad copy shown below (or enclosed separately) in
Location Loss: Another Look

We recently published results of a national survey taken by an independent New York firm that showed a steady increase in the number of taverns in the U. S. This reflected the oft-repeated statement that urban renewal is taking away locations. Reporter Earl Paige has taken another look at location attraction and reports—below and on page 98—all is not well and a fourth on page 98 slated toward bulk vending—that what has been viewed as location loss is really metamorphosis.

Arcades Reversing Attrition Patterns

By EARL PAIGE

SPRINGFIELD, Mo. — Charlie Paige, Modern Music Co. here, is opening for center to replace locations lost to what might be called "rural" operations. Small Ozark region towns on the periphery of Springfield are dying, and in each case several locations are displaced.

Page is using jukebox music to draw young people to his arcades.

"All the little towns around here used to have two or three honky tonks and they are all gone. Cafes and restaurants and even a drug store," said Page. "Now with people flying through town, these spots just disappear."

The interstate freeways have effectively killed it. Used to be it would have two to three truck stops on its route.

How Discount Dept. Stores Fill a Void

SCHILLER PARK, Ill.—Arcades located in discount department stores can fill a void for operators whose standby stops have been swept away by urban renewal. Some of these spots swell to 100-machine size.

One advocate of this new kind of location is Ron S. Schertl, vice-president and director of marketing, Midway Manufacturing Co. Here, three or four new small sales outlets and full service sales at the Music Operators of America convention about a national chain that nets $2 million a year from gams and games in its stores across the country.

Scheer, whose company has been a part of a tremendous increase in this suburban area west of Chicago, was once an operator involved in developing arcades in discount chain stores.

He has some definite hints for opening up what is totally new concept of coin machine operators:

• Take that ring of keys off your belt.
• Put on your best business suit.
• Arrange an interview with the top management (this could mean a trip to New York City).

"In the case of small clearance we lose the rhythm and humor of the small.Settings like Arlington and even spots like a shoe shine stand, where the jukebox has been done pretty well. These locations are used to paying low rent and find it very hard to relocate in other neighborhoods." Shinn said that because this

Truck Stop is the Modern Honkytonk

WASHINGTON — The Music Operators of America (MOA) board of directors will meet here March 10-12 at the new Hilton Hotel.

Because the general revision of the national copyright law is still pending in the U. S. Senate, first order of business for the 20-plus board members will be personal contact with their senators.

"We expect a heavy attended meeting," Granger said. The topic of secondary importance at the meeting here annual event will be the 1968 convention and trade show

RICHMOND. Va. — The annual convention of the Music Operators of Virginia was expected to draw most of the State's operators over the past weekend, Nov. 30-Dec. 2.

During the recent national convention the board decided that it would continue to meet here in Washington until the copyright issue is decided. After that the body may move its mid-year meetings to San Francisco, Houston and other cities.

The meeting commences here on March 10, with luncheon on March 11, and luncheon on March 12, to be held at the Sherman House Hotel in Chicago, Oct. 11-13. The board meeting will serve as a planning conference for the convention," Granger said. "Convention, committees, will be discussed at the meeting."
By BENN OLLMAN
WISCONSIN RAPIDS, Wis. — Thirteen years of steady growth has boosted Russ Dougherty's Rapid Coin Machine Service from 23 juke-box locations to its current roster of "over 100 music and games spots." And the firm continues to grow at the rate of two new locations per month.

It all began in 1954 when Russ Dougherty left his post as route foreman for Cigarette Service in Appleton, Wis., and struck out on his own. He bought a route here consisting of 23 pieces of equipment—half of it on location in nearby summer resorts. Russ Dougherty recalls, "It turned out to be not exactly what I originally had in mind. But I hung on, learning as I went along and saw it through. In four years I had the route paid off.

Essentially a conservative businessman, Russ Dougherty admits that many of his early concepts and operating practices have altered radically in recent years. No longer, he finds, need operators feel obliged to spend time and money in each location to retain its patronage. The operator can make a much more effective use of his time following up other managerial aspects of his enterprise.

Neither does Dougherty deem it advisable to "major in one type of equipment. I'd say any operator interested in himself to a single line of jukeboxes or games. All of the machines on the market have their good and bad points, and many similarities. I prefer to buy from a machine and uncompromised to any particular line. Each year one manufacturer or another generally breaks out with several unique features. The operator who plays the field is free and can keep open to any good deals or deals that are the pieces of equipment. Today's operators should be versatile and familiar with the service requirements of all lines of equipment."

Dougherty is also convinced that operators today need not confine themselves with local areas. His own routes have branched out of radius of approximately 50 miles enclosing Wisconsin Rapids.

"Our problem is that it is now economically feasible for operators to travel 50 miles to service locations. I don't advocate all that mileage for unproductive, isolated locations. Volume, of course, should be the deciding factor on the distance you are willing to travel from your home base. Today's improved highways and expressways have cut down the cost and time of route coverage."

Glimping backward, Russ Dougherty no longer advocates mixing music and games with vending.

"It didn't work out well for me," he explains. "I started out with vending when I came here in 1954 and was forced to give it up after seven years. By then I discovered the cost of servicing my vending locations precluded any profits. It just wasn't worth the effort and investment; my music and games stops were carrying the financial load. With smaller equipment inventory, fewer employees and lower transportation expenses, my music stops made more money, and it was more feasible for me to concentrate on music.

"It was more profitable to keep the music business. The decision to discontinue vending and collection of music in one operation led to a healthy move. It may be that the need for branches was spreading nationwide, but in this territory it wasn't necessary at all to provide that kind of service. I was cramping my operation and I must have been so busy I couldn't find the time to build my music business. The decision to continue vending and collection of music at the normal rate was a healthy move. It may be that the need for branches was spreading nationwide, but in this territory it wasn't necessary at all to provide that kind of service. I was cramping my operation and I must have been so busy I couldn't find the time to build my music business."

The record situation. We get very few record requests from our locations. This, we feel, is a tribute and a valid indication that we know the musical tastes of our locations."

To illustrate the importance he places on proper disk programming, Russ Dougherty notes that last year's budget for records averaged 10 per cent of each location's net receipts.

"New Records "This may seem high. But it is part of the cost of doing business. I examine the overall income from each location and if it is slipping the solution generally lies in more records, better programming or a combination of both. I treat records like a good investment, not a necessary evil in the jukebox business."

"It is relatively a necessary evil in the jukebox business."

The record library at Rapid Coin Machine Service is one of the largest in the State. It helps greatly in new-account acquisitions. Russ Dougherty feels some LPs are better than others.

"Inevitably our record library is another change under way here, in order to stay with the times," says Russ Dougherty. "It is due largely to the impact of Little LPs on the jukebox business."

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(Covered on page 106)

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**Coin Machine News**

**10 Per Cent of Jukebox Revenue Buys Records at Rapid Coin**

**By BENN OLLMAN**

**WISCONSIN RAPIDS, Wis. —Thirteen years of steady growth has boosted Russ Dougherty's Rapid Coin Machine Service from 23 juke-box locations to its current roster of "over 100 music and games spots." And the firm continues to grow at the rate of two new locations per month.**

It all began in 1954 when Russ Dougherty left his post as route foreman for Cigarette Service in Appleton, Wis., and struck out on his own. He bought a route here consisting of 23 pieces of equipment—half of it on location in nearby summer resorts. Russ Dougherty recalls, "It turned out to be not exactly what I originally had in mind. But I hung on, learning as I went along and saw it through. In four years I had the route paid off.

Essentially a conservative businessman, Russ Dougherty admits that many of his early concepts and operating practices have altered radically in recent years. No longer, he finds, need operators feel obliged to spend time and money in each location to retain its patronage. The operator can make a much more effective use of his time following up other managerial aspects of his enterprise.

Neither does Dougherty deem it advisable to "major in one type of equipment. I'd say any operator interested in himself to a single line of jukeboxes or games. All of the machines on the market have their good and bad points, and many similarities. I prefer to buy from a machine and uncompromised to any particular line. Each year one manufacturer or another generally breaks out with several unique features. The operator who plays the field is free and can keep open to any good deals or deals that are the pieces of equipment. Today's operators should be versatile and familiar with the service requirements of all lines of equipment."

Dougherty is also convinced that operators today need not confine themselves with local areas. His own routes have branched out of radius of approximately 50 miles enclosing Wisconsin Rapids.

"Our problem is that it is now economically feasible for operators to travel 50 miles to service locations. I don't advocate all that mileage for unproductive, isolated locations. Volume, of course, should be the deciding factor on the distance you are willing to travel from your home base. Today's improved highways and expressways have cut down the cost and time of route coverage."

Glimping backward, Russ Dougherty no longer advocates mixing music and games with vending.

"It didn't work out well for me," he explains. "I started out with vending when I came here in 1954 and was forced to give it up after seven years. By then I discovered the cost of servicing my vending locations precluded any profits. It just wasn't worth the effort and investment; my music stops made more money, and it was more feasible for me to concentrate on music.

"It was more profitable to keep the music business. The decision to discontinue vending and collection of music in one operation led to a healthy move. It may be that the need for branches was spreading nationwide, but in this territory it wasn't necessary at all to provide that kind of service. I was cramping my operation and I must have been so busy I couldn't find the time to build my music business. The decision to discontinue vending and collection of music in one operation led to a healthy move. It may be that the need for branches was spreading nationwide, but in this territory it wasn't necessary at all to provide that kind of service. I was cramping my operation and I must have been so busy I couldn't find the time to build my music business."

The record situation. We get very few record requests from our locations. This, we feel, is a tribute and a valid indication that we know the musical tastes of our locations."

To illustrate the importance he places on proper disk programming, Russ Dougherty notes that last year's budget for records averaged 10 per cent of each location's net receipts.

"New Records "This may seem high. But it is part of the cost of doing business. I examine the overall income from each location and if it is slipping the solution generally lies in more records, better programming or a combination of both. I treat records like a good investment, not a necessary evil in the jukebox business."

"It is relatively a necessary evil in the jukebox business."

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(Covered on page 106)
Listen to the sound of Class

Wurlitzer Stereophonic Sound has long enjoyed leadership for its living realism. But we're never satisfied and, in AMERICANA II, you'll hear the results. A new standard of excellence — so thrilling that it not only contributes to making this Wurlitzer the class of the industry — but in a class by itself when it comes to earnings. Drop in at your Wurlitzer Distributor's showroom and listen. It will prove a real treat.

WURLITZER AMERICANA II
Don't Forget, The Directly Sold Stop Is Also 'Dislocated'

CHICAGO—The "dis-located location" may not be the store itself involved but the incidental bulldozer or the boarded-up tavern in a small town cut off from the city. The situation is often abandoned by people moving to the city. It can be the location that becomes the "dis-located operator." The trend to locations operating as independent units is currently more prevalent in the bulk vending industry. Directors at the recent National Vendors Association (NVA) board meeting here wrestled with the question.

One member, engaged in a special direct-to-location merchandising plan, resigned from NVA. One director stood up and said, "Before we criticize someone for selling direct to a location, let any one of us without sin cast the first stone."

While all segments of the coin machine industry feel the effects of locations offering and operating their own equipment, the trend seems more prevalent in the bulk vending field.

The association, while not attempting to arbitrate between competitors, is issuing a fact sheet detailing the various aspects of the bulk vending industry and dramatizing the importance of the bulk operator's role to store owners.

New Trend?

Chicago operator Bill Krugman, who reports several of the locations have been solicited by firms offering to sell them machines and merchandise, said, "I'm not sure NVA should have accepted the man's resignation. "I don't like what he's doing, but I would also defend his right to do it. Now he is out of NVA. Now we can't communicate with him. If NVA does adopt a code of ethics, it would only affect the members—not someone outside the group."

But Krugman goes further. "Will operators have to come to the realization that they might have to start selling machines to locations now that they are not going out of business? Will we become jobbers instead of operators?"

That is, how can we perform as independent bulk operators cost us a lot of money. Maybe we should consider now that we are being forced by location worry with the machines. The only way we can make them work is to do our own machines. I think the business isn't all peaches and cream.

"There's the initial expense."

Vending Profits at 4.52% of Sales

CHICAGO — According to a national survey by Price Research, vending commissions of 4.52 per cent of sales in 1966-1967 were close to the 12 per cent of sales of the latest survey period. On average, sales of a bit surprising in view of tightening cost-price ratios throughout the coin machine industry.

As a percentage of sales, total payroll expenses increased from 9.6 per cent of sales of 1966 to 10.4 per cent of sales of 1967.

Ray Trudoe, former Detroit area operator recently hired by Litton, has been named executive vice-president of the Shaffer Distributing Co., succeeding Bob Martin, who is taking over the automotive field. Larry and Marion Shaffer resigned from the business and recently returned from Army service in Vietnam, is the new president manager, succeeding Craig Hammond, who joined Mar-

Ray Cason Dies

DEERWOOD — The death of Ray Cason, owner of the Jumpin Co., was reported last week. Cason, who also owned Gabriel's Lounge in Utica, was a princi-
Big Party Opens San Francisco Distributorship

Joe Barton, right, Rowe general sales manager, and Miss Cadette welcome Rovendco International's general manager Hans Von Reydt into the Rowe distributor family.

Jerry Wilson, Wilson Music, registers at Rovendco International's big San Francisco Party.

At left, Mr. and Mrs. Al Giannotti, Vendomatic, Redwood City, Calif., with Mr. and Mrs. Fred Slater.

Sam Falzon, S. F. Enterprises, attends the catered at Rovendco's grand opening.


Elmer Swager, left, United Merchandising, Berkeley, Calif., and Rovendco general manager Hans Von Reydt.

Ralph Philps, left, Rowe Manufacturing, and Mark Morris, Mark Morris Vending, San Francisco.

George Johnson, D&J Music, Daly City, Calif., buys some cigarettes.

Vending News Digest

Reversal in Food Price Case

Baltimore—A ruling that required Westinghouse Electric Corp. to bargain with an employee's union in regard to company cafeteria prices has been reversed by the U. S. Court of Appeals in the fourth Circuit at Richmond, Va. The National Automatic Merchandising Association had filed a brief supporting Westinghouse and views the reversal as an important step in preventing serious problems in contract relationships between operators and locations.

New Manual for Union Problems

Los Angeles—Operating companies face continued union problems and an attitude toward the industry that the vending industry is a "type plant" unless vending firms put their "management house in order." This is the warning of Dr. Benjamin Werne, National Automatic Merchandising Association (NAMA) labor relations counsel. Dr. Werne has written an employee policy manual for NAMA to be used as a guide for vending companies. The policy manual is to prepare both vending executives and operators for any union contract discussions by providing management to communicate with employees, according to Dr. Werne.

"Company employee manuals must be individually tailored to the specific set of conditions existing within a given organization. The new NAMA policy manual is strictly a set of rules and regulations to guide the industry," Werne said.

Coinco Units For Canada

ST. LOUIS—Coin Acceptors, Inc., at the recent vending show in Chicago exhibited two acceptors capable of coping with the new Canadian coinage system.

Coinco has announced that its Toronto factory has reached full production with a mechanical and an electronic unit. The electronic unit operates on an RF frequency oscillator that rejects slugs and accepts good coins. The mechanical acceptor separates the coins, using a second set of slugs to provide double protection for new coinage and full protection on American and old Canadian coins.

Both acceptors will fit any existing Coinco changer.

Shrink-Wrap Proves Worth On Nationwide Routes

DENVER—No bulk vending organization anywhere gets its newly adopted items into the public view more quickly or attractively than Cape Vending, Inc., 24-State bulk vending organization with headquarters in suburban Arvada here.

As often as a new item is approved for the many Cape Vending routes in Eastern and far Western States, a unique piece of equipment goes into operation at the Arvada headquarters as a new item is approved. This is a polyethylene-film packaging machine of the type which has found favor with many department stores for "visible packaging" and as a display. The machine is operated by a control head that simply turns styrofoam blocks, neatly cut to size, which fit each variety of 5-cent, 10-cent, 25-cent, and 50-cent venders on the far-flung nationwide routes. To give every vending machine at every location the "finished look" clean attractive, clear products are inserted at regular intervals (controlled by the flow of worthwhile new items) which may show as many as two dozen items, or as few as a couple, arranged neatly on the face of the foam blocks.

It might be argued that such blocks need scarcely to be covered with the waterproofing film, inasmuch as each is already protected from dust, handling or any damage by the glass globe or front glass panel of the vending machine. Graf and Gibbons do not look at the matter from that standpoint, however.

New Rowe Branch

Continued from page 99

Oakland Automatic Sales, Oakland, Elmer West, Cody's Music, Winter, Calif.; John Pira, San Francisco; Ron Kain, P&K Sales, San Francisco; and John Casazza, Santa Rosa Cigarette, Santa Rosa, Calif.

Cate and Associates at 1400 Minnesota Street here.

Garland Report

Los Angeles—Gordon H. Garland, public relations counselor and lobbyist for the California Music Dealers Association and seven other organizations, reported he spent $23,944 representing the eight interests.

International News Reports—Last Issue of Every Month

December 9, 1967, Billboard
Betson's 35th Anniversary

NORTH BERGEN, N. J.—Betson Enterprises celebrated its 35th anniversary as a distributorship with an industry open house here Nov. 19.

President Bert Betz hosted scores of operators and representatives from the manufacturers of the times he handles: Rock-Ola, Fischer, United Billiards, Chicago Coin and Automatic Products.


Also present were Max Schwartz, Ajax Amusement Co., Elizabeth, N. J.; Lou North, Bridgeport Cigarette Serv.


Betson’s 35th Anniversary

BETSON ENTERPRISES’ guests enjoying festivities during the North Bergen, N. J., firm’s 35th anniversary open house.

MORT Secure, Chicago Coin sales manager (left), chats with Harold Kauffman, Musical Dist.

OPERATORS Walter Gwoski, (left front) Jack McKenna, (rear) and Joe Rausamone.

Truck Stop is the Modern Honkytonk

area is part of the co-called "Bible Belt," and "practically dry" locations often experience another difficulty in transitions to another neighborhood. "They can keep their beer license, of course, but where can they go? Most often there has to be a hearing and there are always objections. The attitude of the law enforcement people is very negative. They feel there should be any taverns. They always object. If the location is too near a church or school you have more problems," Shinin said.

New Truck Stop

Shain, president of the South Carolina Coin Operators Association and also Music Operators of America sergeant-at-arms, is developing one entirely new kind of location as a direct result of urban renewal expansion.

"This is the elaborate truck stop," said Shinin. "A lot of these really swanky kind of truck stops are springing up all over the new thoroughfare. They usually have a trucker's lounge and this means we can see pool tables, shuffleboard courts and a lot of different games. Of course, we always have a jokebox in this kind of location."

United in Kan. Adds Territory

BETSON sales manager, John Ruder (flanked by Ollo Rosazza (left) and Ed Hanko.

Proven Profit Maker!

Chicago Coin's Ace Machine Gun for the Variety Your Locations Need!"Will Stand Out!

Also in Production: Skyline Playtime Fleetwood - Twinky

December 9, 1967, Billboard
Arcades Reversing Attrition Patterns

Former Drug Store

The building had housed Variety Drug for a number of years and is one block from SMS. The lease costs Page $250 a month, or around $3,000 per year. He hired one girl to work days and one young man to take care of the night shift. Page also works in the place cases.

Page put in 44 pieces of equipment in the 60-ft by 80-ft space, which he kept open 19 hours a day: 8:30 a.m. to 1:30 a.m. Outside of the equipment, the only other fixtures are tables and chairs.

"We use a 200-name bowler card on Saturdays when we give away prizes," Page said. "We try to keep our traffic just about averages between 150 and 200 people a day. We have college kids until 3:30 in the afternoon, then we get high school kids up until 8:30 p.m., and then the college crowd comes in until we close." Page said a group of real estate men come in every afternoon to play pool.

Promotions include free pool for girls, a jukebox programmed for the young audience and set on free play, prizes and drawings. "The free pool for girls has been a good promotion—girls will bring the boys in. The free-play jukebox is important," said Page.

44 Pieces

Since Modern Music is a typically diversified operation, Page was able to sit all the equipment in the arcade. The lineup of units includes a full bank of 8 vending machines (coffee, cold drink, ice cream, milk, cigarette, sandwich, candy and snack); jukebox (1); slot machines (15); baseball games (3); pool table (3); photo unit (1); ball bowlers (3); arcade pieces. Grand Prix, AMP's Race-Ways and assorted gun games (10).

"The way an operator can make up for losing locations is to create his own with family fun centers or recreation centers in supermarkets and discount stores," Page said.

How Discount Dept. Stores Fill a Void

Terence of the equipment, the operator's normal routine will include visiting the manager and discussing business over a cup of coffee. "At this point you can wear your suit of keys again," Scheer laughed.

Vending

"In fact, the cup of coffee can lead into still another beautiful area in this kind of operation. Many stores have a lunch room where you can install a coffee machine, soda drink unit and other vending equipment. Even in the arcade itself you can include vending equipment. You can certainly aim for handling cigarette machines throughout the store.

"Once you're in with an arcade all kinds of possibilities are open," said, "For one thing, bulk vending machines are a natural. Even the restrooms in these stores will accommodate vending units, debeaners, machines and several other types of equipment."

In reference to the arcade itself, Scheer has found that most large discount stores already have sufficient area for the installation. "The operator should, however, provide signs, giant lollipops, bundles and other items to fit in with the decor and various merchandising motifs the stores employ.

"The operator should key his promotions to the discount store concepts of merchandising. Scheer said, "For example, signs should be prominently placed to sell the fact that the mothers can leave their children in the arcade while they shop."

"The point you should particularly stress to store management. Millions of dollars are lost every year by stores because children run loose and tear down displays or in other ways create havoc. The arcade solves this problem for the store."

Promotions

Scheer also encourages operators to run promotions keyed to current items in the store. "You can tie in on various holidays and offer free kiddie rides or put all the games on free play during certain periods.

"The operator can also advertise in local papers in co-operation with store's regular promotion procedures. Stress that your games are a bargain, too, that the colors and games are set at three for a quarter.

"One operator I once knew regularly dressed up in a cowboy outfit and performed tricks and gave away candy and balloons in the store's arcade. This is just an example of the imagination you can employ in this kind of operating," Scheer said.

In terms of commissions, Scheer suggests that operators offer 40 per cent. "If you're providing the newest in equipment, performing the merchandising techniques you should and furnishing service, the store will go along with your getting that extra 10 per cent. You should have no trouble obtaining a 60-40 commission arrangement."

A discount store is geared to obtaining the minimum dollar and square footage. Your arcade occupies a minimum area and it is often located in a place where it might otherwise be excess space. The store's revenue from the arcade is all off the top—there's no investment and no overhead.

"The arcade makes sense to the discount store. This chain that is netting $2 million a year from its arcades would have to sell $5 million in merchandise to come out with as much net as its arcades provide."
What is "Flip-tronic"? Compare a Flip-tronic game with an ordinary pin game. It's like comparing an automobile with a bicycle. Flip-tronic is a new creation, it's electronic, it's lively and sensitive with lightning responses. It's brilliantly designed, it's easy to maintain and so attractive. Look at these outstanding features:

Sensitive with immediate punch response: redesigned Jet Bumpers and flippers attractively lit with lively action (photo above). Compact "monobloc" assembly with hi-speed contacts (1-2). Backflash brightly lit by four 25 watt lamps (3). No more ball-lift delays. Ball is always on playfield and fed immediately to ball plunger (4).

Easy maintenance, coin slot and cashbox in separate locked compartment. Backflash opens front and rear. Playfield and playfield glass lift up separately on props, enabling instant access to underside of playfield (6-7). New Hi-speed contacts make fast and exciting play with ultra-rapid scoring.

FLIP REVOLUTION! (Continued)

A NEW FLIP-TRONIC FROM rally 2 PLAYERS

rally

"FLIP-TRONICS" OUTDATE ALL OTHER PIN GAMES
PERFORMER SPOTLIGHT—Crosby, Stills, Nash & Young have been a major force in the music industry, and their releases are expected to make a big impact. Listen for these tracks: "Help!" from their upcoming album.

NEWSPAPER OF THE WEEK—The Rolling Stones' "Goats Head Soup" is reviewed, with special emphasis on the blues-infused "Paint It Black." The review praises the band's innovative approach.

Verve/Forecast's "Sextet/Vitebsk/Classical" album is reviewed, highlighting the group's technical skill and distinctive sound.

THE BEST OF JIMMY SMITH—Verve has expanded its line with the "Best of Jimmy Smith" compilation, featuring the jazz organist's most popular tracks.

THE LAST WALTZ—Leonard Bernstein conducts "The Last Waltz," with special guests from the rock world, including Bob Dylan, Neil Young, and more. The review praises the collaborative effort.

WHAT NOW...—MARC RYDER's "My Love/Dynasty" single is reviewed, with a focus on the unique combination of soul and funk.

THE BEST OF CAL TIDIORE—Verve's "The Best of Cal Tidioare" album is reviewed, highlighting the pianist's versatility and technical prowess.

SOUL CALL—Duke Ellington's "Jubilee Song" is reviewed, with a focus on the swing era and its influence on contemporary music.

CLASICAL—The brilliant young conductor of the Toronto Symphony Orchestra conducts "Sinfonia Concertante," with a focus on the orchestra's technical proficiency and emotional depth.

COPLAND: PIANO QUARTET—Copland's "Piano Quartet" is reviewed, highlighting the composer's innovative approach to orchestral writing.

HABIT, SWEET HABIT—The review of Donny Hathaway's "Habits, Sweet Habits" focuses on the singer's soulful interpretations and emotional depth.

THE ESSENTIAL FRANK SINATRA—Sinatra's "The Essential" collection is reviewed, with a focus on the singer's musical legacy and impact on American music.

FRANK SINATRA—Sinatra's "I've Got You Under My Skin" album is reviewed, with a focus on the singer's powerful vocals and emotional range.

THAT'S THE WAY IT IS—The review of James Brown's "That's the Way It Is" album focuses on the singer's raw energy and the album's impact on soul music.

DANIEL LIONE—The review of Daniel Lioné's "Lion's Share" album focuses on the singer's soulful interpretations and emotional depth.

SOMETHING ELSE AGAIN—Middle's "SOMETHING ELSE AGAIN" album is reviewed, with a focus on the band's innovative approach to pop music.