

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

FCC Begins Coast Payola Probe; Study Huskey Suit

By ELIOT TIEGEL

LOS ANGELES—The Federal Communications Commission is investigating alleged payola activities in Southern California. Two investigators from the FCC's Bureau of Complaint and Compliance, Louis

Bryan and George Oliviere, are gathering material for a report to Washington.

Their presence is a direct result of the suit filed in April 1964 by promotion man Al Huskey, charging widespread payola in the area.

The two investigators have

visited Superior Court Judge Philbrick McCoy's courtroom to study the massive file on the case, which is bogged down in a legal dispute. Judge McCoy is studying arguments over whether Huskey's reported evidence may be shown the defense prior to trial. Deposition taking was halted over this point.

The FCC probers have talked to distributors along Pico Boulevard, and have conferred with Huskey regarding charges in his suits.

The FCC announced its investigation into payola last Thanksgiving. The official announcement said the probe would be behind closed doors and several weeks ago, chairman E. William Henry said there would be no sweeping probe into payola in broadcasting. Instead, he added, specific complaints would be studied.

Shortly after the FCC's announced investigation, Huskey received a letter from the regulatory agency to the effect that he would be questioned about his charges. When Huskey's case comes to court, it will be the first legal action falling under legislation passed by the 86th Congress in 1960, making payola a federal offense.

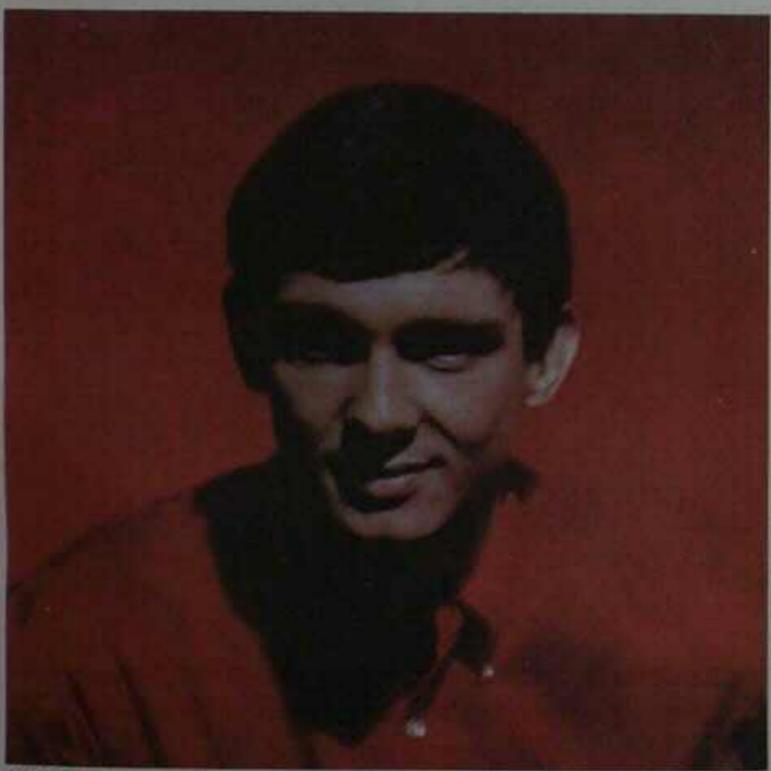
Levy Leases Para As Talent Showcase

NEW YORK—Roulette Records' chief, Morris Levy, has leased the Paramount Theater from Bethow Associates and will showcase live talent there on a 52-week-per-year basis. Levy late this week confirmed the deal had been set, and that he was deep in negotiation with key artists.

The Para's first show is scheduled for April 16. Talent is not yet lined up, but it is known that possibilities are Soupy Sales, Roy Orbison, the Hullabalooos and others.

Levy stated that in addition to shows which he would package, he would afford opportu-

(Continued on page 8)



GENE PITNEY, Musicor Records' hot singing star, is heading for his 10th consecutive smash single with his latest release, "I Must Be Seeing Things." Also heading for the Top 150 as well as the Country Chart is his duet album with George Jones, "George Jones & Gene Pitney." (Advertisement)

ASCAP Board New Look?

By MIKE GROSS

NEW YORK—The American Society of Composers, Authors & Publishers' upcoming election for the board of publisher directors is taking on new importance this year because of the drastic changes that have been taking place in the industry in the past year through the sale of several major firms as well as the shift in power line-ups.

The time has come, many dissidents are saying, to bring "new blood" into the board which has consisted of the same publishers for decades. For the first time, the ASCAP nominating committee has come up

(Continued on page 8)



STAN GETZ is currently doing the soundtrack from the Arthur Penn movie, "Mickey O". His new single, "Telephone Song" b/w "Only Trust Your Heart," as well as his chart album, "Getz Au Go Go" (V/V6-8600), will be featured during the special Stan Getz Month in March. (Advertisement)

RACK JOBBERS OPTIMISTIC AS NARM PARLEY OPENS

SAN FRANCISCO—Record rack merchandisers from all over the country gathered at the Fairmont Hotel here Sunday (28) to kick off the seventh annual convention of the National Association of Record Merchandisers.

The mood was optimistic when the rackers began their four-day deliberations. The annual NARM study, issued on the eve of the convention, discloses that while the number of outlets served by NARM members increased only slightly (23,383 to 24,004 from 1963 to 1964), the record volume at these outlets leaped from \$114,866,150 to \$139,850,088.

(A complete breakdown of the study appears in the special NARM section in this issue.)

W. Germany: Land Of Oz for Writers

BONN—Songwriters in West Germany are turning out no fewer than 4,000 new tunes a year despite the complaint of GEMA, the performing rights society, that producing pop is unrewarding.

The land of Bach, Brahms and Beethoven seemingly has little interest in the classics. The proportion of new disks devoted to pop and light music has soared to 88 per cent, and while the trend is away from singles to LP, it is also away from Bach and Brahms.

Germany's pop boom is big business not only for the songwriters, the music publishers, the diskeries and the retail trade, but for business generally.

For in the process of selling pop platters to teen-agers, the German retail trade has dis-

covered the teen-age market generally. As a result, innumerable new products are being produced, ranging from teen-age fashions to beverages. Many of the products, for example, blue jeans, are using sales promotion tied to disks.

Under Age of 25

This is a reflection of the fact that two-thirds of disk buyers are under age of 25. In 1964 German diskeries issued 2,131 singles, 630 EP's and 1,176 LP's under 21 labels. Top tunes are building large sales. For example, the top tune of the year, Metronome's "Liebeskummer lohnt sich nicht" with Siw Malmkvist sold nearly one million copies. Bernd Spier's "Das kannst du mir nicht verbieten" has sold about 750,000 copies

(Continued on page 14)

(Advertisement)

LIKE A CHILD

Julie Rogers has a big beautiful hit single

"Like A Child"

72380

Julie's singles are in her beautiful new album

SR 60981

MG 20981

Julie Rogers

LIKE A CHILD

NOW SOON LOVE LETTERS THE WEDDING AND 8 OTHERS

RCA CAMDEN

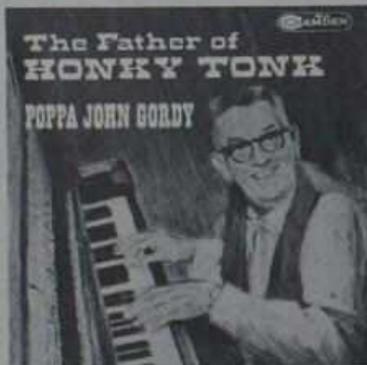
Proudly presents the low price album of the year



CAL/CAS-869

Take advantage of the nationwide advertising and promotion campaign beginning March 15th. Millions will hear the resounding score promoted on radio and television—millions more will be seeing THIS unique album advertised in America's leading magazines and newspapers. Album leads off with the sparkling overture, followed up by "Climb Ev'ry Mountain," "My Favorite Things," "Do-Re-Mi" and six other hits from the movie.

OTHER NEW ALBUMS FOR MARCH



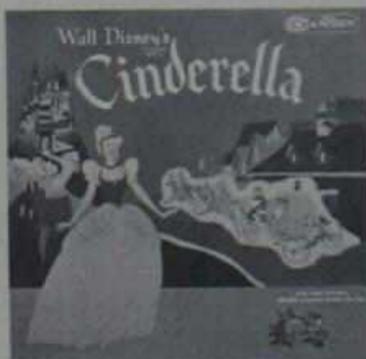
It's that great ragtime, ricky-tick, honky-tonk sound on favorites like "Bill Bailey," "Bye Bye Blackbird" and eight more. CAL/CAS-862(e)



Singing as they strum, they're sure to be a wild click in the R&B market. "No Good Lover," "In My Heart," 8 others. CAL/CAS-863(e)



Not many country singers have the faithful following Porter does. This will move. "Dear Lonesome," "Hey, Maw!", 8 more. CAL/CAS-861(e)



Full cast from Walt Disney's liting motion picture coupled with his other favorite, 20,000 LEAGUES UNDER THE SEA. CAL/CAS-1057(e)



An outstanding album of favorite Mother Goose rhymes guaranteed to thrill and delight children in the two to six age groups. CAL/CAS-1058



A treasury of children's classics. "Snow White," "Paul Bunyan," "Rapunzel," "The Brave Tin Soldier" and 5 more. CAL/CAS-1060(e)

RCA CAMDEN
AMERICA'S BIGGEST ENTERTAINMENT VALUE

A One Trade Group

While key record industry leaders are assembled at the Fairmont Hotel in San Francisco this week, we urge that they discuss—either in convention or informally—the advisability of setting up one trade organization for the record business. Such an organization, with a structure patterned after the National Association of Broadcasters, could include all present industry segments including manufacturers, distributors and rack jobbers, retailers.

Exploratory moves in this direction have already been taken by ARMADA, whose board at its last meeting in Minneapolis discussed the advantages which could accrue.

One all-encompassing trade organization would rule out the necessity of multiple organization memberships. If properly constructed, such an organization could further the interests of the industry on a total level, while still protecting the interests of its various segments. Too, one big organization could amass a treasury sufficiently large to be more effective on promotional, institutional and legislative levels.

A good first step in the formation of such an organization would be an entente between NARM and ARMADA. It is no secret that individual members of both organizations—members who have stakes in both distribution and rack jobbing—have already had such discussions.

It is known that ARMADA's initial consideration of the matter at its January board meeting will be followed by some crystallized opinion at the next board meeting, which in turn may lead to a reconstituted ARMADA at the organization's July convention in Chicago.

Meanwhile, many of the NARM and ARMADA executives and members are in San Francisco. The time is propitious for an examination of the matter.

Special Send-Off On RCA's 'Sound'



DEALER AIDS



SPECIAL RECORD RACKS

NEW YORK — One of the most comprehensive promotion and publicity campaigns created by RCA Victor to support one

album since "South Pacific" has been earmarked for the soundtrack LP of the 20th Century-Fox production of Rodgers & Hammerstein's "Sound of Music." The over-all campaign carries a minimum expenditure of more than \$100,000.

To date, Victor has received advance distributor orders in excess of 250,000 albums. The film will have its world premiere at the Riboli Theatre here March 2, and, according to Jonas Rosenfeld Jr., 20th-Fox vice-president and director of advertising, publicity and exploitation, the film will be playing in every major city in the country by Easter. "The campaign to sell a musical motion picture and the campaign for a soundtrack album from that film are inseparable," he said, and "20th Century-Fox's promotion, publicity and advertising efforts will be conducted in tandem with RCA Victor Records and their affiliates." The film, which stars Julie Andrews and Christopher Plummer, was produced and directed by Robert Wise.

All Media

Victor's advertising activities will encompass all communications media: newspapers, magazines, trade journals, radio and TV. Highlighting this facet of the campaign will be the first-time use of full-color advertisements in newspapers. Four-color full page ads will be placed in The Los Angeles Times (March

(Continued on page 8)

Decca, Coral in Catalog Pitch

By MIKE GROSS

NEW YORK—Currently riding high with a flock of new album releases, the Decca and Coral labels are simultaneously planning a strong merchandising campaign on their catalogs. According to Sydney Goldberg, vice-president and general sales manager of the Decca-Coral-Brunswick combine, the firm's stress is to continually build up the new without forgetting the catalog.

The latest pitch on the Decca and Coral catalogs is encompassed in the label's March program which is spearheaded by the release of nine new multi-record de luxe packages. It is a three-in-one program that includes the entire "The Best Of," "Songs Everybody Knows" and "Golden Favorites" series of recordings. Said Goldberg of the "Best Of" series: "Instead of milking the artists' product, we're putting out material that makes them definitive sets." The "Best Of" series also have been reserved for those artists who have achieved the pinnacle of success.

Best Sellers

With the inclusion in a single promotion of "Best Of," "Songs Everybody Knows" and "Golden

Favorites" series, featuring 99 all-time best-selling sets, many top artists, along with many of the most popular songs of the times are represented. The program, which began on March 1, will run the entire month, and carries with it an attractive incentive program, details of which are available through all local Decca branches and distributors.

The new two-record sets from the Decca label feature Carmen Cavallaro, Bing Crosby, Louis Armstrong, the Ink Spots, Fred Waring and the Pennsylvanians, and the soundtrack of "The Benny Goodman Story." As an added feature, and due to dealer and consumer request, one of the industry's all-time best-selling sets, "The Best of Al Jolson," has been "enhanced for stereo."

New Sets

The Coral release is represented by two new multi-record sets: one by the McGuire Sisters and the other by Teresa Brewer.

Also such top names as Brenda Lee, Burl Ives, Kitty Wells, Patsy Cline, Sammy Kaye, Guy Lombardo, Jackie Wilson, Webb Pierce, Red Foley, Lawrence Welk, Judy Garland, Count Basie, Billie Holiday and Alfred Apaka,

among others, are available under the terms of the program, along with many of the original performances that have brought these stars to prominence.

In support of the program, full color litho books have been prepared spotlighting all the new releases, and listing all the albums under the terms of the program. Handy tear-out order forms have been included to aid the dealer in ordering. In-store and window displays are available to serve as point-of-sale merchandising aids.

National trade advertising has been scheduled to coincide with the dates of the program, along with an extensive promotion and publicity campaign. The company's field force will begin contracting their respective accounts on March 1 with complete details of the promotion.

As far as the new product is concerned, Goldberg is registering enthusiasm on the strong selling albums by Bert Kaempfert, the Kingston Trio, Pete Fountain, Burl Ives, Brenda Lee, Earl Grant, Bobbi Martin and Rick Nelson. Goldberg is also proud of the sales showing being made in the country field with albums by Webb Pierce, Kitty Wells, Wilburn Brothers, Loretta Lynn and Ernest Tubbs.

Pickwick Gets Rights to Some Cap. Products

NEW YORK — Capitol Records has assigned Pickwick International, a leading budget line, sole and exclusive rights in the United States and Canada to "selections" not now active in the Capitol catalog. These items will be released to retail for \$1.98 monaural and \$2.49 stereo.

Capitol product handled by Pickwick will be labled Pickwick-33. Material from the following artists will be released under the arrangement: Jack Jones, Sammy Davis, Nelson Riddle, Les Baxter, Harry James, Jonah Jones, Billy May, Bobby Hackett and Gordon Jenkins.

Capitol's classical catalog is also included. Product by William Steinberg and the Pittsburgh Symphony Orchestra, Nathan Millstein, Otto Golschman and the St. Louis Symphony Orchestra and Eric Leinsdorf and the San Francisco Orchestra will be released by Pickwick-33.

According to Cy Leslie, Pickwick president, the new label will get the most extensive advertising, publicity and promotion effort of any of the company's labels, which include

(Continued on page 8)

ASCAP DOING JUST GREAT

LOS ANGELES — ASCAP revenue and membership hit all-time highs in 1964, West Coast members learned last week. A record annual gross of \$40,182,307 was reached, with membership totaling 10,277. Salaries and expenses ran 17.7 per cent for a net of \$32,244,929. Total foreign distribution hit \$4,862,517.

Musictapes Gets Liberty Tape Rights

CHICAGO—Musictapes, Inc., has acquired tape rights to the Liberty Records library and has announced the release of 67 of the label's titles in mono and stereo.

Issuance of the Liberty titles to distributors began about two weeks ago, reported Musictapes' president Peter Fabri.

A subsequent release of Liberty product will include 24 more of the label's top numbers, Fabri said.

The all-Liberty release expands the Musictapes' library to

300 titles, including product from 16 record companies. Among the group are United Artists, Electra, Prestige, Vee Jay, Star Day, Crescendo, Hi-Fi and Everest.

The firm's policy of 100 per cent tape exchange on any title in the catalog will apply to the new Liberty titles, Fabri said.

Fabri also disclosed that Musictapes is negotiating with Montgomery Ward & Co. to provide tape cartridges of the RCA type for automobile units.

Atlantic Getting Into The Swing-Frug, Etc.

NEW YORK—Atlantic Records is getting into the discotheque picture. The move was made last week with the signing of Killer Joe Piro, who will produce a series of authentic discotheque albums on the Atlantic label.

The deal for Killer Joe, who is known as the darling of the discotheques and the jet set's favorite teacher, was made by Jerry Wexler, executive vice-president of Atlantic, in conjunction with Milton Grey and Lenny Newton, associates of Killer Joe.

The first of these albums, to be called "Killer Joe's International Discotheque," is scheduled to be released by Atlantic in March. Killer Joe will personally program his Atlantic LP's to provide dancers with the perfect discotheque albums for home and party use. He will select the dances, the tempo, as well as the recorded sequence.

Dances in Package

Included in the first package are the Watusi, the Frug, the Swim, the Jerk, the Mlle., the

Shake, the Bossa Nova and the Merengue. Atlantic is simultaneously releasing a single from the LP which couples the new dance, the Mlle., and a song titled "Killer Joe." The Mlle. is being launched by Mademoiselle magazine, for whom the dance is named, via a feature story and photo spread in the March issue of the magazine.

Atlantic has outlined plans to release material from the Killer Joe albums in the form of little LP's. These will be made available to all juke box operators as basic material for the machines that play discotheque music.

Killer Joe has been the subject of a barrage of publicity in many national publications. Within the next six weeks a series of feature stories on Killer Joe are breaking on the UPI and Associated Press wires, and in Esquire magazine, the Saturday Evening Post, Cavalier magazine, The Chicago Tribune Sunday magazine, and The New York Daily News. Also, plans have been set by Killer Joe to appear at the World's Fair.

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GODDARD LIEBERSON, president of Columbia Records, is flanked by Billboard editors Paul Ackerman, left, and Aaron Sternfield, right, as he receives the first annual Billboard Music Man of the Year Award.

RCA Again Cuts Musical Prior to Run

NEW YORK—For the second time in its original Broadway cast album operation, RCA Victor is putting a musical into the groove before its New York premiere. Last Sunday (28), Victor brought the company of the Anthony Newley-Leslie Bricusse musical, "The Roar of the Greasepaint-The Smell of the Crowd," from Philadelphia, where the show is now running, to its New York studios to cut the show.

Several years ago, Victor issued the original cast album of "Oliver" while the musical was still touring on the road.

The "Greasepaint" musical, which is being produced by David Merrick, stars Anthony Newley and Cyril Ritchard. RCA decided to record the show in advance of the April 8 opening on Broadway because of the interest in the Newley-Bricusse score (it already has two hits, "Who Can I Turn To" and "The Joker") and because of the SRO business it is doing on the road. Following the current three-week date in Philadelphia, it moves to New Haven March 15 and starts a run in Boston March 22.

Classic Advice by Pop Arranger

HOLLYWOOD—Want to make a successful career as a rock 'n' roll arranger? Get a conservatory education! That's the advice proffered by Hank Levine, an eminently successful pop arranger whose Carnegie Tech training enables him to understand all facets of music.

Levine has just signed a contract with Columbia to debut before the microphones with his Hollywood Singers, a large vocal group singing Top 40 material.

One of the hard core West Coast arrangers happy in his free-lance life, Levine has branched into film scoring through his successes with rock products.

"To produce rock 'n' roll singles and earn a living over the years, you need a conservatory training," Levine emphasizes. "The youngster who does not have this training will go up and down in a short time. The person who has school training is qualified to handle vocal things, special assignments and picture and television scoring."

Levine, who started out to write serious music, has been earning an important niche in the L. A. music market over the last four years when he seriously began arranging rock singles.

Schooling Cited

The reason for the development of the hard

AGAC GIFT TO NAT FUND

NEW YORK—The American Guild of Authors and Composers will make a donation to the National Cancer Foundation in the name of Nat King Cole. The AGAC member's compositions included "Just for Old Times Sake," "Straighten Up and Fly Right," "I'm a Shy Guy" and "That Ain't Right."

In announcing the gift, Burton Lane, AGAC president, said, "Nat Cole helped many songwriters reach millions of people because of his distinctive, thoughtful, tasty way with a lyric and his excellent musicianship. He was a fine human being and a credit to American popular music."

Limel't Jazz, Package Tie

NEW YORK — Limelight Records has embarked on a policy of special jazz releases coupled with unusual de luxe packaging. The label will release six albums at a crack, of which five will be new (including one of European origin) and one a re-release, according to Dick Sherman, product manager.

The current offering includes packages by Art Blakey, Milt Jackson, Oscar Peterson, Dizzy Gillespie, Quincy Jones, Chet Baker and Jerry Mulligan.

U&I President Heads New Mills Slate; Stanley Mills Prof. Mgr.

NEW YORK — Mills Music, Inc., which is now the wholly owned subsidiary of Utilities & Industries, got under way with its new managerial set-up last week. The new officers of the Mills Music Board are Richard L. Rosenthal, president of U&I, president; Warren Ling, vice-president and general manager; Louis Schwartz, assistant vice-president; C. B. Meyers, treasurer, and Bernard D. Fischman, secretary.

The department heads in the new Mills set-up are Stanley Mills, general professional manager; Arthur Cohn, manager classical department; Donald Malin, manager educational department; Robert Teck, sales manager; Bernard Kalban, manager advertising and promotion; Bernard Pollack, co-ordinator for public performances; Norman Warembud, production manager and co-ordinator of religious music; Cora Martone, copyright manager; and Richard Mills, manager of special services.

On Directors' Board

The new officers replace Jack and Irving Mills and Samuel Buzzell, who resigned their positions as president, treasurer, and secretary of Mills Music, Inc., respectively. Jack and Irving Mills will, however, remain as members of the board of directors of the reconstructed enterprise.

As the new president, Rosenthal will be chief executive of Mills Music, concerned with over-all policy, long-range goals and the expansion of Mills' activities by both further acquisitions in music and related activities and the further development of Mills' present properties. Ling will have the principal day-to-day operating management and profit responsibility for Mills and its subsidiaries throughout the world. Ling's previous experience encompasses not only music publishing and recording activities as vice-president of Belafonte Enterprises, but also various executive posts with RCA Victor and Kapp Records. Schwartz and the various other department heads have all been employed by Mills in one capacity or another for a number of years.

Expansion Planned

Rosenthal also emphasized that Mills would carry forward not only its promotion and ex-

ploitation activities, seeking wider use of the more than 25,000 music copyrights in the Mills catalogs, but also would continue and even expand its activities as one of the leading publishers of educational music, both here and abroad. This aspect of Mills' business encompasses educational teaching tests, folios, classical music scores and sheet music, including arrangements for bands, orchestras and choruses and other forms.

Rosenthal noted that, in its purchase of the Mills catalog, U&I's new subsidiary had agreed to pay the old Mills Music company, in periodic installments, amounts equal to approximately 75 per cent of the annual copyright royalty income arising from the use of Mills' catalog properties, after deducting therefrom royalties required to be paid to authors and composers of the music, for the life of the existing copyrights, including renewal periods.

He also noted that the rights to receive such periodic payments of the purchase price, represented by amounts equal to approximately 75 per cent of the annual copyright royalty income produced by the Mills catalog, had recently been acquired by a new entity, known as the Mills Music Trust, created for that purpose. To acquire the rights to receive these payments, the Trust had first purchased all of the outstanding stock of the old Mills Music company from its former shareholders and had then caused that company to be completely liquidated. The net cost of the Trust of obtaining these payments was \$4,500,000, plus expenses of about \$110,000.

Of this amount, \$2,250,000 was obtained by the Trust through bank loans and the rest through a public issue of 277,712 Units of Beneficial Interest in the Trust. The units were offered for subscription to

shareholders of U&I under transferable rights issued by the Trust on Jan. 12 at \$8.50 per unit. The subscription period ended on Feb. 3. The proceeds of the subscription, together with the proceeds of the bank loans, were thus used by Mills Trust to acquire the rights to receive these payments from the Mills Music, Inc.

The prospectus of the Mills Music Trust, issued in connection with the offering of Mills (Continued on page 10)

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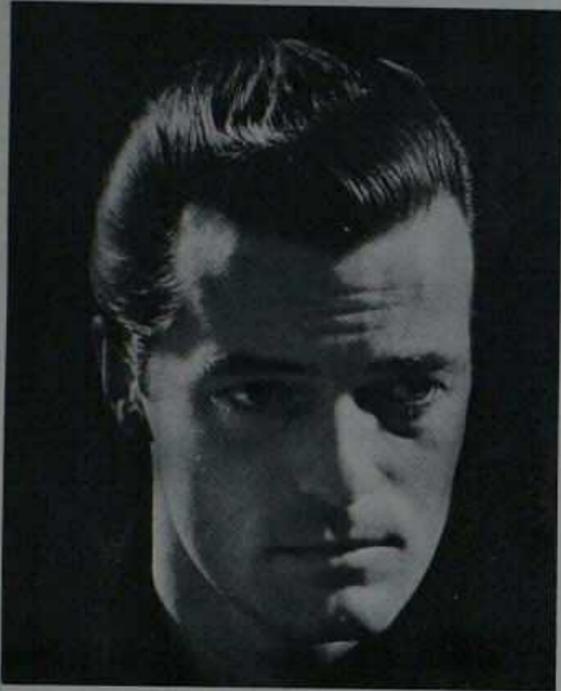
HERB LINSKY

NEW YORK — Herb Linsky has been appointed to the newly created post of manager of racks and special sales by Kapp Records. He will be responsible to Al Cahn, vice-president and national sales manager, for the development of merchandising and sales promotional techniques, as well as sales to rack jobbers, through Kapp's regular distribution channels.

Linsky had been director of special markets for London Records for the last two years. Before that he had served as national promotion director for both Epic and United Artists.

ABP PCC ABC
Vol. 77 No. 10
BILLBOARD, March 6, 1965

His! Hers! His!



ROBERT GOULET
"BEGIN TO LOVE"
("Cominciamo ad amarci")
4-43224



EYDIE GORME
"DO I HEAR A WALTZ?"
4-43225



TONY BENNETT
"IF I RULED THE WORLD"
4-43220

Hits!

ON COLUMBIA RECORDS 

Bennett on Chicago 'Store Tour'

CHICAGO — Columbia Records is capitalizing on the promotion potential of the current appearance of Tony Bennett at the Empire Room of the Palmer House here.

Most ambitious of the personal appearances scheduled by Norm Ziegler, manager of the label's distributorship here, is an all-day series of album-autographing sessions by the singer at three suburban E. J. Korvette stores slated for Saturday (27).

Organized by Ziegler and Korvette's regional manager Jim Frey, the promotion was to see Bennett chauffeur-driven to stores in Oaklawn, Elmhurst and Morton Grove. In each store a special dais was set up for album signing. Andy Frain ushers

were engaged to handle crowds.

Event Publicized

The event was publicized via quarter-page ads in The Chicago Tribune and The Chicago Sun-Times, with all regular Korvette ads mentioning the event too.

Special tapes were prepared for airing over the public-address systems in each store during the week preceding the Bennett appearances, with Bennett inviting patrons to meet him in the store Saturday.

Displays at escalators also called attention of shoppers to the Bennett appearances.

Appeared Last Year

Coming to the Empire Room from the Diplomat Hotel in Miami, Bennett is making his first local stand since appearing at Sa-

hara Supper Club over a year ago. Bennett is reportedly earning \$18,000 a week at the Empire Room, the top ever there, with the possible exception of Maurice Chevalier.

Other appearances were being lined up for Bennett on local radio and TV interview shows, such as the Kup show with Sun-Times columnist Irv Kupcinet and the Herb Lyon TV variety show.

Bennett was also due at a press party at the Happy Medium cocktail theater on Wednesday evening (24) with trumpeter Bobby Hackett, appearing at the Empire Room with Bennett. Bennett was to receive an artist award from the Seeburg Corp. during the party.



DICK WILLIAMS' KIDS are happy at the recording session for the Argo album "Dick Williams' Kids Sing for Big People." The album features the youngsters warbling adult ballads. Left to right are Craig Sechler, Jodie Sechler, Linda Turim, Frankie Hubert and Linda Ross.

London Is Kicking Off 'Monty' Stereo Drive

NEW YORK — Mantovani is London Records' stereo hero. The label's 14th annual "March Is Mantovani Month" will, therefore, be pegged on the theme that "Monty scores for stereo" for his latest release "The Sound of Mantovani."

According to Herb Goldfarb, London's national sales manager, Mantovani is the biggest selling artist in stereo, having sold over four million albums since 1958. Goldfarb figures that since Mantovani broke into the LP market here in 1951, he has sold more than 15 million copies.

Goldfarb backs up Mantovani's stereo sales power with these facts: (1) In a large number of markets Mantovani's

stereo sets are outselling the similar monaural packages at a ratio of 65-to-35, and (2) and in certain major markets stereo takes over at a ratio of 75-to-25.

Offered at One Price

To accentuate Mantovani's stereo drive for this month's campaign, London is offering the new "Sound of Mantovani" at one price—that is, monaural and stereo will be offered at the suggested list price of \$3.98. In the past, stereo was \$4.98 and mono was \$3.98. The offer, which is being announced in a national advertising campaign, will be for a limited time.

In addition, London is adding to the drive by supplying easels, in-store displays and newspaper mats for dealer and distributor use.

Goldfarb expects this new Mantovani album to be the biggest seller of them all. Goldfarb explains that this really is not a far-out forecast in that 98 per cent of Mantovani's album releases have made the charts and that he's currently riding high on the charts with "The Incomparable Mantovani."

Another point in Mantovani's favor here, says Goldfarb, is that he's not been overexposed. London has been limiting his LP releases to two a year, for the most part, but it never goes over three a year.

Also, Mantovani has become the top money-making performer for Columbia Artists Management. Right now, Cam is setting him up for his eighth tour of the U. S., which will begin in September and run through December.

Retailers Upheld By Court in Suit Vs. Sears

GLENDALE, Calif. — Jim Pitcher's war with Sears, Roebuck, begun last October in small claims court, has passed through Superior Court with the retailer voted a judgment for \$17.30. The giant chain appealed the lower court's ruling Dec. 24 giving Pitcher \$173.30.

Pitcher filed his complaint against the local Sears store Oct. 27, with the court ruling in Pitcher's favor Dec. 24, high set up Sears' appeal (Billboard Jan. 16). The retailer charged Sears with violating the California Business Code, which prohibits selling

Ed Marks' Nephew in Marks Corp.

NEW YORK — Stephen S. Marks is joining the Edward B. Marks Music Corp. to co-ordinate its foreign operations. He is the nephew of Edward B. Marks, who founded the firm 71 years ago, and the son of the late Max B. Marks, who was vice-president from the firm's inception until his death in 1949. He is the cousin of Herbert E. Marks, the corporation's president.

The growth of the Marks organization, currently represented on Broadway by the Sherlock Holmes musical "Baker Street" and off-Broadway by "The Many Worlds of Oscar Brown Jr." plus the wide expansion of its foreign operations have been responsible for the creation of the new post-Italian film music and the new French affiliate Marks-France S.A.R.L. have been important contributors to this extension of the business.

Severing his connection with Fairchild Publications at the end of last year, Stephen Marks had been the editor of that organization's business publication, Daily News Record, and was publisher of its Home Furnishings Daily at the time of his leaving.

New Cap. Post For Strohman

HOLLYWOOD — Steve Strohman has been shifted to the newly created post of planning director for Capitol's Record Club from national operations manager of the distributing corporation. He will handle administrative and fulfillment procedures for the club and other mail-order projects.

Strohman's first job is to establish a Midwest shipping center. He joined CRDC in 1949 as a salesman in the Hartford, Conn., branch.

product below its purchased price.

Sears has 30 days in which to appeal the Superior Court ruling before a higher court. Judge Allen based his figure on Pitcher's ability to prove loss in sales as a result of Sears ads in The Los Angeles Times offering top-selling LP's at \$1.99.

Pitcher said his complaint put a stop to the alleged price cutting.

Pincus Adds Global Wares

NEW YORK — Publisher George Pincus is stepping up his activity in the world market. He has acquired the United States and British Commonwealth rights of the French hit, "Cherelmagne," Columbia Records is rushing out a disk here, with an English version by Frank D'Rone and the Quintos. Philips is releasing the original French record by France Gall.

The tune was acquired from Bagatelle Music in France and the deal was consummated by Gil Pincus of Pincus' Ambassador Music, Ltd., of London.

Another of Pincus' recent foreign acquisition is "Begin to

Love," issued here on Columbia by Robert Goulet. It was acquired from Editions Leonardi in Italy.

Pincus, who of course has had a great amount of activity here via tunes by the Beatles, has acquired additional British material. One is "Now I'm All Alone," released by the Gamblers on London. Pincus also has the American rights to London Records' hit, "No Arms Can Ever Hold You," by the Bachelors.

Pincus, whose domestic activities are aided by Irwin Pincus, will fly to Europe this month.

New Marketing Brass Line-Up at RCA Club

NEW YORK—The RCA Victor Record Club announced its new executive line-up in marketing.

Frank A. Weihs, former president of the mail-order advertising agency, Weihs & Friese, Inc., is the new advertising and promotion manager. He reports to Alan Keyes, marketing manager.

Keyes also announced that Bernard B. Braddon, formerly administrative director and national sales manager for Mer-

cury and Philips classical product, becomes merchandising manager.

Jack M. Fuller, formerly with the Book of the Month Club and Reader's Digest Music, Inc., when they were agents for the RCA Victor Record Club, is administrator and editor of the Record Club's monthly publication, Music Guide.

Robert L. Jockers, another Reader's Digest veteran, takes over as administrator of market administration.

Trident and Peer Set Deal

SAN FRANCISCO—Trident Productions here has completed a deal with Peer Music whereby Trident will work with the Peer catalog, produce records with a modern sound and come up with at least two albums a year.

Handling the arrangements for Trident is Rene Cardenas, who heads Treaty Music, the publishing holding company. Paul Barry represented Peer.

Trident is owned by the Kingston Trio and their manager Frank Werber. Holding company for Trident and various other enterprises is Kingston Trio, Inc.

This week Trident completed construction on its \$55,000 studio in San Francisco. Trident groups will record at the new facility and it will also be available for commercial use. The studio, located in San Francisco's advertising row, expects to get a large amount of work from local agencies.

Sugarman Forms Burton Records

BEVERLY HILLS, Calif. — Burt Sugarman has formed Burton Records here. The label will begin with pop singles and expand into albums in six months. Leland Rogers is national promotion manager.

Artists signed by the label are the Explosions, Dave Coleman, Bob McClaine and Mamie Van Doren. First release is "Gee Baby" b-w "Try Again," with the Explosions.

BURTON, BOND DOING PLATTER

HOLLYWOOD — Richard Burton and James Bond working for Reprise Records? Yes, indeed. Both men are working on a Lee Hazlewood LP, Burton playing guitar; Bond bass. Both are AFM members here.

Getz Drive by Verve Records

NEW YORK—Verve Records has launched a Stan Getz Month promotion, with the label pushing Getz product throughout March.

Morris Price, director of marketing, has prepared Stan Getz display kits for dealers' windows, and both consumer and trade co-operative advertising has been allocated for the drive. MGM-Verve distributors and their salesmen have been given incentives on Getz product.

The drive will tie in with Getz college bookings during March, and an effort will be made to get air play for the artist's albums. Albums will be offered as prizes for dance parties on local TV.

Vee Jay Moves Demain to East

HOLLYWOOD — The first move in Vee Jay Records' realignment of executive personnel after the stock buyout of Jay Lasker, Steve Clark and Mark Sands, has Bob Demain moving to Newark to become Eastern regional sales manager.

Demain, who has been handling sales on the West Coast, will operate from Essex Distributing and cover the 10 major Eastern markets. National sales chief Bill Siegel continues at the company's Los Angeles headquarters. The Demain move was announced by President Randel Wood.

THIS IS THE BIG ONE
AL MARTINO SINGS
SOMEBODY ELSE IS TAKING MY PLACE

b/w With All My Heart

A great standard gets the modern big-selling, big-profit Martino treatment

5384



Still Stronger Than Ever:
My Heart Would Know —
single #5341 and
his current hit album
(We Could) (S)T 2200



Special RCA Send-Off For 'Sound of Music'

• Continued from page 3

10) and The Chicago Tribune (March 17). There will also be a full-page black-and-white placement in The New York Times March 2, opening day for the film in Manhattan, followed by a four-color page ad in the Times magazine on March 14.

More nationwide exposure is assured via placements of full-page advertisements in Esquire, Cue, New Yorker, Show and Playboy. In addition, there will be full-color as well as black-and-white advertisements sparsely placed in record industry trade journals.

As part of the campaign, the "Sound of Music" album will be designated "Album of the Month" for March, thus guaranteeing additional merchandising emphasis from the entire RCA promotion and distributing organization.

Promotional activities to heighten interest in the album will be extensive, and include: specially-designed "Sound of Music" letterheads for advertising, promotion and publicity use; "Sound of Music" stickers; teaser mailings to radio stations (four, sent at weekly intervals); deluxe four-color promotion and publicity kits; "Sound of Music" music boxes sent to radio stations; "Sound of Music" screenings throughout the country.

Ad Mats Available

There will be a variety of ad mats made available (140, 280, 500 lines as well as a 2,400-line newspaper mat), 45-second radio scripts highlighting the LP, and

Pickwick Gets

• Continued from page 3

Design, Hilltop, Allegro, Rondo, Hurrah and Grand Prix.

Leslie said the new label will be merchandised as a paperback book line, with items culled from successful catalog much in the same way a paperback book publisher takes his material from best-selling hard-cover books.

ASCAP Board New Look?

• Continued from page 1

with a slate of publisher-directors which includes such names as George Pincus, Franco Columbo, of Columbo Corp., and Hans Lengsfelder of Pleasant Music, and Ernest R. Farmer of Shawnee Press. Farmer is a candidate for the Standard Publisher Board while Columbo and Lengsfelder are candidates for the Popular Publisher board.

Some of the skeptical new publisher-members are waiting for the election to show whether these nominated members were placed in nomination with a chance for election to the board of directors or if the move was simply window dressing to assuage the dissidents.

The main problem for these new nominees is that the weighted vote continues to leave control of the election in the hands of the few publishing firms with multiple votes. However, if one or two of these companies switch to a more liberal line, they say it will mark the first time that the Society has taken a definite step to broaden its base for the benefit of the entire organization.

Newport's Festival Set July 22-25

BOSTON — The Newport Folk Festival has been scheduled for July 22 through 25, according to George Wein, chairman of the board of directors of the Newport Folk Foundation. The annual event will be held in Newport, R. I., at a new site on Connell Highway which will also house the Newport Jazz Festival.

A large roster of performers is now under consideration and will be announced in the near future. After a one-year absence, during which he made a world-wide concert tour, Pete Seeger has been re-elected to the board of directors. Another new member is Ralph Rinzler.

WB Records Signs Jobim

HOLLYWOOD — Leading bossa nova composer Antonio Carlos Jobim has been signed by Warner Bros. Records. The pact covers Jobim as an artist and orchestral accompanist for other WB-Reprise artists. Jobim plans to remain in Hollywood for six months before returning to Brazil to arrange his recording and composing plans. His hit songs include "One-Note Samba," "Girl From Ipanema," "Desafinado" and "Meditation."

Distrib Line To Fintone

HELSINKI — Fintone Oy, which handles such labels as Deutsche Grammophon, Polydor, United Artists, Mercury, Verve, Riverside and others has recently taken on the distribution of the repertoire of Scandia-Musiikki of Helsinki, consisting mainly of local recordings. A total of 97 different labels are handled by Fintone, which now claims second place in the Finnish record market, and currently has seven recordings in the Top 20 in Finland.

Name Lawrence DCP Sales Mgr.

NEW YORK — Bernie Lawrence has been set as national sales manager for DCP Records. Lawrence is presently serving as National Coordinator of Promotion and Sales for United Artists, a post which he has held for the past three months. Before that he was general manager for Canadian-American Records for a three-year period. In his new post, Lawrence will headquarter at UA's New York offices. UA distributes the DCP label throughout the world.

Beatles May Sing At Cleve. Stadium

CLEVELAND — KYW and Westinghouse broadcasting interests are negotiating to bring the Beatles back to Cleveland this summer. They would be showcased in the Cleveland Stadium, with 75,000 seats, instead of in Public Hall as in 1964. Ohio State Fair manager E. J. Kerims also revealed he is trying to get them for at least one appearance at the 1965 Ohio State Fair.

Levy Leases Para As Talent Showcase

• Continued from page 1

nity for indie packagers to bring in shows on a percentage basis. The first show is likely to be of 10 days' duration, with subsequent shows one week.

Levy regards the Paramount Theater operation as the nation's most important talent showcase. "We will bring in a new show each week; we will present the best of talent in all ethnic fields and categories, including folk, gospel, blues, pop, jazz, country and western," he said.

Levy has already talked with Frank Sinatra, Tony Bennett, Dick Clark, etc. He is also thinking of bringing in "Grand Ole Opry" personalities, and jazz artists such as Count Basie.

At press time, it was indicated that Clark was interested in bringing in bringing in four

shows a year at the Paramount. Although many of the negotiations are in an unfinished stage, Levy indicated that he had had "exciting acceptance to the whole idea."

He affirmed that the talent would be record-oriented and that each show would be "pure"—that is, authentic in its field.

Levy also indicated that he was deep in promotional activity. Great interest was being shown in the project, and he was of the opinion that the large national magazines and other media would cover the opening show. Levy revealed that he was also negotiating with "Shindig" in conjunction with his Paramount operation.

The Roulette Records chief stated that he would mount a big advertising and promotional campaign, including considerable use of radio time.

Prestige Stabilizes LP Price

NEW YORK — Prestige Records has announced a new year-round, one-price policy for some albums. The new price program, encompassing the label's 7000 and 14000 series, is designed to

give dealers a uniform year-round 15 per cent discount.

Product will be 100 per cent exchangeable with exchange privileges being granted on a quarterly basis, according to Ron Eyre, the label's sales head. Two Prestige 1000 series albums, 1078 and 1079, which will be included in the new pricing structure will list for \$4.98.

The company is now using full color, lamination and modern design concepts on all of its album covers.

The jazz and folk-oriented label is increasing its development and output of pop product. Carole Ventura, Eddie Bonnemere and the Morris Nanton Trio debut in this month's pop releases. Jazz entries this month include albums featuring Willis Jackson, Lucky Thompson and the late Eric Dolphy.

Prestige recently signed Pat Bowie, Chicago based vocalist currently appearing on the Playboy Club circuit; vibraphonist Freddie McCoy, and guitarist Chuck Wayne.

Guilloteens Cut A Fast Pace On TV Show

MEMPHIS — One of the hottest local combos to emerge in recent years, the Guilloteens, a trio who combine the "English sound" with the "Memphis sound" bowed last Saturday on the local WHBQ-TV "Talent Party."

Teen-ager viewers swamped the studio switchboard like no one had ever done previously, the station reported. Teeners mobbed them when they played a week later at a daytime weekly radio broadcast by WHBQ deejay George Klein at the Variety Club.

Don Burt of New Orleans, representative for Columbia Records, has already contacted the group's manager, Jerry Williams, and a local record company is interested in signing them.

NEW YORK — Neil Bogart has joined the MGM-Verve Records as field promotion manager. He will cover the Boston, Chicago, Minneapolis, Detroit and Cleveland territories. Bogart will concentrate on disk jockey contact and will report to Frank Mancini, national promotion manager.

CUTS OWN DISK

DP Inspired By Burton

PHILADELPHIA — Inspired by the virtually instant success of Richard Burton's "Married Man" on disk when first plugged by Station WIBG here, station's top record spinner, Bill Wright, decided to do some reciting on his own. With a touch of Southern accent in his dramatic voice, Wright cut two talking songs of his own. And again it's been an instant success.

Wright cut his own record for "This Boy I Call Son" and "Prayer Changes People" in the now-accepted Burton style. Both songs are by R. Moreno and G. Gailbraith and made by Bomare Productions. Warner Bros. almost immediately picked up the platter for its own label. Distribution is being handled by David Rosen, Inc., local distributor for Warner Bros., and Harry Rosen, who heads up the record department.

Mercury to Bow 'Mirage' Track

HOLLYWOOD — Mercury will release the soundtrack of the film "Mirage," featuring Quincy Jones music. The composer is currently penning the score for the Gregory Peck film. The film LP will follow Mercury's snaring the music from the Carol Baker-George Maharis feature, "Sylvia."

Doris Troy Injured

GREENSBORO, N. C. — Doris Troy, Atlantic recording artist, suffered internal injuries as the result of a recent automobile accident here. She had been returning to her motel from a Greensboro night club engagement when the car in which she was riding overturned. Her condition is reported as satisfactory.



GREETINGS TO NARM

OUR CONGRATULATIONS TO THE RACK MERCHANTISERS OF AMERICA AND THEIR CONTRIBUTION TO THE INCREASE IN RECORD VOLUME IN THE LAST DECADE. MUSICOR RECORDS OFFERS A DIVERSIFIED SELECTION OF HOT SELLING ALBUMS FOR YOUR 1965 PROFIT PICTURE.

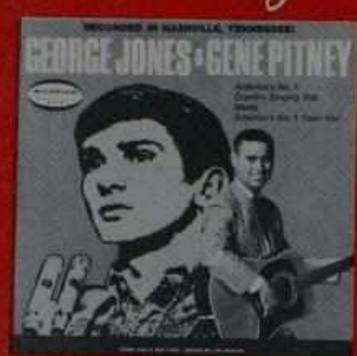
Art Talmadge President, Musicor Records



Gene Pitney's Big Sixteen
VOL. II OF PITNEY'S BEST SELLING ALBUM NOW ON ALL THE BEST SELLING CHARTS.



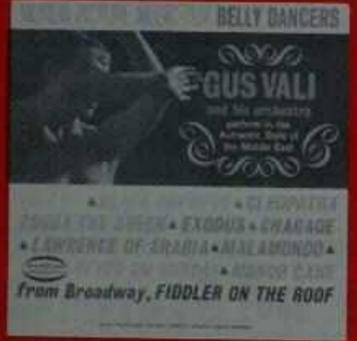
Mr. Country and Western Music
ALL BRAND NEW RECORDINGS. THE FABULOUS GEORGE JONES NOW EXCLUSIVELY ON MUSICOR.



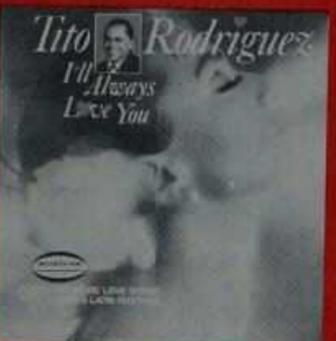
George Jones & Gene Pitney
BILLBOARD SAYS: "A BRILLIANT COUPLING OF TWO TOP STARS. THIS PKG. HAS THE EXCITEMENT TO HIT BOTH FIELDS"



Gene Pitney It Hurts to Be in Love
15 WEEKS ON THE TOP 100 CHARTS AND STILL SELLING STRONG



Gus Vali Belly Dancers
THE MOST UNUSUAL ALBUM ON THE MARKET TODAY!



I'll Always Love You
FAVORITE OF THE LATIN WORLD. ALWAYS A WINNER.



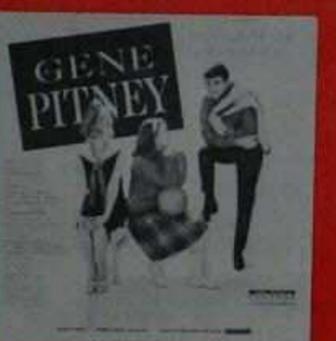
Ralph Marterie Motion Picture Hits
LUSH STRING ALBUM WITH CURRENT PICTURE HITS.



George Jones Country & Western Songbook
ALL GEORGE JONES HITS WITH THE JONES BOYS.



Gene Pitney's Big Sixteen
THE GREATEST ALBUM IN THE PITNEY CATALOG. NEVER STOPS SELLING.



Worldwide Winners
RUNNER UP FOR BEST SELLING CATALOG ALBUMS.



True Love
PITNEY'S FIRST ALBUM SMASH AND STILL A HIT.



51 Polka Favorites
THE ONLY ONE ON THE MARKET. 51 ALL TIME POLKA HITS.

and these HOT SINGLES

GENE PITNEY **SPOTLIGHT PICK** "I MUST BE SEEING THINGS" MU 1070

GEORGE JONES **SPOTLIGHT PICK** "THINGS HAVE GONE TO PIECES" MU 1067

GEORGE JONES & GENE PITNEY **SPOTLIGHT PICK** "I'VE GOT FIVE DOLLARS" MU 1066

TOMMY CASH "I GUESS I'LL LIVE" MU 1060



826 SEVENTH AVENUE, NEW YORK, NEW YORK



Fontella Bass and Bobby McClure

DON'T MESS UP A GOOD THING

CHECKER 1097

Billy Stewart

I DO LOVE YOU

CHESS 1922

Joe Tex

BABY, YOU'RE RIGHT

CHECKER 1104

CHESS

RECORDS

U&I President Heads New Mills Slate

• *Continued from page 4*

Music Trust Certificates, shows that in 1964 the aggregate gross royalty copyright income produced by the Mills properties totaled some \$1,331,000. Under the agreement of purchase of the Mills catalog, this amount of gross royalty income would have resulted in payments to the Trust, as successor to the old Mills Music company, of \$626,000. The proforma statement for 1964 included in the prospectus indicates that, out of the \$626,000 which would have been received by the Trust in that year under the purchase agreements, the Trust would have paid interest of approximately \$197,000 on its bank loan, and trustees' fees and other expenses of about \$22,000. On this basis, the Trust would have available for distribution to the Trust Certificate owners about \$187,000, or 67 per cent per Trust.

First Opportunity

Rosenthal noted that as a result of the acquisition by the Trust of the right to receive the amount payable to the old Mills company for its catalog, investors, including authors, composers, performing artists and users of music, would have the first publicly traded opportunity entitling holders to receive proceeds arising from the use of copyright properties of a major music publishing company, undiluted by any other activities.

Rosenthal said that this opportunity is not even available through direct investment in other major music companies because such other companies either are privately owned or are subsidiaries of motion picture or other entertainment entities or of record companies, where music copyright income is comingled with and frequently dwarfed by the results of the other activities of such companies, including motion picture and TV production and exhibition, TV broadcasting, record production and sale, and occasionally Broadway show activity.

NEW ALBUM RELEASES

This form is designed to aid dealers in ordering and broadcasters in programming.

ALEGRA	LIBERTY
CHARLIE PALMIERI & HIS DUBONEY ORCH.—Tengo Maquina Y Voy A Sentar; LPA 837	GARY LEWIS—This Diamond Ring; LRP 3408, LST 7408
	THE BIG BEATS—Live! At the Off-Broadway; LRP 3407, LST 7407
	ELIO GALLO—Songs of Our Times; LRP 3399, LST 7399
	BOBBY VEE—Live! On Tour; LRP 3393, LST 7393
	SI ZENTNER—In Full Swing; LRP 3397, LST 7397
	THE BUD & TRAVIS LATIN ALBUM—LRP 3398, LST 7398
	THE CHIPMUNKS Sing With Children; LRP 3405, LST 7405
BLUE NOTE	LONDON
LARRY YOUNG—Into Somthin'; BLP 4187, BST 84187	THE BACHELORS—No Arms Can Ever Hold You; LL 3418, PS 418
	MANTOVANI—The Mantovani Sound; LL 3419, PS 419
	MANTOVANI—Classical Encores; LL 3269, PS 269
	MANTOVANI—Stop the World I Want to Get off & Oliver; LL 3270, PS 270
	MANTOVANI—The World's Great Love Songs; LL 3280, PS 280
	MANTOVANI—Latin Rendezvous; LL 3295, PS 295
	MANTOVANI—Manhattan; LL 3328, PS 328
	MANTOVANI—Folk Songs Around the World; LL 3360, PS 360
	THE INCOMPARABLE MANTOVANI; LL 3392, PS 392
	MANTOVANI—Waltz Encores; PS 119
CARNEY	MGM
The Remarkable Voice of FLO HANDY; LPM 201	DAVID ROSE & HIS ORCH.—Music From the MGM Motion Picture "Quick Before It Melts" and Other Selections; E 4285, SE 4285
COMMAND	MUSICOR
ENOCH LIGHT & THE LIGHT BRIGADE—A New Concept; RS 879, RS 87950	AL SOTKA & HIS ORCH.—51 Polka Favorites; MM 2024, MS 3024
	TITO RODRIGUES—'I'll Always Love You; MM 2045, MS 3045
DECCA	
LOS WAWANCO—Tropical Madness; DL 4565	
Love Songs of RAFAEL HERNANDEZ; DL 4585	
Los Fabulosos Hermanos Rigual; DL 4575, DL 74575	
JOHNNY RODRIGUES—El Incomparable; DL 4599, DL 74599	
MIGUELITO VALDES Y MACHITO—The Kings of Rhythm; DL 4595	
LOS AMIGOS—El Sensacional Trio; DL 4596, DL 74596	
YAYO EL INDIO, BIMBI Y SU TRIO—Desfile De Estrellas Vol. 2; DL 4580, DL 74580	
DOT	
JOE FEENEY Sings Just For You; DLP 3618, DLP 25618	
EPIC	
GODFREY CAMBRIDGE—Them Cotton Pickin' Day Is Over; FLM 13102, FLS 15102	
VARIOUS ARTISTS—The Twelve Greatest Hits San Remo Festival 1965; LF 18035, BF 19035	

(Continued on page 38)

KLAC Moves to Keep Suit Vs. Unions in State Court

LOS ANGELES—Charging "delaying tactics," Allan Henry, general manager and temporary morning man at strike-bound KLAC, will file a petition Monday (1) to return litigation between his station and two unions to Superior Court.

American Federation of TV and Radio Artists filed a motion Tuesday evening (23) to move the case out of State court and into federal court. A hearing had been set for Wednesday (24) in Superior Court to hear KLAC's motion for a preliminary injunction to halt the strike, which started Feb. 16. Also striking the station is the International Brotherhood of Electrical Workers.

With all union members out, the Metromedia outlet was

utilizing its own executives plus imported personnel from other company stations.

In addition to Henry, John Dickson, publicity director, was handling sports reports, with the station's news director, David Crane, working newscasts. Other DJ's included Varner Paulson and Nat Ash, WNEW, New York; Scott Burton and Jack Thayer, WHK, Cleveland, and Dave Croninger, WIP, Philadelphia. Henry said personnel would be changed periodically.

LOS ANGELES—The Les Brown band has been signed for the third straight year to perform at the Los Angeles NARAS chapter's Grammy Dinner April 13 at the Beverly Hilton Hotel.

BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

NO NATIONAL BREAKOUTS
THIS WEEK

★ REGIONAL BREAKOUTS

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major market(s) listed in parentheses.

I'VE GOT FIVE DOLLARS AND
IT'S SATURDAY NIGHT . . .
George & Gene, Musicor 1066 (Peer Int'l, BMI) (Houston)

COME BACK BABY . . .
Roddie Jay, Red Bird 10-021 (Trio-Wemar, BMI) (Houston)

HONKY TONK SONG . . .
Charlie Walker, Epic 9759 (Cedarwood-Tree, BMI) (Houston)

10 LITTLE BROTHERS . . .
Johnny Bond, Starday 704 (Red River, BMI) (Memphis-Nashville, Houston)

TEASIN' YOU . . .
Willie Tee, Atlantic 2273 (Cotillion-Shirleys, BMI) (Houston)

A DEAR JOHN LETTER . . .
Skewer Davis & Bobby Bare, RCA Victor 8496 (American, BMI) (Milwaukee)

THIS IS IT . . .
Jim Reeves, RCA Victor 8508 (Acclaim, BMI) (Houston)

WE ARE IN LOVE . . .
Bobby Byrd, Smash 1964 (Try Me, BMI) (San Francisco)

YOU REALLY DIDN'T MEAN IT . . .
Jill Harris, Capitol 5363 (Hill & Range, BMI) (Houston)

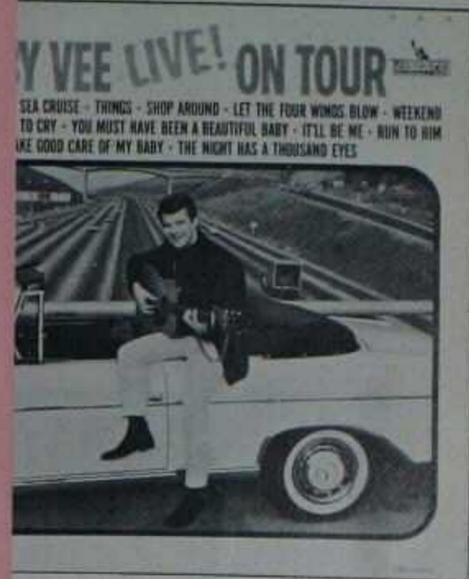
BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the United States

FIRST CLASS
PERMIT NO. 111
CINCINNATI, OHIO

POSTAGE WILL BE PAID BY

Billboard

2160 PATTERSON STREET, CINCINNATI, OHIO, 45214



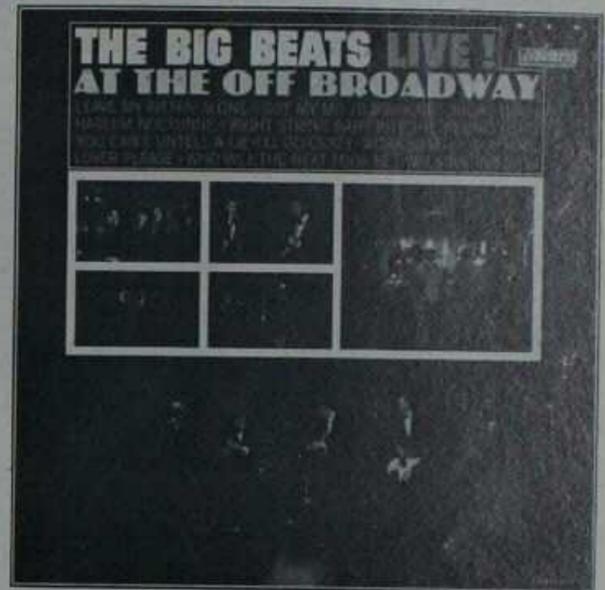
RP-3393



LST-7398 / LRP-3398



LST-7399 / LRP-3399



LST-7407 / LRP-3407



LST-7397 / LRP-3397

VARIETY IS THE SPICE OF LIBERTY ENTERTAINMENT '65

See your Liberty representative for program details.

P.S. We make hit singles, too: Red Roses For A Blue Lady • Vic Dana Dolton #304/(Here they come) From All Over The World • Jan & Dean #55766/For Mama • Matt Monro #55763/This Diamond Ring • Gary Lewis and the Playboys #55756



- 3 yrs. (156 weeks) \$35. 1 yr. (52 weeks) \$15.
 2 yrs. (104 weeks) \$25. 1 year via air mail (USA) \$45.

Name _____ (PLEASE PRINT)

Address: Home Business _____

City _____ State or Province _____ Zip Code _____

Country _____

Nature of Business _____ Title _____

- Payment Enclosed Bill Me Later New Renewal

Your Signature _____ 4000

Rates Outside USA for 1 year

- Europe, Great Britain, Ireland, Scandinavian Countries (via AIR CARGO) \$26
 Hawaii, Alaska, Puerto Rico (via Air Dispatch) \$26
 Australia, Japan, New Zealand (via Air Dispatch) \$39
 Caribbean, and Pan-American (via Air Dispatch) \$45
 South America, South Africa, Rhodesia, Hong Kong, Singapore (via Air Dispatch) \$65
 All Countries Not Listed Above, via Sea Mail \$30

Fontella Bass and I
**DON'T MAKE
 A GOOD THING
 CHECKER 1097**

Billy Stewart
**I DO
 LOVE
 YOU**
 CHESS 1922

Joe Tex
**BABY,
 YOU'RE RIGHT**
 CHECKER 1104

CHESS
 RECORDS

\$626,000 which would have been received by the Trust in that year under the purchase agreements, the Trust would have paid interest of approximately \$197,000 on its bank loan, and trustees' fees and other expenses of about \$22,000. On this basis, the Trust would have available for distribution to the Trust Certificate owners about \$187,000, or 67 per cent per Trust.

First Opportunity

Rosenthal noted that as a result of the acquisition by the Trust of the right to receive the amount payable to the old Mills company for its catalog, investors, including authors, composers, performing artists and users of music, would have the first publicly traded opportunity entitling holders to receive proceeds arising from the use of copyright properties of a major music publishing company, undiluted by any other activities.

Rosenthal said that this opportunity is not even available through direct investment in other major music companies because such other companies either are privately owned or are subsidiaries of motion picture or other entertainment entities or of record companies, where music copyright income is commingled with and frequently dwarfed by the results of the other activities of such companies, including motion picture and TV production and exhibition, TV broadcasting, record production and sale, and occasionally Broadway show activity.

- 4585
Los Fabulosos Hermanos Rigual; DL 4575, DL 74575
JOHNNY RODRIGUES—El Incomparable; DL 4599, DL 74599
MIGUELITO VALDES Y MACHITO—The Kings of Rhythm; DL 4595
LOS AMIGOS—El Sensacional Trio; DL 4596, DL 74596
YAYO EL INDIO, BIMBI Y SU TRIO—Desfile De Estrellas Vol. 2; DL 4580, DL 74580

DOT
JOE FEENEY Sings Just For You; DLP 3618, DLP 25618

EPIC
GODFREY CAMBRIDGE—Them Cotton Pickin' Day Is Over; FLM 13102, FL 15102
VARIOUS ARTISTS—The Twelve Greatest Hits San Remo Festival 1965; LF 18035, BF 19035

- MANTOVANI**—The World's Great Love Songs; LL 3280, PS 280
MANTOVANI—Latin Rendezvous; LL 3295, PS 295
MANTOVANI—Manhattan; LL 3328, PS 328
MANTOVANI—Folk Songs Around the World; LL 3360, PS 360
THE INCOMPARABLE MANTOVANI; LL 3392, PS 392
MANTOVANI—Waltz Encores; PS 119

MGM

DAVID ROSE & HIS ORCH.—Music From the MGM Motion Picture "Quick Before It Melts" and Other Selections; E 4285, SE 4285

MUSICOR

AL SOYKA & HIS ORCH.—51 Polka Favorites; MM 2024, MS 3024
TITO RODRIGUES—I'll Always Love You; MM 2045, MS 3045

(Continued on page 38)

KLAC Moves to Keep Suit Vs. Unions in State Court

LOS ANGELES—Charging "delaying tactics," Allan Henry, general manager and temporary morning man at strike-bound KLAC, will file a petition Monday (1) to return litigation between his station and two unions to Superior Court.

American Federation of TV and Radio Artists filed a motion Tuesday evening (23) to move the case out of State court and into federal court. A hearing had been set for Wednesday (24) in Superior Court to hear KLAC's motion for a preliminary injunction to halt the strike, which started Feb. 16. Also striking the station is the International Brotherhood of Electrical Workers.

With all union members out, the Metromedia outlet was

utilizing its own executives plus imported personnel from other company stations.

In addition to Henry, John Dickson, publicity director, was handling sports reports, with the station's news director, David Crane, working newscasts. Other DJs included Varner Paulson and Nat Ash, WNEW, New York; Scott Burton and Jack Thayer, WHK, Cleveland, and Dave Croninger, WIP, Philadelphia. Henry said personnel would be changed periodically.

LOS ANGELES—The Les Brown band has been signed for the third straight year to perform at the Los Angeles NARAS chapter's Grammy Dinner April 13 at the Beverly Hilton Hotel.

BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

NO NATIONAL BREAKOUTS
 THIS WEEK

★ REGIONAL BREAKOUTS

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major market(s) listed in parentheses.

I'VE GOT FIVE DOLLARS AND IT'S SATURDAY NIGHT . . .
 George & Gene, Musicor 1066 (Peer Int'l, BMI) (Houston)

COME BACK BABY . . .
 Roddie Jay, Red Bird 10-021 (Trio-Wemar, BMI) (Houston)

HONKY TONK SONG . . .
 Charlie Walker, Epic 9759 (Cedarwood-Tree, BMI) (Houston)

10 LITTLE BROTHERS . . .
 Jahny Band, Starday 704 (Red River, BMI) (Memphis-Nashville, Houston)

TEASIN' YOU . . .
 Willie Tee, Atlantic 2273 (Cotillion-Shirleys, BMI) (Houston)

A DEAR JOHN LETTER . . .
 Skeeter Davis & Bobby Bare, RCA Victor 8496 (American, BMI) (Milwaukee)

THIS IS IT . . .
 Jim Reeves, RCA Victor 8508 (Acclaim, BMI) (Houston)

WE ARE IN LOVE . . .
 Bobby Byrd, Smash 1964 (Try Me, BMI) (San Francisco)

YOU REALLY DIDN'T MEAN IT . . .
 Jill Harris, Capital 5363 (Hill & Range, BMI) (Houston)

THIS DIAMOND RING
GARY LEWIS
 AND THE PLAYBOYS

THIS DIAMOND RING
 ALL DAY AND ALL OF THE NIGHT
 LOVE POTTY NUMBER NINE
 NEEDLES AND PINS
 SWEEN LOVER
 JAMES MAM

THE NIGHT HAS A THOUSAND EYES
 SWEET LITTLE ROCK AND ROLLED
 THE WINDS AND THE WINDS
 KEEP SEARCHIN'
 THE BEST MAN
 GO TO HIM

LST-7408/LRP-3408

THE Chipmunks sing with **Children**

PUFF (The Magic Dragon) • HELLO DOLLY • QUE SERA SERA • GO-BE-MI
 RAG DOP • SUPERCALIFRAGILISTICEXPIALIDOCIOUS

LST-7405/LRP-3405

BOBBY VEE LIVE! ON TOUR

HEY LITTLE GIRL • SEA CRUISE • THINGS • SHOP AROUND • LET THE FOUR WINDS BLOW • WEEKEND
 EVERY DAY I HAVE TO CRY • YOU MUST HAVE BEEN A BEAUTIFUL BABY • IT'LL BE ME • RUN TO HIM
 TAKE GOOD CARE OF MY BABY • THE NIGHT HAS A THOUSAND EYES

LST-7393/LRP-3393

The BUD & TRAVIS
LATIN ALBUM

LST-7398/LRP-3398

CANZONI DELLA NOSTRA EPOCA
SONGS OF OUR TIME

CE LA LUNA MEZZO D' MARE
 QUE SERA SERA
 PER UN BACIO D'AMOR
 SCAPRICCIATELLO
 COMME BELLA A' STAGIONE
 CIAO CIAO RABBITA

PASQUALINO D' MIRAGLIA
 COME FACETTE MAMMETA
 TU VOLO FA L' AMERICANO
 LAZZARELLA
 SCALINATELLA
 CHITARRA ROMANA

ELIO GALLO

LST-7399/LRP-3399

THE BIG BEATS LIVE!
AT THE OFF BROADWAY

LST-7407/LRP-3407

SI ZENTNER IN FULL SWING!

I'M MOVIN' ON • WHEN THE SAINTS COME SWINGIN' IN • GREEN FIELDS
 LONESOME ROAD • THE MOON WAS YELLOW • ESTRELLITA • WITHOUT A SONG
 JUMPIN' JOHN • MELANCHOLY SERENADE • MOONLIGHT ON THE GANGES
 SULTRY SERENADE • GOING TO THE RIVER

LST-7397/LRP-3397

VARIETY
IS THE
SPICE OF
LIBERTY ENTERTAINMENT '65

See your Liberty representative for program details.

P.S. We make hit singles, too: Red Roses For A Blue Lady • Vic Dana Dolton #304/(Here they come) From All Over The World • Jan & Dean #55766/For Mama • Matt Monro #55763/This Diamond Ring • Gary Lewis and the Playboys #55756



SINGLES

REVIEWS

SPOTLIGHTS



POP

AL MARTINO—SOMEBODY ELSE IS TAKING MY PLACE (Shapiro-Bernstein, ASCAP)—The ever-green gets a pop treatment that should spiral it to No. 1 a la Dean's "Everybody Loves Somebody." First-rate Martino vocal. Flip: "With All My Heart" (Debman, ASCAP). **Capitol 5384**

THE KINKS—TIRED OF WAITING FOR YOU (Jay-Boy, BMI)—**COME ON NOW** (Jay-Boy, BMI)—Top side is currently No. 1 in England and No. 4 in Ireland and serves as a hot follow-up to "All Day and All of the Night" in the States. Flip is a driving screamer with good dance beat and the same hit potential as above. **Reprise 0347**

RICK NELSON—MEAN OLD WORLD (Just, BMI)—**WHEN THE CHIPS ARE DOWN** (Four Star, BMI)—Top side offers a strong beat applied to good blues material and one of Nelson's best vocals. Flip is in the vein of his earlier hits with good guitar work. **Decca 31756**

FREDDIE & THE DREAMERS—I'M TELLING YOU NOW (Miller, ASCAP)—Winning sound and beat from the British imports. Can't miss! Flip: "What Have I Done to You" (Ludlow, BMI). **Tower 125**

THE TOKENS—SYLVIE SLEEPIN' (Lionel, ASCAP)—Dramatic wailin' replete with jungle drums to fairy tale theme. As unusual as their "Lion Sleeps Tonight" hit. Tremendous production. Watch this one! Flip: "A Message to the World" (Bright Tunes, BMI). **B. T. Puppy 507**

RONNIE DOVE—ONE KISS FOR OLD TIMES' SAKE (T. M., BMI)—His follow-up to "Hello Pretty Girl!" Country-flavored material and delivery is given big support from the Ray Stevens arrangement. Flip: "No Greater Love" (Tobi-Ann & Florentine, BMI). **Diamond 179**

THE LETTERMEN—GIRL WITH A LITTLE TIN HEART (Radford, BMI)—The most commercial single they have released to date. Unusual well done vocal on an intriguing piece of material. Flip: "It's Over" (Radford, BMI). **Capitol 5370**

JIMMY RICE—SPANISH PERFUME (Picturetone, BMI)—Presley-styled vocal recorded in Nashville with Spanish brass, strings and good chorus work. Flip: "The Grass Is Always Greener" (Rich, BMI). **Red Bird 10-022**

JOHN GARY—THE COLOR OF LOVE (Colgems, ASCAP)—The love theme from the film "Lord Jim" is given a fine reading by Gary with strong support from Pete King's string arrangement. Flip: "My First Love Song" (Musical Comedy, BMI). **RCA Victor 8526**

FRANK D'RONE WITH THE QUINTO SISTERS CHARLEMAGNE (Gil, BMI)—Catchy tune is currently No. 2 in France and this is a well done version by D'Rone and group. Off-beat enough for a smash. Flip: "Nancy Knew" (Farrell, ASCAP). **Columbia 43233**

THE DISTANT COUSINS—TO HAVE AND TO HOLD (Saturday-Nader, BMI)—Group has that youthful sound a la the Bachelors, and producer Bob Crewe has laced the vocal with guitar and interesting instrumentation. Flip: "Let It Ring" (Saturday-Nader, BMI). **Dyno Vox 203**

TOMMY HUNT—I DON'T WANT TO LOSE YOU (Blackwood, BMI)—Strong ballad material with powerful vocal performances by Hunt, chorus and strings. Flip: "Hold On" (Blackwood, BMI). **Atlantic 2278**

DAN AND THE CLEAN CUTS—ONE LOVE, NOT TWO (Bloor-Hoffman House, BMI)—Solid, driving dance beat and vocal on good material. Flip: "Good Morning" (Lansdowne-Winston, ASCAP). **Scepter 1289**

CAROLYN CARTER—IT HURTS (Dandelion, BMI)—Good pop-blues sound. Her high register, substantial voice gives potency to the teen-oriented lyric. Fine new artist. Flip: "I'm Thru" (Dandelion, BMI). **Jamie 1294**

THE RAINDROPS—DON'T LET GO (Roosevelt, BMI)—Terrific dance beat and effective lyric dynamically delivered by fine group. Flip: "My Mama Don't Like Him" (T. M., BMI). **Jubilee 5497**

REVIEWED LAST WEEK, 125; THIS WEEK, 115

GUEST PANELIST OF THE WEEK

ROBIN SEYMOUR

WKNR-Radio, Detroit

9-Noon, Mon.

through Fri.

10 a.m.-2 p.m. Sun.

CKLW-TV, 4-5 p.m.

Sat.



Each week a program director and/or deejay is invited to sit-in and help Billboard's Review Panel select Spotlights. When unable to come to the New York office, guest panelists listen and vote via special WATS long-distance speaker-telephone hook-up.

COUNTRY

BILLY EDD WHEELER—BURNING BRIDGES (Sage & Sand, SESAC)—Big chorus sound behind Wheeler on a fine piece of material in the "Ramblin' Rose" vein. Pop potential is there as a follow-up to his "Ode to the Little Grass Shack." Flip: "Tonight I'm Singing Just for You" (Trio, BMI). **Kapp 655**

DOTTIE WEST—GETTIN' MARRIED HAS MADE US STRANGERS (Geld-Udell, ASCAP)—Well written lyric, pretty melody and a heart-rending vocal make this a contender for the pop field as well. Flip: "It Just Takes Practice" (Four Star, BMI). **RCA Victor 8528**

PORTER WAGONER—I'M GONNA FEED YOU NOW (Four Star, BMI)—Clever material and arrangement. Strong follow-up to his current "I'll Go Down Swingin'." Flip: "The Bride's Bouquet" (Dixie, BMI). **RCA Victor 8524**

BILLY WALKER—MATAMOROS (Doss-Matamoros, BMI)—Fine Spanish-flavored ballad well performed by Walker and chorus. Flip: "I'm Nothing to You" (Matamoros, BMI). **Columbia 43223**

WILLIE NELSON—SHE'S NOT FOR YOU (Pamper, BMI)—Straight dramatic reading of strong lyric material and intriguing arrangement. Flip: "Permanently Lonely" (Pamper, BMI). **RCA Victor 8519**

R&B

ISLEY BROTHERS—SIMON SAYS (Cotillion-T-Neck, BMI)—Wailer based on the kids' game and incorporating all the pop dances. Flip: "Wild as a Tiger" (Cotillion-T-Neck, BMI). **Atlantic 2277**

GLADYS KNIGHT AND THE PIPS—STOP AND GET A HOLD OF MYSELF (April-Blackwood, BMI)—Hard-driving beat behind a powerhouse vocal. Fine arrangement and production. Flip: "Who Knows" (Glad, BMI). **Maxx 334**

DEE CLARK—T.C.B. (Joni, BMI)—Powerful Clark performance on strong dance material with clever lyric advising Take Care of Business. Flip: "It's Impossible" (Joni, BMI). **Constellation 147**

B. B. KING—IT'S MY OWN FAULT (Arc, BMI)—Good J. L. Hooker blues material recorded in live performance. King works into a frenzy. Flip: "Every Day I Have the Blues" (Arc-Golden State, BMI). **ABC-Paramount 10634**

INEZ AND CHARLIE FOXX—I FEEL ALRIGHT (Sagittarius, BMI)—Exciting duo comes up with another top wailing performance. Flip: "My Momma Told Me" (Sagittarius, BMI). **Symbol 206**

LEO WRIGHT—BOPS-A-BOPS LOVE (Brownstein, BMI)—Powerful driving rhythm entry by new artist. Strong gospel feel in background with fever-pitch vocal by Wright. Flip: "I Pretend and Cry" (Brownstein, BMI). **Perico 1257**

4 ★★★★★

4 ★★★★★

4 ★★★★★

4 ★★★★★

4 ★★★★★

4 ★★★★★

4 ★★★★★

POP

THE HONDELLS—Come On (Pack It On) (Nicator, BMI). **MERCURY 72405**

THE ORIGINELLS 4—I Can Make You Mine (Favorite, ASCAP, APT 25074)

ESTHER PHILLIPS—And I Love Him (McLen-Unart, BMI). **ATLANTIC 2281**

THE PLAYMATES—Spanish Perfume (Picturetone, BMI). **COLPIX 769**

LOU MONTE—The Mixed Up Bull From Palermo (Romance, BMI). **REPRISE 0352**

ROGER WILLIAMS—Try to Remember (Chappell, ASCAP). **KAPP WINNERS CIRCLE 48**

BERN ELLIOTT—Good Times (Melody Trails, BMI). **LONDON 9733**

THE CINDERELLAS—Fairy Tale (Ramblin', BMI). **MERCURY 72394**

EARL GRANT—Meditation (Duchess, BMI). **DECCA 25659**

DONNA LYNN—I'd Much Rather Be With the Girls (Immediate, BMI). **CAPITOL 5378**

VINNIE BELL—Just a Little Kiss (Puddle, BMI). **MUSICOR 1068**

MARLINA MARS—Just Another Dance (Chi-Sound, BMI). **OKEH 7213**

DICKIE GOODMAN—Shmonanza (Selma, BMI). **M. D. 101**

ANGIE & THE CHICKLETES—Treat Him Tender, Maureen (Now that Ringo Belongs to You) (Amapco, ASCAP). **APT 25080**

BOBBY FREEMAN—There's Gonna Be a Change (The Man, BMI). **KING 5975**

BOBBY COMSTOCK—I'm a Man (Arc, BMI). **ASCOT 2175**

DONNA FULLER—Who Am I? (Wemar, BMI). **DCP 1131**

COUNTRY

LONNIE DONEGAN—Louisiana Man (Acuff-Rose, BMI). **HICKORY 1299**

COWBOY COPAS—Black Eyed Susie (Starday, BMI). **STARDAY 108**

JIMMY PATTON—Preacher and a Girl in the Night (English, BMI). **SIMS 227**

DON RENO AND RED SMILEY—Forever (Lois, BMI). **KING 5935**

DONNA DARLENE—A Girl With No Future (Ashland, BMI). **KAPP 647**

LAURA SUE YORK—By Mutual Consent (Buckhorn, BMI). **PHILIPS 40266**

JIMMY MARTIN—Sunny Side of the Mountain (American, ASCAP). **DECCA 31748**

R&B

KING CURTIS—Bill Bailey (Klynn, BMI). **CAPITOL 5377**

JOE TEX—I Want to Have a Talk With You (J & C, BMI). **KING 5981**

ART GRAYSON—Love Is Hurt. **CONGRESS 223**

BOBBY SHEEN—My Shoes Keep Walking Back to You (Colpet, BMI). **DIMENSION 1043**

BYRDIE GREEN—Through a Long and Sleepless Night (Miller, ASCAP). **20th CENTURY-FOX 567**

GROVER MITCHELL—I Will Always Have Faith in You (Champion-Falart, BMI). **DECCA 31747**

HERMAN GRIFFIN—Dream Girl (Blackwood, BMI). **MERCURY 72401**

JAZZ

CHET BAKER—The Touch of Your Lips (Jay, ASCAP). **LIME-LIGHT 3053**

INTERNATIONAL

NORMAN BROOKS—I Wanna Little Bit of Love (Claridge-Fleischman, ASCAP). **SOUTHERN SOUND 121**



SPOTLIGHT WINNERS OF THE WEEK

SINGLES REVIEW POLICY

Every single sent to Billboard is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlights only. No listing is printed of records receiving a 3 Star rating or under.

A NEW BIG HIT!

**RICK
NELSON**

sings

**MEAN
OLD
WORLD**

c/w

When The Chips Are Down

31756

SEE AND HEAR

Rick sing this new hit
on "The Adventures of
Ozzie and Harriet,"
Wednesday, March 3rd
and Wednesday, March 10th,
on the ABC TV Network, 7:30 to
8:00 P.M., EST.

DECCA



West Germany: A Land of Oz For Songwriters and Business

• Continued from page 1

and for a time was selling 8,000 copies a day. "Memphis-Tennessee" promises to do even better. Labeled a "super hit," the disk already has sold 250,000 copies and is expected to top one million.

In assessing German disk sales, the fact has to be kept in mind that Germany has a population of 54 million, and on this basis German disk sales already

are approaching parity with U. S. sales.

Artist Development

Rising German disk sales are due in part to the development of German artists such as Freddy Quinn, Heidi Brühl, Conny Froboess and Peter Alexander. Freddy Quinn has just returned from a highly success tour of the U. S.

German diskeries no longer are depending on Nashville for c&w, but are writing their own

music and producing German "western" artists. For instance, West Germany's top western star Ronny, has outstripped all Nashville stars in popularity with the Germans.

There is an upsurge in German disk exports, too. For example, the first Beatles disk was recorded not in Britain but in West Germany. This disk is now being exported by Polydor as "The Beatles' First." Polydor is pushing export sales in Latin America.

EMI Records New Star: The Robotug



THE ROBOTUG

LONDON—EMI Electronics has manufactured a driverless train which it has sold to EMI Records and which, it hopes, will become a transporting feature of record factories all over the world. The one in use by EMI Records can transport 50,000 singles from the Hayes factory to a new record store 120 yards away along a busy factory road in two minutes.

For most of the journey the Robotug, as it is called, travels at the side of the road, but as it reaches a point where it needs to cross the road to enter the store, a traffic signal is automatically switched to red to halt

other vehicles. After the Robotug has crossed, the signal automatically goes back to green.

Doors into the factory and the store are also automatically operated as a Robotug approaches.

If a Robotug is delayed for 10 minutes or more on its journey, alarm signal automatically sounds in the store so that the cause of the delay can be immediately investigated.

Its other advantages: it can be operated outdoors in all weather; it can be switched to automatic for journeys where a track has not been laid and the tractor can haul three locked trailers each capable of carrying a ton of records.

EUROVISION FEST TO DRAW RECORD AUDIENCE

By SAM'L STEINMAN

NAPLES—The biggest audience ever—in Europe or possibly anywhere else in the world—will watch the 10th Grand Prize Eurovision of European Song March 20 when the 18 Western European nations will be joined by the Eastern European Inter- vision network.

RAI will be host to the 18 singers from the Eurovision member countries at its new auditorium off the Bay of Naples because of the Gigliola Cinquetti's 1964 victory at Copenhagen with "Non Ho L'Eta Per Amarti" (I'm Not Old Enough to Love You). The winning country is host for the competition.

Rules were waived for Italy's participant, Bobby Solo with the San Remo winner, "Si Piangi, Si Ridi" (If You Laugh, If You Cry), despite the fact that the competition rules require that no entry be accepted before Feb. 10. Records of the Solo disk were available Jan. 25, but Italy has always been represented by a San Remo winner. This was accepted by the Eurovision office in Geneva. Sergio Pugliese, chief of RAI's light music program, presented the plea.

The entire presentation will be directed by Romolo Siena, who has directed recent San Remo festivals. BBC's Catherine Boyle, who has been announcer for many past events, will once again fill this post.

U.K. Songfest Need Stressed

LONDON—The first-ever British Song Festival—first news of which was reported in Billboard—is being staged "because of the success of British songs the world over and a need to showcase some of them," Jimmy Philips, who heads the organizing committee, and last week.

Philips also said that since news of the festival (being held in Brighton May 24, 25 and 26) had been revealed, many international artists had asked if they could take part, but at this stage of the Music Publishers Association is planning to keep the event strictly British.

The winning composer will get a Golden Manuscript.

Phonogram In Club Tie

AMSTERDAM—Phonogram has acquired the distribution rights of German pop label, Star Club Records, according to R. Klaassen, vice-president. The label is owned by the Hamburg Starclub, one of the most important teen clubs in Europe. This is the club where the Beatles started their career and famous artists like Fats Domino, Jerry Lee Lewis, the Rolling Stones and Little Richard gave live performances. The Hamburg Star Club management has decided to start record production in close co-operation with Philips but under its own label.

Norway Star Club

OSLO—The record label Star Club has been introduced to Norway and is represented here by Norsk Phonogram A-S (Philips, Fontana, CBS).

This label is founded by Manfred Weissleder of Hamburg, Germany. He organized Star Clubs all over Germany and also started a Star Club in Copenhagen, Denmark.

Sales promotion director Oivind Lyng-Jorgensen of Norsk Phonogram states that the first release on the new label will be three LP's and three singles.

The records will only feature artists which have performed in the various Star clubs.

Cambridge Push

NEW YORK—Epic Records is providing disk jockeys with a special 45 r.p.m. demonstration record taken from Godfrey Cambridge's latest LP, "Them Cottin Pickin' Days Is Over."



A GOLDEN DISK is given Frank Pourcel in Paris. Left to right are E. E. Cross, Pathe Marconi, president and managing director; Rene Louis Lafforgue, Frank Pourcel's daughter, Frank Pourcel, Enrico Macias, Rouzies, assistant manager, and Dick Rivers.

Malta Sets Songfest

MALTA—The island of Malta, which achieved independence September 1964, has set up a special organization to attract tourists. One of the big efforts in this direction is a Song Festival planned to take place on Dec. 17 and 18 this year. Italian music houses have promised support by presenting songs and singers and the promoters are hoping to get support from 20 countries.

The aim is to have three unpublished (or just published) songs submitted from which one

will be chosen. The prize will be a Golden Oscar "Malta." Each song will be sung by the singer presented and a Maltese singer.

The event has full support of the Malta Government Tourist Board. The Festival will form part of the fourth centenary celebrations of the Great Siege of Malta. The organizers, Tourist Reviews-Rabat, Malta, would like to hear by March 31 from artists and companies wishing to take part. Efforts are being made to get European TV coverage.

Oriole Begins Handling of CBS Line in U. K. March 1

LONDON—Oriole starts distributing the CBS line in the U. K. on March 1 with a bumper initial release featuring name CBS talent. Promotional emphasis during March for popular material will be put on the "My Fair Lady" original soundtrack album, together with the Andy Williams, Andre Previn and Percy Faith "My Fair Lady" versions. Other product consists of a new Tony Bennett album "Who Can I Turn To?," Ray Conniff's "Friendly Persuasion," Dave Brubeck's "Jazz Impressions of New York" and The New Christy Minstrels' "Cowboys and Indians." These releases will supplement the complete CBS LP catalog, which consists of some 500 LP's.

The initial CBS singles releases will feature material by Jerry Vale, Kenny Rankin, Mel Torme, Dion Di Mucci, Marty Robbins, Aretha Franklin and the Rogues. Locally produced CBS singles will be by Roy Castle, Diahann Carroll and June Christie.

Gets Air Time

To ensure adequate radio exposure for this product, CBS has obtained air time on Radio Luxembourg of three quarter-hour programs two days a week, and one half-hour program on Sunday.

In the classical field, a strong March release includes a new version of Stravinsky's "The Rake's Progress," conducted by the composer; Prokofiev's "First and Second Violin Concertos"

(Isaac Stern); Bach's Inventions (Glenn Gould) and Haydn's Symphonies Nos. 82 and 83 (Leonard Bernstein). Among other classical items for future release are additions to the "Stravinsky Conducts" series, including a first recording of his "Babel," and works by Schoenberg and Mahler.

Since September, the Oriole organization has undergone considerable expansion. Steps have been taken to ensure full and effective distribution throughout the U. K. Not only will all the major record factors be handling the catalog, but also a vigorous direct truck sales force will be servicing all leading dealers in Britain. This will be supported by powerful promotion and advertising in all fields.

GEMA GETS STRAUS WORKS

MUNICH—Clara Straus, widow of composer Oscar Straus, agreed with GEMA boss Dr. Erich Schulze that all compositions by Oscar Straus will be handled by GEMA. Until now, the Straus music has been under the aegis of AKM-Vienna, SACEM-Paris and the British Composer's Union. Straus was the composer of operettas "Chocolate Soldier," "Waltz Dream" and others.



HAS 7 BIG BLOCKBUSTERS

New Hit Single

MARY WELLS

"NEVER, NEVER LEAVE ME"

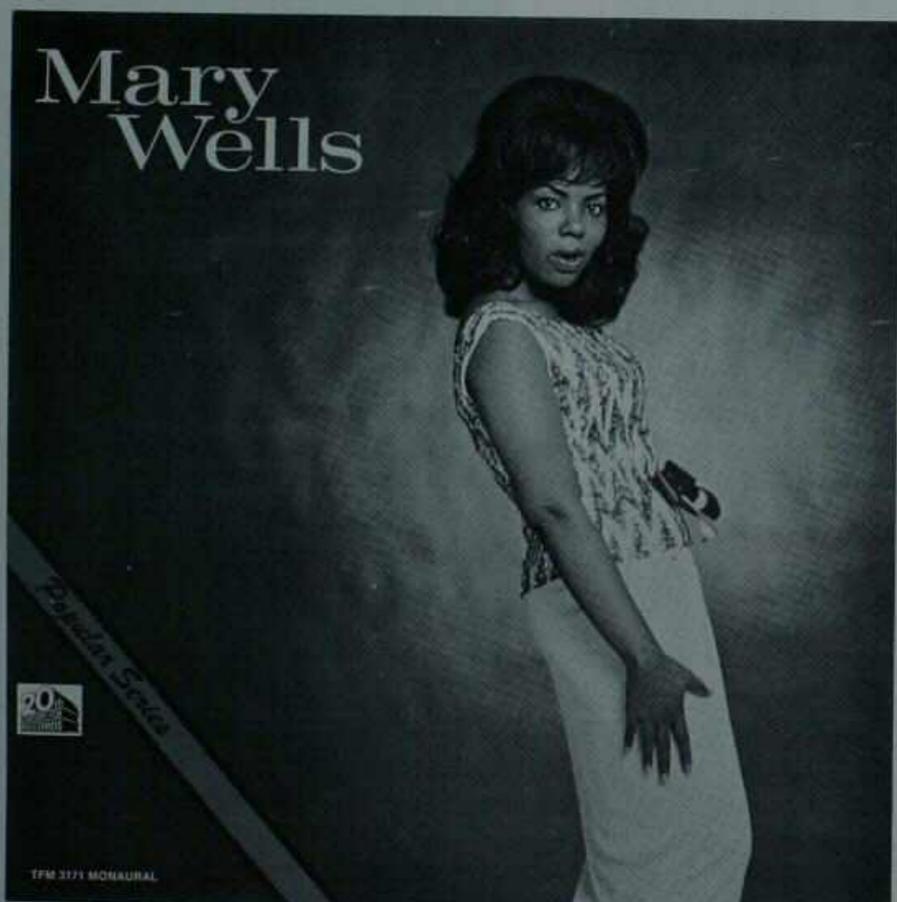
b/w

"WHY DON'T YOU LET YOURSELF GO"

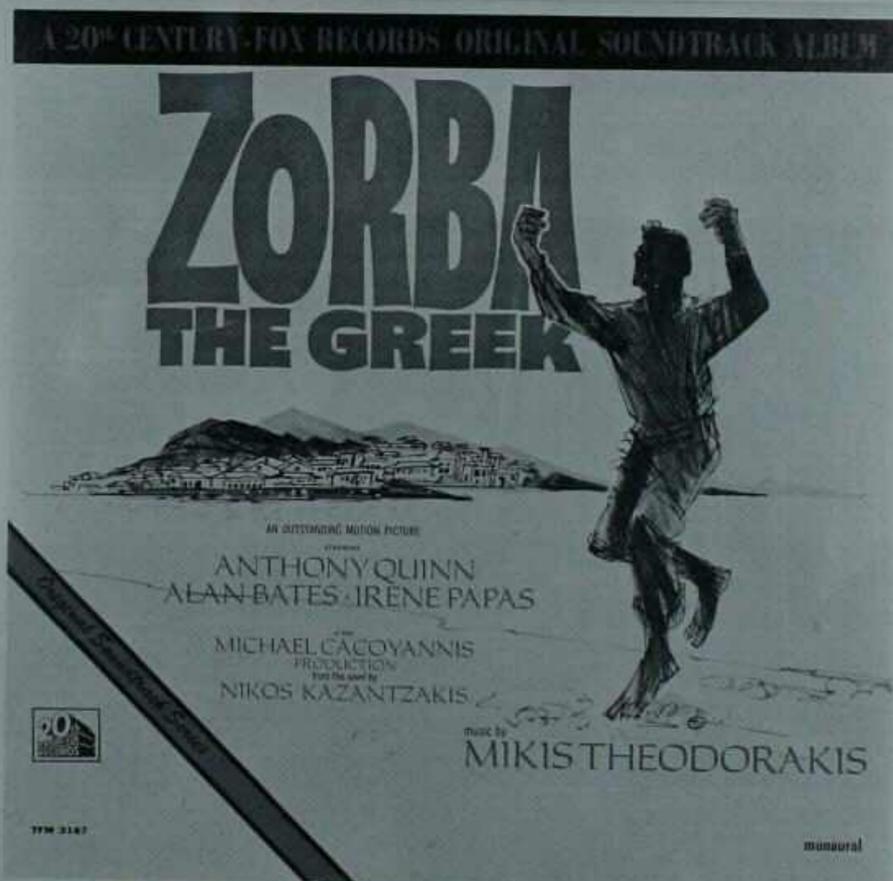
FOX 570

Her 1st LP for 20th Fox

"1964's Finest Film" . . . Saturday Review (Soon To Be Released Nationally) Nominated for 7 Academy Awards. A Sellout Album in All Markets Where Film Is Being Shown.



MARY WELLS, TFM 3171/TFS 4171



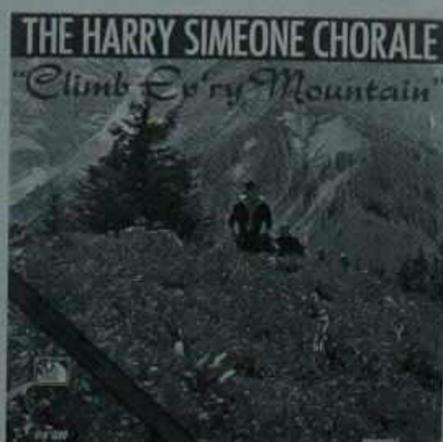
ZORBA THE GREEK, ORIGINAL SOUNDTRACK, TFM 3167/TFS 4167



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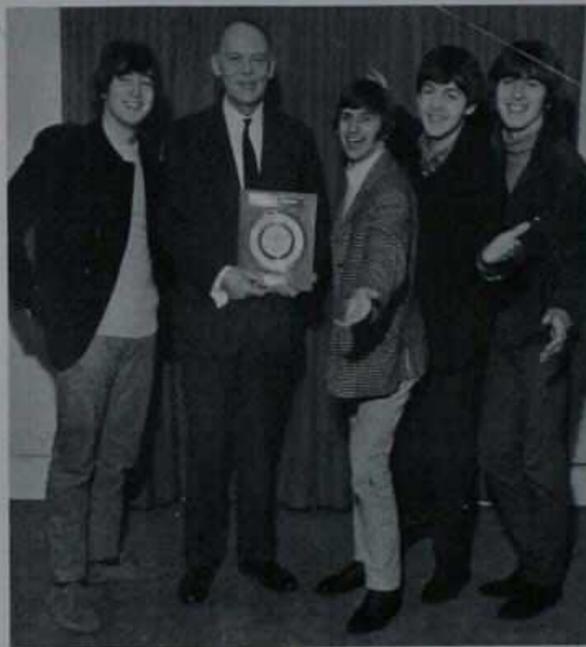
This Week's
NEWSMAKERS
Around the World



AT THE U.K. Music Publishers' conference when Britain's first Song Festival was announced are: left to right behind table, Sydney Bron, Sydney Bron Music Co.; Alan Holmes, Robbins Music Corp.; Teddy Holmes, Chappell; Cyril Gee, Mills Music; Jimmy Phillips, president Music Publishers' Association, Keith Prowse & Peter Maurice Music Co's.; Bob Kingston, Southern Music; Roy Berry, Campbell Connelly; Noel Rogers, Dominion Music; and David Platz, Essex Music.



BRITAIN'S SINGER in the Eurovision contest to be held in Naples March 20 is Kathy Kirby who will sing "I Belong" (Decca-Robbins Music Corp.).



THOSE BEATLES—John, Ringo, Paul and George—with Chairman of E.M.I. Ltd. Sir Joseph Lockwood at E.M.I.'s recording studios recently. Sir Joseph is presenting the boys with a Silver Disk on behalf of the Norwegian newspaper "Arbeiderbladet" to mark outstanding sales of "A Hard Day's Night" in Norway. At the same ceremony Sir Joseph presented the boys with a Gold Disk from Toshiba Musical Industries of Japan for achieving sales of over three million records there.



AT THE PYE RECORDS party to launch the Chess label in the United Kingdom are, seated left to right: Louis Benjamin, Pye chief; Jackie Ross, Chess artist; Marshall Chess, Chess vice-president. Standing, left to right, are: Johnny Nash, Chess artist; Buddy Guy, Chess artist, and Peter Knight Jr., Pye International manager.



ROY ORBISON, left, attends a London party to launch his Acuff-Rose-sponsored tour of the United Kingdom. Also in the picture are, left to right, Mal Thompson, Acuff-Rose exploitation manager; Ben Toney, general manager, Radio London, and Chris Hutchins, Billboard correspondent.

UNITED ARTISTS MUSIC LTD. in London is humming with varied projects these days. Pictured are: director Noel Rogers, seated, surrounded by key members of his staff, left to right, Martin Davis and Roger Welch, working on such blockbusters as "Goldfinger," "The Greatest Story Ever Told" and the forthcoming Beatles film, as yet untitled.



REPRESENTING SPAIN at this year's Eurovision Song Contest at Naples March 20, is Conchita Bautista, exclusive recording artist for Discos Belter of Barcelona. The song entry "Que bueno que bueno," will be released simultaneously in France, Switzerland, Benelux and Germany. Conchita Bautista is pictured here with Joaquin Alfonso, artists' manager for Discos Belter.



CLAUDE LEVEILLEE, Columbia Records of Canada's singer-composer, is currently in France for a six-week tour. During his present tour, Leveillee will appear on several major TV and radio programs. While in Paris, he will record an LP to be released simultaneously in France and Canada.



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News From the MUSIC CAPITALS OF THE WORLD

AMSTERDAM

Dutch local jazz piano discovery **Louis van Dyke** and his trio will give a 20-minute performance on VPRO-TV. They will play some items from their best selling CBS album. . . . Famous French singer **Yves Montand** has arrived in The Hague for a one-nighter of "Des Clowns Par Milliers," the play in which he has the lead. . . . Famous French violoncelloist **Maurice Gendron** has recorded Bach's six suites for cello solo, to be put on sale in a case containing three Philips LP's. . . . Bolivian-born **Rafael Puyana**, harpsichord player and pupil of the late **Wanda Landowska**, has made a successful appearance at the Mauritshuis Museum, The Hague. His repertoire mainly includes music from the 16th, 17th and 18th centuries. Phonogram released two of his LP's on Mercury and has scheduled more material to follow. . . . A Philips hit-single was released, "Boy From Ipanema" c-w "Waltz for Debby" by Dutch jazz singer **Rita Reys**. Rita sings with her own trio, rein-

forced with a tenor sax and extra rhythm. . . . Bovema reports that the **Shepherds** will soon guest in **Corrie Brokken's** TV show. An album containing folksongs by group is expected shortly. . . . **Nat King Cole's** death caused a lot of reaction in Holland. **Skip Voogd**, producer of AVRO's Rhythm club did a special commemorative program, featuring the radio premiere of Cole's "Love" album. . . . The **Dutch Danzi Quartet** will start its first American tour at the Dutch Embassy in Washington March 5. Over a period of 40 days, 30 concerts are to be given in Cincinnati, Kansas City, Pittsburgh and Toledo. They appear on record for Artone, exclusively. . . . Following up on their appearance in a recent Danny Kaye TV show in Holland, Artone made a rush release of **Ferrante & Teicher's** "Latin Pianos" album. . . . The preparations of a **Little Richard** de luxe single series have been completed. It includes favorites which have been consistent sellers since 1956. . . . **Robert Casadesu** will spend six days of his European tour in Holland to give con-

certs in various cities. Shortly thereafter, jazz giant **Thelonious Monk** will give two concerts at The Hague and Amsterdam.

Phonogram released four Vee Jay LP recordings in the jazz field, featuring drummer **Walter Perkins**, pianist **Wynton Kelly**, alto **Frank Strozier** with the late **Booker Little** (trumpet) and tenor **Wayne Shorter**. . . . After a long silence, famous U. S. bandleader **Lester Lanin** is back on the Dutch record market with his (Philips) LP, "Lester Plays for Dancing." . . . Phonogram also introduced the first complete stereo-recorded opera, Debussy's "Pelleas et Melisande," on Decca. . . . Bovema has released new singles and albums by **Nancy Wilson**, the **Beach Boys** and **Peggy Lee**. . . . Basart publishers are very happy to have seven songs out of the 15 titles in the Dutch final for the Eurovision songfest. . . . Good-selling RCA single: **Rita Pavone** and **Paul Anka** with "Kiddy Kiddy, Kiss Me." . . . German "Geschwister Jacob" (**Jacob Sisters**) a young foursome, appeared in the Dutch "Buena de Mesquita" TV show. The sales of their single, "Traume der Liebe" went up tremendously after. . . . New Motown releases from Artone's Funckler include "My Girl" by the **Temptations**, "A Breath Taking Guy" by the **Supremes**, "Come On Do the Jerk" by the **Miracles**, "Wild One" by **Martha** and the **Vandellas** and "How Sweet It Is" by **Marvin Gaye**. Artone's **Pete Felleman** also marketed a special compilation of

recent **Supremes** on EP, titled "The Supremes Million Sellers."
RAYMOND DOBBE

BRUSSELS

Globe Music pacted with the U. S. Bing Crosby Productions to have "The Wiggle" presented on American TV. "The Wiggle" is a composition by **Jack Hammer**. . . . Ardmore & Beechwood are the publishers of Belgium's winning song for the Eurovision Contest: "Als Het Weer Lente Is." **Lize Marke** will sing it in Naples and also on HMV Records (b-w "Jij Alleen") also an A&B copyright. . . . Globe Music gave the sub-publishing rights of their hit "Bimba Bella" to the American Philips Music Publishing Co. . . . Show Records are sure that San Remo was a big victory for them for they received a lot of good comment by the critics. **John Foster**, **Betty Curtis** and **Vittorio Inzaina** were highly rated, and their records were highly sold in the little San Remo shops. From John Foster, Show Records released this week "Cominciamo Ad Amarci," a song which was among the favorites. Show Records released **Betty Curtis' "Invece No"** and "La Fine Settimana." **Vittorio's "Si Vedra"**—"Ogni Sera Accanto a Te"; "Ho Bisogno Di Vederti" and "Grazie Amore" from **Gigliola Cinquetti**. Show released two singles by **Tony Ceys** that will help to create a carnival atmosphere. One of the songs is "Dat Is De Kunst" and with Letkisbeat. The flip side is entitled "Miss Carnival." The second single also will be very popular. One side is dedicated to our young bicycle champion **Patrick Sercu** and the title is quite evidently "Patrick Sercu." On the flip side Ceys demonstrates his enthusiasm for the football game. The whole story is told in "Onze Ploec." Show Record acquired the sub-publishing rights for Belgium for the following songs that were interpreted at San Remo Festival: "Se Piangi, Se Ridi," "Abbracciami Forte," "Le Colline Sono in Fiore," "Io Non Volevo." They also will be responsible for the sale of the very gifted Japanese singer **Yukari Ito**. . . . **Emil Garin**, commercial manager of EMI Belgium, discussed in Paris the releasing dates of **Adamo** records. **Adamo** conquered France with his "Vous Permettez Monsieur" recording. **Emil Garin** also told us about the coming album of San Remo songs by **Frank Pourcel's Strings** and the new releases of **Richard Anthony** and **Gilbert Beaud**. **Garin** then traveled to Italy where he bought the inexpensive classical series "Invito a la Musica," to be sold at \$3 for each album and discussed **Adamo's** releases with **Voce del Padrone**. . . . **Polydor** bought two big artists, **Leny Escudero** and **Isabelle Audret**, and soon will release EP's of these singers.
JAN TORFS

of a new **Marlene Dietrich** LP "Die neue Marlene." The Cologne diskery led off its promotion of the new Dietrich disk with the bold statement, "Marlene Dietrich has just turned 60 years old." The disk purports to show that—for Marlene—life begins at 60.

CBS Schallplatten, the CBS German subsidiary, has sold 25,000 copies of the original "My Fair Lady" LP with **Rex Harrison** and **Audrey Hepburn**. The disk went on sale in Germany just before Christmas, and the large sale in so short a time set a record for this type of disk. . . . **Electrola** Sonderdienst (special service) is moving to expand the sale of language records, a field deemed to have great potential. **Electrola** is offering learn-English disks from the British Broadcasting Corp.'s famous TV program, "Walter and Connie." There are three disks in the series, each priced at \$4.50. A text is available with each disk at 80 cents additional. Anyone who assiduously masters the three disks is able, in theory, to travel without difficulty in any English-speaking land. **Electrola** is offering a learn-Italian course from the Bavarian radio program with a format similar to its English course. . . . West Germany's "College of Disk-selling Knowledge"—a school for training disk sales personnel sponsored by the German record industry and trade—has been in operation at Bayreuth for nearly six months, and the retail trade already is benefiting. The school accepts 50 disk sales personnel sponsored by retail shops for courses lasting several weeks. Several hundred graduates have passed through the school and returned to their sales positions.
OMER ANDERSON

DUBLIN

Mitch Miller flew to Dublin to direct the world premiere of "Forests of the Night" at the Gate Theater. . . . After being extended for a further season, Irish Television's "Showband Show," emceed by entrepreneur-singer **Paul Russell**, ended with a special show featuring such regular charters as **Dickie Rock**, **Butch Moore**, **Sean Fagan** and **Brendan Bowyer**. . . . **Royal Blues**, whose "Love's Gonna Live Here" is topping many regional charts, left for a month-long U. S. tour. . . . **Michael Geoghegan** of Irish Records Factors, Ltd., hosted a reception to introduce his brain child, Decca's new Showband label. He also introduced a&r man **Dick Rowe**, who plans to record over a score of bands with a view to plugging the most commercial one in Britain. . . . **Las Whitcomb's "This Sporting Life"** will be issued on Capitol shortly. **Ian** is a member of a local group, **Bluesville**. . . . Disk was waxed at Dublin's **Eamonn Andrews Studios** and is currently on the **Bubbling Under the Hot 100** chart.
KEN STEWART

LONDON

There's been a major clash over the policy of Britain's No. 1 TV pop program, "Ready, Steady Go." After a campaign against record miming by the national press, **Rediffusion-TV's** executive producer **Elkan Allan** announced that the show would switch from miming to "live" performances. First to blast him was **EMI** chariman **Sir Joseph Lockwood**, who has threatened to recommend his company's artists not to appear on the program—undoubtedly the top disk-selling show here—if records are withdrawn in favor of live singing. **Malcom Forrester** has quit **Essex Music** to run **Gunnell Music** for **Georgie Fame's** manager, **Rik Mayall**. The first songs in the catalog will be a dozen **John Mayall** compositions, which are all being used on the rhythm and blues singer's first Decca LP. . . . **Bobby Vee** arrives here next week to promote a new Liberty single, "Cross My Heart" on top TV and radio programs and then to join **Tito Burno** spring tour headlined by **Dusty Springfield**, the **Searchers** and the **Zombies**. . . . **United Artists** will begin filming "A Funny Thing Happened" here Aug. 15. **Zero Mostel**

(Continued on page 20)

One Speed in Britain's Future

LONDON—Commenting on the discussions in the U. S. on the one-speed concept, diskeries and retailers here believe the time has not yet come for a one-speed business in the U.K. Although the logic of the one-speed idea is acknowledged, they say this is something which should have been done either years ago or (as far as U.K. is concerned) should be done in two years.

Walter Woyda, buyer and manager of the record division of **Keith Prowse**, said, "The singles market is so important for us that a change to 33 rpm overnight would present a big psychological problem putting this over to the singles buyer public."

Robert Boast, manager of His Master's Voice retail store here, told **Billboard** "that the time is not ripe for a one-speed

market here, although it will come eventually. Admittedly, we would not have the same problem of conversion of equipment as we did when the change-over from 78's to 45's took place, but it would cause unnecessary confusion at this time. We have two markets—the casual singles buyer and the avid LP collector, and at the moment we can cope with these two different buyers with things as they are."

Spokesmen for the major record companies agreed in principle with these sentiments.

They felt they would be pressing both 45's and 33's for some time after any changeover which would double the stocking problem with mono and stereo on LP's.

Monty Mortimer, technical manager of **Garrard Engineering**, said that as far as equipment was concerned a one-speed player meant "a more reliable, but not necessarily a less expensive player. We would naturally follow the dictates of the record industry."

For the U. K. industry, "not yet" is the short answer.

Radio London Doing Land-Office Business

LONDON — Although the U. K. government has signed the 17-nation agreement to put through legislation to stop the pirate radio stations operating around Britain's shores, the stations themselves are doing increasing business in advertising. **Radio London**, situated in the Thames Estuary, is now operating "in the black" after only eight weeks on the air. Listenership is claimed as 10 million, and it has an advertising rate higher than a U. S. radio network. A 30-second spot top rate is \$182, for example.

Britain's postmaster-general is thought to be soft-pedaling on the issue of commercial radio. Although the legislation, if put into action, could stop supplies going to radio ships from the U. K., there is nothing to pre-

vent supplies coming in to the ships from other territories to beat this ban. But with the undeniable popularity of these radio stations, and the possibility of annual radio and TV licences for the BBC (government controlled) being increased, a political party with a small majority of three would probably think twice before finally attempting to bring down the curtain on the pirate radio stations. The stations themselves are watching carefully to see that their transmissions do not cause interference.

Radio London's power will be doubled in the next few days. Both **Radio London** and **Radio Caroline** (a ship located off the U. K. east coast) have asked the **IPA** to set up a steering committee for radio research into advertising, listenership, etc., and this is now under consideration.

Nwy. Musicians' Strike Ends

OSLO — Twelve days before its first anniversary the musicians' strike in Norway ended last week (17) following a meeting between the musicians' union and the record wholesalers' organization.

The strike began Feb. 29, 1964, when musicians asked for more pay when participating in recordings. The minimum pay (for two hours) for musicians is

now raised from \$10.7 to \$12.

Strangely enough, the Norwegian pop platter production has never been as big as this last year, although disk companies have been compelled to use amateur musicians for recordings—or buy playbacks from abroad. The classical record production, however, has been silent this year.

3 FILMS TO FEATURE DISK STARS OF ITALY

ROME — The cinema industry is cashing in upon popularity of film festivals by planning three new films which will each present 30 Italian pop singing favorites in features loosely tied together with story format.

Ascari, under direction of **Tullio Piacente** and **Riccardo Battaglia**, has announced three films, "Avenue of Songs," "Agent 008 Operation Rhythm" and "Three Mad, Mad Italians." Among the few foreigners named as guest artists are **Petula Clark**, **Sascha Distel** and **Henry Wright**. The same company is also marketing 16 shorts, each of which features five or six different singers.

Gianni Morandi of **RCA Italiana**, who scored a personal success with a film based on his summer hit, "On My Knees Before You," is now shooting a sequel. His current pace-making record, "I Am Not Worthy of You," is being used as the title.

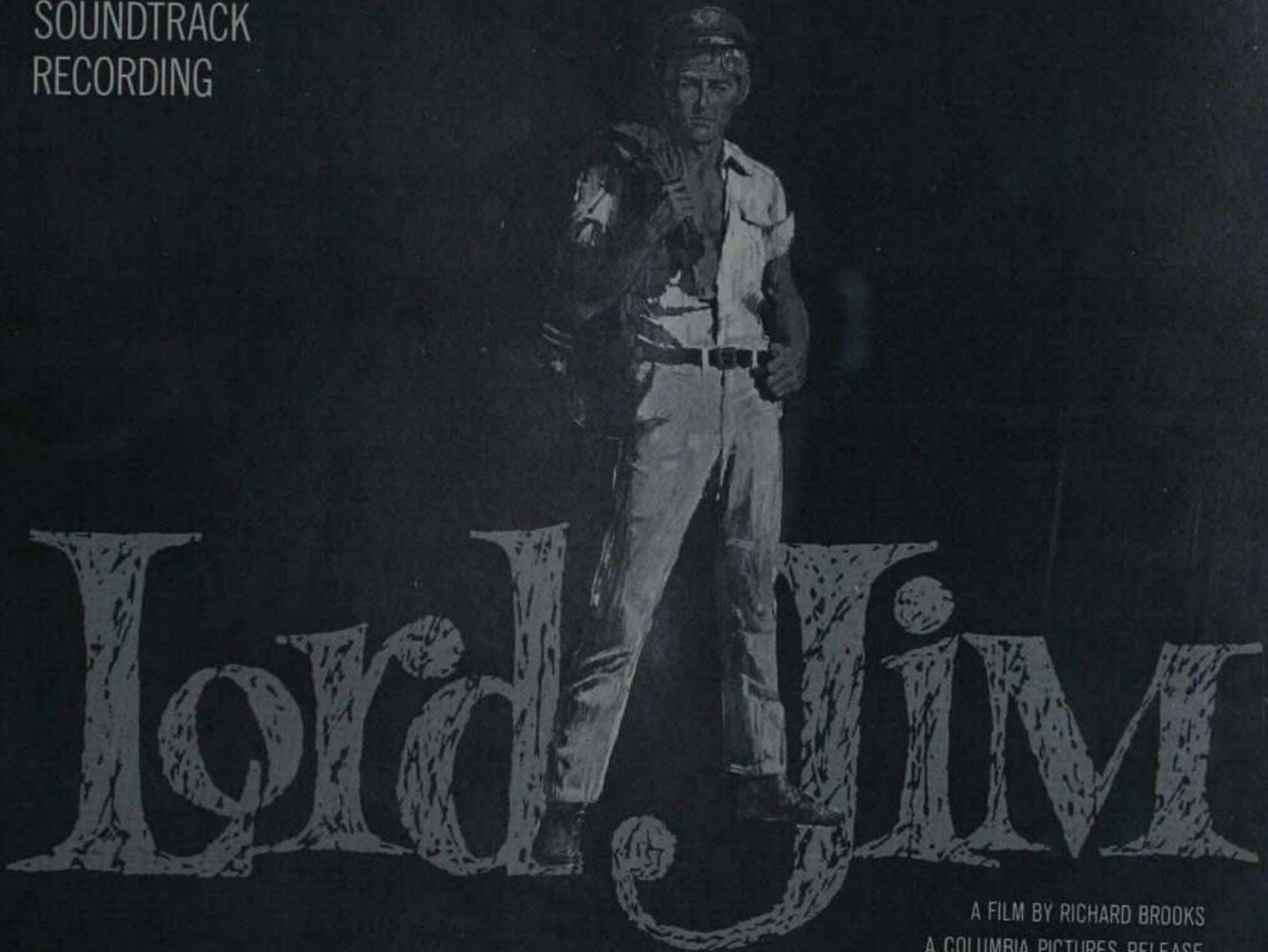
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News From the MUSIC CAPITALS OF THE WORLD

• Continued from page 18

will star as he did in the Broadway stage version. It will be directed by Dick Lester, who directs the Beatles' films for UA.

The Seekers — whose British chart topper, "I'll Never Find Another You," has just been issued in the U. S. on Capitol—are set for a return to their native Australia for TV and concert dates over a fortnight in May. . . . Decca has issued three EP's by currently visiting Roy Orbison, including one containing some of his earliest recordings. The company has also put out a Henry Mancini EP. . . . Sign of the times: Many groups which have failed to make the mark or maintain success with disk sales are losing their record contracts. Among them is the Pete Best Four, run by drummer Ringo replaced in Beatles; Decca has dispensed with this group once thought to be a hot property. . . . CBS artist Kenny Rankin — one of America's representatives in the San Remo festival—was here to promote a single, "There'll Be No Other Love." . . . Harold Davison is negotiating an early-summer U.S. tour for Georgie Fame. . . . Promoter Roy Tempest is negotiating for his Artie Music to handle the Roulette Records song catalog here. Tempest also has a flourishing independent production company in Tempo Records.

CHRIS HUTCHINS

MADRID

Lucien Milhaud formerly working in France, and with "Belter" in Barcelona, has been appointed as new director of Columbia—the Spanish label which has no relations to the same U. S. etiquet. Columbia launches here the Barclay and Decca material and many other labels. . . . Spain will be at the Eurovision Festival next March in Naples with "Que Bueno Que Bueno," by composer Figueroa and sung by Conchita Bautista. . . . Los Brincos, the new Spanish instrumental and vocal group using Spanish sound to oppose that Liverpool Flamenco. It seems that the Brincos have discovered the new

Spanish sound to oppose that Liverpool one. They have already taped music and songs here. . . . GRAMA (Grabaciones Magnetofónicas) came out with good national selection of well-known local hits. Price is around \$8.

RAUL MATAS

MANILA

Beatle Beat, featuring different combos was staged at the San Sebastian College Auditorium Sunday (28). Bimbo Valdez and Joey Lim Jr. were the emcees. The participating amateur combos were the Barons, Castaways, Crystals, Cobras, Deltas, Dynasonics, Galahads, Jungle Cats, Marvels, Phantoms, Reactors, Royal Kingsmen, Shannagans, Sounds Incorporated, Sundowners, Thunderbirds, Tilt Down Men, Tom Cats, Young Ones and the Wildebeests.

Amateur combo concerts are becoming the fad in this territory, wherein young, talented musicians are discovered and subsequently acquired by the country's established combos.

This year's Philippine music festival of the League of Filipino Composers, scheduled for March 2 at 6:15 p.m., at the Philamlife Auditorium, will present the world premiere of four commissioned works of League members: Alfredo S. Buenaventura's "Bathaluman," a concert overture; Rodolfo Cornejo's "Ruby" a symphonic poem with choral obligato; Lucino T. Sacramento's "Cradle Concerto," for piano and orchestra with Regalando Jose, as soloist, and Antonio J. Molina's "Misa Antoniana," a festival Mass to be rendered by a 100-voiced choral ensemble. Assisting will be the Filipino Philharmonic Orchestra, with each composer conducting his work.

Successfully presented for the first time in 1957, by the Music Promotion Foundation of the Philippines, the Philippine Music Festival is a landmark in Philippine music. It is looked upon as a challenge to the creative genius of Filipino composers and genuine artistry of our musicians and singers.

LUIS MA TRINIDAD

MEXICO CITY

Jose Luengo, sales manager of Musart (the Capitol-EMI distributors), announced that for the first time in Mexico his company prepared a catalog of prefabricated tapes manufactured locally with recordings of Mexican music. In a few weeks the first numbers will be in the market. . . . The Cuban singer Gigi, whom Perez Prado brought to Mexico as a vocalist for his promotion of the dengue, recorded four cumbias for Polydor, with the orchestra of Leo Acosta, outstanding Mexican drummer who made a successful comeback after having spent 10 years in California. . . . Teodoro Reuben, general manager of Indica, the only record company which operates in Costa Rica for all Central America, spent two weeks in Mexico visiting his clients: CBS, Musart and Peerless. Beginning in March, Indica will also be the Central American outlet for Polydor-Philips. . . . Jack Lewrke, from Atlantic Records, talked with Chic O'Farrill about recording in Mexico. . . . Eduardo Hernandez Moncada, one of the leading members of the Society of Authors and Composers, has been appointed general director of opera of the National Fine Arts Institute. . . . Frederick J. Reiter, head of Morro Music publishing, delivered to his affiliate, CBS's Mundo Musical, a whole series of the rhythm from Columbia, new cumbias, the craze here. . . . From March 15 to 17 all the Latin American top executives of Philips Records (Phonogram) and Deutsche Grammophon (Dusa, Mexico) will meet in Rio de Janeiro and co-ordinate production plans.

OTTO MAYER-SERRA

MUNICH

Two U. S. standards have been recorded with German lyrics on Polydor. Peter Alexander sings "Martha," Knut and Hartmut sing "Ich Sende Dir Rosen" (Red Roses for a Blue Lady). The publisher is Francis, Day & Hunter—Melody der Welt. . . . The U. S. hit "Don't Forget I Still Love You" will be recorded in German on Polydor by the Guenter Kallmann singers. . . . A fair success only in the States, "I Only Came to Dance With You" is No. 1 now here, sung by Bernd Spier on CBS. . . . Gitte, the Girl from Sweden, is one of the three top singing stars in Germany, after Caterina Valente and Esther Ofarim, according to a poll in a German newspaper. She recorded the German version of "Nashville Tennessee" on Electrola. . . . Peter Kraus will sing the German version of Swedish hit, "Gabrielle" on Polydor. Nelson Riddle's instrumental version on Reprise has already gotten good airing. . . . Bernhard Mikulski, German CBS boss, reports the sale of 25,000 LP albums of the soundtrack of "My Fair Lady." . . . 1.3 million records have been sold of the German, French, Italian, and English versions of "Warum Nur, Warum," written and composed by Udo Juergens, published by Montana, Munich.

Bach went to Munich: Within one week, two modern Bach groups from France guest-starred in Munich: The Swingle Singers and Jacques Loussier, of the famous "Play Bach Series." . . . Polydor singing star Wencke Myrhe got a silver disk for her Norwegian version "Gi Meg En Cowboy Til Mann" of German hit, "Ich Will 'Nen Cowboy Als Mann." . . . Herbert Giesewetter quits Ariola to start as head of the distribution department of CBS-Frankfurt. . . . Michael Andries quit Ariola to start the public relations department of "Interart" in Duesseldorf; Willie Klotz will be artists promotion man for Ariola. . . . The biggest jazz ball in Munich's jazz history has been staged by Munich's impresario Ado Schlier. In the longest night of this year's Munich's carnival season these artists and bands played: The Prague Dixieland Band, CSSR; Beryl Bryden, the "Queen of the Washboard" from England; the London City Stompers; former Ellington sideman Nelson Williams; the New Orleans Hot Dogs; Heinz Schellner, Munich; Hawe Schneider,

Berlin; Hans Van Der Sys, Amsterdam; Pepsi Auer, Munich; the River Boat Seven; the Munich All-Stars; the Isar Water Stompers; the Boogie Woogie Strutters; the New Happy Home Dixieland Blowers; the Munich Mubacks; the Bavarian Skiffle Stompers; the Haidhausen Blowers, among others. Acker Bilk and his Paramount Jazz Band tour West Germany in March. After concerts in West Berlin, Hannover and Hamburg they will guest star at a TV spec for the 2nd German TV Network. . . . Ten LP albums by Jim Reeves have been issued by Teldec on RCA. . . . "The Concert Sound of Henry Mancini" is the title of a new RCA LP album featuring four tracks, "Academy Award Selections," "A Tribute to Victor Young," "The Music of David Rose," and "Peter Gunn Meets Mr. Lucky." . . . Fats Domino will guest star at the Star Club in Hamburg. Star Club boss Manfred Weissleder will pay \$3,000 for one night to Fats. JIMMY JUNGERMANN

OSLO

It is Jim Reeves all the way on the Norwegian LP parade, with six out of 20 albums. Leading is "Beatles for Sale" on Parlophone, runners-up are "Gentleman Jim" and "The Best of Jim Reeves," both on RCA Victor. . . . Reprise's "Robin and His 7 Hoods" has become an LP best seller here in Norway, this may be the beginning of strong soundtrack sales from less famous films. . . . Jan Hortun, now on Troll Records, seems to be a comer on Norwegian records. His latest success is "Na reiser jeg hjem" (Detroit City) c-w "Jeg finner kanskje trost." . . . Nera here issued "Rosa Rio" by Jim Reeves and the platter is now jumping on the platter parade. But now Nera will issue "It Hurts So Much" by the same artist, because this is the platter that has entered the Radio Luxembourg Top 20. . . . Radio Luxembourg is the main source for plugging records in Norway. . . . Winner of the Norwegian finale of this year's Eurovision Song for Europe Contest is "Karussell" by Jolly Kramer Johansen, as sung in the finale by new songstress Kirsti Sparboe. . . . This may mean her breakthrough; she'll probably go to Naples for Norway in the European finals.

ESPEN ERIKSEN

RIO DE JANEIRO

Musidisc LP's and compacts are now being distributed by RCA Victor. . . . Fermata offered 80 million cruzeiros for the studios, the label and the licensees of Discos RGE. . . . Philips offices and pressing plant are closed till March 15 for vacations. Company signed singers Morgana, Luli and Germano Ma Thias. . . . Copacabana Discos is preparing a tribute LP to the late composer Marino Pinto, the writer of the well-known samba, "Ais Pes da Cruz." . . . Marino died of a heart attack two weeks ago. . . . Oscar Castro Neves is subbing for Aloysio De Oliveira as a&r man at Discos Elenco, while the latter remains in the U. S.

Jose De Sa, chief of International Dept., at Odeon, is preparing several tribute LP's to Nat King Cole. Scheduled for release are "The Nat King Cole Story," "Nat King Cole Sings My Fair Lady" and "Nat King Cole Meets George Shearing." . . . Sidney Frey, president of Audio Fidelity, is in town to record the fabulous Carnival of the Fourth Centenary. . . . RCA International and Philips (Dutch) conventions will be held here in Rio, in June and April, respectively. . . . Trini Lopez is still the best selling star in the country. "The Latin Album," "Perfida" and "Michael" are the hits. . . . Alan Trossat will record all Philips bossa nova vocal LP's in Portuguese and English for simultaneous release in Brazil, U. S. and Europe.

SYLVIO TULLIO CARDOSO

ROME

Ricordi, which had issued the first Italian disk by the New Christy Minstrels with their two San Remo songs on the one disk, has now put them on separate records. One was the winning song,

the other seems to be outselling the winner. . . . The other winner, Bobby Solo, is now also available in a 45 EP in which he sings American western songs. . . . Piero Gabrielli of Night Club Records, has transformed his Grotto del Piccione in Rome into a theater-club following in the successful pattern of Franco Nebbia. It now has half a dozen imitators in Milan, where the American entertainment form was first Italianized. . . . Tino Davini of Italmusica, Milan diskery, who received worldwide attention last year with his "Peace" record which he distributed to the United Nations, has found an architect in his native Brescia to design a university for which Josephine Baker is raising funds. . . . New merchandising methods for selling records are spreading out from Milan where they first appeared. Among the front-liners in the northern city are Saar's Supermarket of Records, Ricordi's Record Fair and the Voce del Padrone Emporium in the Galleria. . . . Vis-Radio, kingpin of the Neapolitan song market, is presenting three 20-year-old newcomers, Giulietta Sacco, Sandro Pavese and Caterina Farina. Mario Del Monaco's version of "O Sole Mio," which won the "Naples Against Everybody" competition, has been issued by Decca. . . . Enrico Macias, top French favorite, is being presented in his own language by Pathe for the first time in Italy.

SAMUEL STEINMAN

TORONTO

Jazz, classical music, and opera will provide varied musical fare for Stratford Shakespearean Festival in Stratford, Ontario, visitors this summer, with imported artists, Canadian soloists, and the National Festival Orchestra and National Youth Orchestra. The Dave Brubeck Quartet, and Benny Goodman with a jazz quartet will present a concert of classics and jazz. The operas will be Kurt Weill and Bertholt Brecht's "Mahagonny," starring Martha Schlamme, and "The Marriage of Figaro," for which the cast has not been announced. Guest artists for the classical music concerts include pianists Claudio Arrau and Leon Fleisher, cellist Leonard Rose, flutist Jean-Pierre Rampal, and Canadian soprano Lois Marshall. . . . Great jubilation among the Toronto group, the Regents, and their vocalists, Dunc and Judy, because Red Bird has picked up their single, "Me and You," backed with the oldie, "Playmates" for release in the U. S. It's just out on the Quality label here. . . . This week sees simultaneous release in the U. S. and Canada of Pierre Lalonde's first disk on Decca, "Darling, Je Vous Aime Beaucoup" and the more teen-oriented "Forever." The bi-lingual young Montreal singer has gone over well with both French and English singles on Apex here, and hopes are high for this first outing on the parent Decca label. The sides were cut in New York with Henry Jerome.

The Smothers Brothers, who sold out in their last appearance here a year ago, appear at Massey Hall in Toronto (8), presented by the Rho Alpha Kappa fraternity of Ryerson Polytechnical. . . . Bobby Goldsboro, whose "Little Things" is starting up the radio station charts here, appears in Toronto (5) at a Mr. Rhythm 'n' Blues Dance. . . . Johnny Cash is sporting a handsome pair of gold cufflinks bearing the city of Toronto crest, presented to him by Mayor Philip Givens, a country music fan who endeared himself by sitting as deejay on country music station CFGM, Toronto. The Johnny Cash Show, with Tex Ritter, June Carter, David Houston and the Statler Brothers, played to more than 5,000 in two shows at Massey Hall last month, presented by CFGM. During the stagershow Cash was presented with a pair of Indian moccasins by a princess from the Six Nations Reserve. He was also given three handpainted Indian wall hangings by the Thunderbird Club which made him a lifetime member of their group, composed of Chippewa, Seneca, Ojibway and Onondaga Indians.

KIT MORGAN

(Continued on page 44)

Billboard
SPOTLIGHT WINNERS OF THE WEEK

THE CHARTBUSTERS—Breakin' My Heart (South Mountain, BMI)
MUTUAL 511

VARIETY

THE CHARTBUSTERS . . . BREAKIN' MY HEART (BMI)
(Mutual) . . . Can't You Hear Me Callin'
The Chartbusters' "You're Breakin' My Heart" (South Mountain) shapes up as a strong rocking number by a combo whose sound fits right into the commercial groove.

MUSIC BUSINESS

THE CHARTBUSTERS
Mutual 511
BREAKIN' MY HEART (South Mountain, BMI) (2:19)—Randazzo, Weinstein, Meshel

Pick

BREAKIN' MY HEART (2:19)
CHARTBUSTERS (Mutual 511)

The Chartbusters, who scored recently with "She's My Girl," come up with a top-notch follow-up stanza with this commercial newie labeled "You're Breakin' My Heart." The side is a rollicking, rhythmic Mersey Beatish ode about a love-sick fella who claims that his girl is destroying him with her playing-the-field ways.

THE NEW

Chartbusters' release
"BREAKIN' MY HEART"

Prod. by BOBBY POE and VERNON SANDUSKY

c/w "CAN'T YOU HEAR ME CALLIN'"
MUTUAL #511
MUTUAL RECORDS INC., 1697 Broadway, New York 19, N.Y. LT 1-6206

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APACHE '65

The Arrows 116

THIS SPORTING LIFE (The Original)
Ian Whitcomb & Bluesville 120

A TOMBSTONE EVERY MILE
Dick Curless 124

I'M TELLIN' YOU NOW
Freddie and The Dreamers 125

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(S) KAO-5000

**Instrumental background re-creations of their
biggest hits with printed lyrics and chord sym-
bols. Gives everybody a chance to BE a Beatle!**

STEREO

TOWER


SING A SONG WITH

THE BEATLES

Instrumental Background Re-creations of Their Big Hits

PRINTED LYRICS AND CHORD SYMBOLS INCLUDED

I WANT TO HOLD YOUR HAND · PLEASE PLEASE ME · CAN'T BUY ME LOVE
SHE'S A WOMAN · I SAW HER STANDING THERE · LOVE ME DO · I FEEL FINE
A HARD DAY'S NIGHT · SHE LOVES YOU · ALL MY LOVING · P.S. I LOVE YOU



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AUSTRALIA

*Denotes local origin

This Week	Last Week	Title	Artist
1	5	OVER THE RAINBOW—	*Billy Thorpe & the Aztecs (Parlophone)—Alberts
2	4	THE WEDDING—	Julie Rodgers (Phillips)—Boosey & Hawkes
3	3	FERRY CROSS THE MERSEY—	Gerry and the Pacemakers (Columbia)—Leeds
4	8	WALK AWAY—	Matt Monroe (HMV)—Castle
5	7	TWENTY MILES—	*Ray Brown and the Whispers (Festival)—Belinda
6	14	I FEEL FINE—	The Beatles (Parlophone)—Leeds
7	12	DOWNTOWN—	Petula Clark (Astor)—Leeds
8	—	REMINISCING—	*Jay Justin (HMV)—Castle
9	1	UNDER THE BOARDWALK—	The Rolling Stones (Decca)—T.M. Music
10	15	HEART OF STONE—	The Rolling Stones (Decca)
11	13	SOMEWHERE—	P. J. Proby (Liberty)—Chappells
12	—	ROSES ARE RED MY LOVE—	The You Know Who's (CBS)
13	9	TERRY—	*Twinkle (Decca)
14	12	ROUTE 66—	The Rolling Stones (EMI)—Chappells
15	6	IF I FELT—	The Beatles (Parlophone)—Leeds

BRITAIN

*Denotes local origin

This Week	Last Week	Title	Artist
1	3	I'LL NEVER FIND ANOTHER YOU—	Seekers (Columbia)—Belinda Music
2	1	TIRED OF WAITING FOR YOU—	*Kinks (Pye)—Kassner Music
3	2	YOU'VE LOST THAT LOVIN' FEELIN'—	Righteous Brothers (London)—Screen Gems
4	7	GAME OF LOVE—	*Wayne Fontana and the Mindbenders (Fontana)—Skidmore Music
5	4	KEEP SEARCHIN'—	Del Shannon (Stateside)—Vicki Music
6	9	DON'T LET ME BE MISUNDERSTOOD—	*Animals (Columbia)—West One Music
7	8	THE SPECIAL YEARS—	*Val Doonican (Decca)—Shapiro-Bernstein
8	13	FUNNY HOW LOVE CAN BE—	*Ivy League (Piccadilly)—Southern Music
9	14	IT HURTS SO MUCH—	Jim Reeves (RCA)—California Music
10	21	IT'S NOT UNUSUAL—	*Tom Jones (Decca)—Leeds Music
11	6	COME TOMORROW—	*Manfred Mann (HMV)—Belinda Music
12	5	GO NOW—	*Moody Blues (Decca)—Belinda Music
13	10	CAST YOUR FATE TO THE WIND—	*Sounds Orchestral (Piccadilly)—Mellin Music
14	28	GOODNIGHT—	Roy Orbison (London)—Acuff-Rose
15	20	YES I WILL—	*Hollies (Parlophone)—Screen Gems
16	30	I MUST BE SEEING THINGS—	Gene Pitney (Stateside)—Schroeder Music
17	23	MARY ANNE—	*Shadows (Columbia)—Francis Day & Hunter
18	15	LEADER OF THE PACK—	Shangri-Las (Red Bird)—Mellin Music
19	11	YOU'VE LOST THAT LOVIN' FEELIN'—	*Cilla Black (Parlophone)—Screen Gems
19	—	COME AND STAY WITH ME—	*Marianne Faithful (Decca)—Metric Music
21	12	BABY PLEASE DON'T GO—	*Them (Decca)—Leeds Music
22	—	SILHOUETTES—	*Herman's Hermits (Columbia)—Francis Day & Hunter
23	—	I'LL STOP AT NOTHING—	*Sandie Shaw (Pye)—Glasando Music
24	24	I'M LOST WITHOUT YOU—	*Billy Fury (Decca)—South Mountain Music
25	—	HONEY I NEED—	*Pretty Things (Fontana)—Dunmo Music
26	19	FERRY CROSS THE MERSEY—	*Gerry and the Pacemakers (Columbia)—Pacermusic
27	18	YEH, YEH—	*Georgie Fame (Columbia)—Roar Music
28	16	TERRY—	*Twinkle (Decca)—Favourite Music

29	17	THE THREE BELLS—	*Brian Poole and the Tremeloes (Decca)—Biem/Southern
30	27	WHAT IN THE WORLD'S COME OVER YOU—	*Rockin' Berries (Piccadilly)—Welbeck

EIRE

This Week	Last Week	Title	Artist
1	1	HUCKLEBUCK/I RAN ALL THE WAY HOME—	Brendan Bowyer and Royal (HMV)—Leeds/Dash
2	5	I LOVE YOU MORE AND MORE EVERY DAY—	Joe Dolan and Drifters (Pye)—Copyright Control
3	2	YOU'VE LOST THAT LOVIN' FEELIN'—	Righteous Brothers (London)—Screen Gems
4	3	GO NOW—	Moody Blues (Decca)—Sparta
5	6	ROUND AND ROUND—	Dickie Rock and Miami (Pye)—Robbins
6	8	LOVE'S MADE A FOOL OF YOU—	Dixies (Parlophone)—Knox
7	—	IT HURTS SO MUCH—	Jim Reeves (RCA Victor)—California
8	—	ARE YOU TEASING ME?—	Cadets with Eileen Reid (Pye)—Acuff-Rose
9	4	TIRED OF WAITING FOR YOU—	Kinks (Pye)—Kassner
10	7	NO ARMS CAN EVER HOLD YOU—	Bachelors (Decca)—Burlington

FINLAND

Two Weeks Ago	This Week	Title	Artist
1	3	TANGO PELARGONIA—	Kari Kuuva (Scandia)
2	1	I FEEL FINE—	The Beatles (Parlophone)
3	2	CADILLAC—	The Renegades (Scandia)
4	—	DO YOU KNOW—	The Lollipop (Karusell)
5	5	GABRIELLE—	The Hootenanny Singers (Telefunken)
6	4	I SHOULD HAVE KNOWN BETTER—	The Beatles (Parlophone)
7	6	THE HOUSE OF THE RISING SUN—	Lasse Martenson (Phillips)
8	—	I COULD EASILY FALL—	Cliff Richard (MGM)
9	11	KANGASTUS—	Reijo Taipale (Scandia)
10	10	OH, PRETTY WOMAN—	Eero & Jussi (RCA)

FLEMISH BELGIUM

*Denotes local origin

Two Weeks Ago	This Week	Title	Artist
1	—	LETKISS—	Several artists
2	7	FRENCH SONG—	Lucille Starr (London)
3	4	I FEEL FINE—	The Beatles (Parlophone)
4	2	DOLCE PAOLA—	*Adamo (HMV)—Ardmore & Beechwood
5	1	TELL ME—	The Rolling Stones (Decca)—Southern
6	—	SHE'S THE ONE/MOTHER-IN-LAW—	The White Heads (Ronnex)
7	5	TIME IS ON MY SIDE—	The Rolling Stones (Decca)
8	9	LES FILLES LU BORD DE MER—	*Adamo (HMV)—Ardmore & Beechwood
9	8	YOU'RE SO SIMPATICO—	Ray Mondo (Cardinal)—World
10	—	GOODNIGHT—	Roy Orbison (London)—Acuff-Rose

FRANCE

This Week	Last Week	Title	Artist
1	1	VOUS PERMETTEZ MONSIEUR—	Adamo (Voix de son Maitre)—Pathe
2	7	LE CHEF DE LA BANDE—	Franc Alamo (Riviera)—Tutti
3	2	SACRE CHARLEMAGNE—	France Gall (Phillips)—Bagatelle
4	3	TOUJOURS UN COIN QUI ME RAPPELLE—	Eddy Mitchell (Barclay)—Salvet
5	6	LES FILLES DU BORD DE MER—	Adamo (Voix de son Maitre)—None
6	10	ECOUTE CE DISQUE—	Sheila (Phillips)—Tutti
7	9	NOTRE PLACE AU SOLEIL—	Enrico Macias (Pathe)—None

8	—	LE TEMPS—	Charles Aznavour (Barclay)—Aznavour
9	—	QUE C'EST TRISTE VENISE—	Charles Aznavour (Barclay)—Aznavour
10	4	UN AMI CA N'A PAS DE PRIX—	Johnny Hallyday (Phillips)—Labrador
11	13	TOMBE LA NEIGE—	Adamo (Voix de son Maitre)—Pathe
12	—	VAGABONDS SANS RIVAGES—	Enrico Macias (Pathe)—Chappell
13	14	LA CORDE AU COU—	Richard Anthony (Columbia)—Ami
14	8	LA MONTAGNE—	Jean Ferrat (Barclay)—Halleluya
15	—	MON AMIE LA ROSE—	Francoise Hardy (Vogue)—Bagatelle

HOLLAND

This Week	Last Week	Title	Artist
1	8	LETKISS—	Several artists
2	1	FRENCH SONG—	Lucille Starr (London)
3	3	LOVELY LOVELY—	Chubby Checker (Cameo Parkway)
4	2	I FEEL FINE—	Beatles (Parlophone)
5	7	LES FILLES DU BORD DE MER—	Adamo (H.M.V.)
6	4	DOWNTOWN—	Petula Clark—(Vogue)
7	12	SCHOMMELSTOEL—	Gert Timmerman (CNR)
8	5	I COULD EASILY FALL IN LOVE WITH YOU—	Cliff Richard (Columbia)
9	17	COLINDA—	Lucille Starr (London)
10	—	EIGHT DAYS A WEEK—	Beatles (Parlophone)
11	13	FRATER VENANTIUS—	Wim Sonneveld (Phillips)
12	6	LITTLE RED ROOSTER—	Rolling Stones (Decca)
13	10	ADALITA—	Trini Lopez (Reprise)
14	11	THE WEDDING—	Julie Rogers (Mercury)
15	9	DOLCE PAOLA—	Adamo (H.M.V.)
16	32	CAST YOUR FATE TO THE WIND—	Sounds Orchestral (Pye)
17	—	TRAUME DER LIEBE—	Geschwister Jacob (CBS)
18	22	KLEINE ANNABEL—	Ronnie (Telefunken)
19	19	NOORDZEESTRAND—	Rocco Granata (CNR)
20	—	BERGEN VAN TIROL—	Helma & Selma (Telstar)

HONG KONG

This Week	Last Week	Title	Artist
1	1	PLEASE LEAVE HER TO ME—	Fabulous Echoes (Diamond)
2	2	NO ARMS CAN EVER HOLD YOU—	Bachelors (British Decca)
3	5	I'LL CRY INSTEAD—	Beatles (Parlophone)—Northern Sounds Inc.
4	9	DIAMOND HEAD—	Ventures (Liberty)
5	3	SEND ME NO FLOWERS—	Doris Day (CBS)
6	—	BOOM BOOM—	Animals (Parlophone)
7	7	I COULD EASILY FALL—	Cliff Richard (Columbia)
8	8	GENIE WITH THE LIGHT BROWN LAMP—	Shadows (Columbia)
9	4	I FEEL FINE—	Beatles (Parlophone)—Northern Sounds Inc.
10	—	TERRY—	Twinkle (British Decca)

ITALY

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	SE PIANGI SE RIDI—	*Bobby Solo (Ricordi)
2	2	LE COLLINE SONO IN FIORE—	Minstrels (CBS)
3	3	AMICI MIEI—	Gene Pitney (Musicor)
4	6	ABBRACCIAMI FORTE—	*Ornella Vanoni (Ricordi)
5	11	SI VERDA'—	Surfs (Festival)
6	9	INVECE NO'—	Petula Clark (Vogue)
7	15	AMICI MIEI—	*Nicola Di Bari (Jolly)
8	10	IO CHE NON VIVO SENZA TE—	*Pino Donaggio (Columbia)
9	4	NON SON DEGNO DI TE—	*Gianni Morandi (RCA)
10	12	HO BISOGNO DI VEDERTI—	*Gigliola Cinquetti (CGD)
11	—	PRIMA O POI—	*Remo Germani (Jolly)
12	13	L'AMORE HA I TUOI OCCHI—	*Bruno Filippini (MRC)
13	—	LE COLLINE SONO IN FIORE—	*Wilma Goich (Ricordi)

14	8	VIVA LA PAPPALIA COL POMODORO—	*Rita Pavone (RCA)
15	—	ASPETTA DOMANI—	*Fred Bongusto (Fonti)

JAPAN

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	LA PLUS BELLE POUR ALLER DANSER—	Sylvie Vartan (Victor)—Victor
2	8	CHE CHE CHE—	*Hoshi Yukio (Victor)—JASRAC
3	2	ANKO TSUBAKI WA KOI NO HANA—	Miyako Harumi (Columbia)—JASRAC
4	3	YAWARA—	*Misora Hibari (Columbia)—JASRAC
5	7	THE HOUSE OF THE RISING SUN—	The Animals (Odeon); The Ventures (Liberty)—Shinko
6	10	MATSUNOKI KOUTA—	*Ninomiyu Yukiko (King)—JASRAC
7	—	NANIMO IWANAIDE—	*Sono Mari (Polydor)—JASRAC
8	—	UN BUCO NELLA SABBIA—	Mina (Fontana)—Shinko
9	5	OZASHIKI KOUTA—	*Mahina Stars & Matsuo Kazuko (Victor)—JASRAC
10	4	LA RAGAZZA DI BUBE—	Sound Track (Fontana)—Victor

MALAYSIA

This Week	Last Week	Title	Artist
1	1	I COULD EASILY FALL—	Cliff Richard (Columbia)
2	2	I FEEL FINE—	The Beatles (Parlophone)
3	6	THE TWELFTH OF NEVER—	Cliff Richard (Columbia)
4	3	THIS IS MY PRAYER—	Linda Scott (Kapp)
5	—	ON THE FIRST NIGHT OF THE FULL MOON—	Jack Jones (Kapp)
6	—	ONLY FRIENDS—	Francoise Hardy (Warner Bros.)
7	—	I GO TO PIECES—	Peter & Gordon (Columbia)
8	—	I SHOULD HAVE KNOWN BETTER—	The Beatles (Parlophone)
9	—	PERHAPS, PERHAPS, PERHAPS—	Cliff Richard (Columbia)
10	—	AIN'T THAT LOVING YOU BABY—	Elvis Presley (RCA)

MEXICO

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	POLLERA COLORA—	*Carmen Rivero (CBS)—Mundo Musical
2	2	I LOVE HER—	Santo and Johnny (Gamma)—Pending
3	3	POLLERA AMARILLA—	*Sonia Lopez (CBS)—Pending
4	5	LA CUMBIA—	*Carmen Rivero (CBS)—Pending
5	6	I WANT TO HOLD YOUR HAND—	Beatles (Musart)—Musicmex
6	4	PRETTY WOMAN—	Roy Orbison (London)—Mundo Musical
7	9	COMO TE EXTRANO—	Leo Dan (CBS)—Mundo Musical
8	7	INVIERNO TRISTE—	Blue Winter—Connie Frances (MGM)—Grever
9	8	VETE CON ELLA—	*Mayte (RCA)—Grever
10	10	Y VOLVAMOS—	Marie Laforet (Gamma)—Pending

NORWAY

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	FROKEN FRAGEN—	Sven-Ingvars (Phillips)—Carl M. Iversen
2	7	ROCK AND ROLL MUSIC—	Beatles (Parlophone)—Edition Lyche
3	5	I LOVE YOU BECAUSE—	Jim Reeves (RCA Victor)—Moerk
4	—	ROSA RIO—	Jim Reeves (RCA Victor)
5	4	JEG MARSJERER VED DIN SIDE—	*Wenche Myhre (Triola)—Belinda
6	2	I FEEL FINE—	Beatles (Parlophone)—Edition Lyche
7	10	GOLDFINGER—	Shirley Bassey (Columbia)—United Artists/Strig Anderson
8	3	I COULD EASILY FALL—	Cliff Richard (Columbia)—Belinda
9	9	WALK TALL—	Val Doonican (Decca)—Edition Lyche
10	10	DOWNTOWN—	Petula Clark (Vogue)—Reuter-Leeds

PHILIPPINES

This Week Last Week

1	1	TO YOU FROM ME—	Eydie Gorme (ABC-Paramount)—Mareco, Inc.
2	2	THIS IS MY PRAYER—	Linda Scott (Kapp)—Mareco, Inc.
3	5	AIN'T THAT LOVING YOU BABY—	Elvis Presley (RCA)—Filipinas Record Corp.
4	6	SABOR A MI—	Eydie Gorme w/Trio Los Panchos (Columbia)—Mareco, Inc.
5	4	EVERYBODY DO THE CLICK—	Jose Feliciano (RCA)—Filipinas Record Corp.
6	3	FUN, FUN, FUN—	Beach Boys (Capitol)—Mareco, Inc.
7	8	OH, PRETTY WOMAN—	Roy Orbison (London)—Super Records
8	7	THE GOOD LIFE—	Tony Bennett (Columbia)—Mareco, Inc.
9	10	WALK AWAY—	Matt Monro (Parlophone)—Dyna, Inc.
10	—	THE GIRL FROM IPANEMA—	Astrud Gilberto (Verve)—Mareco, Inc.

RIO DE JANEIRO

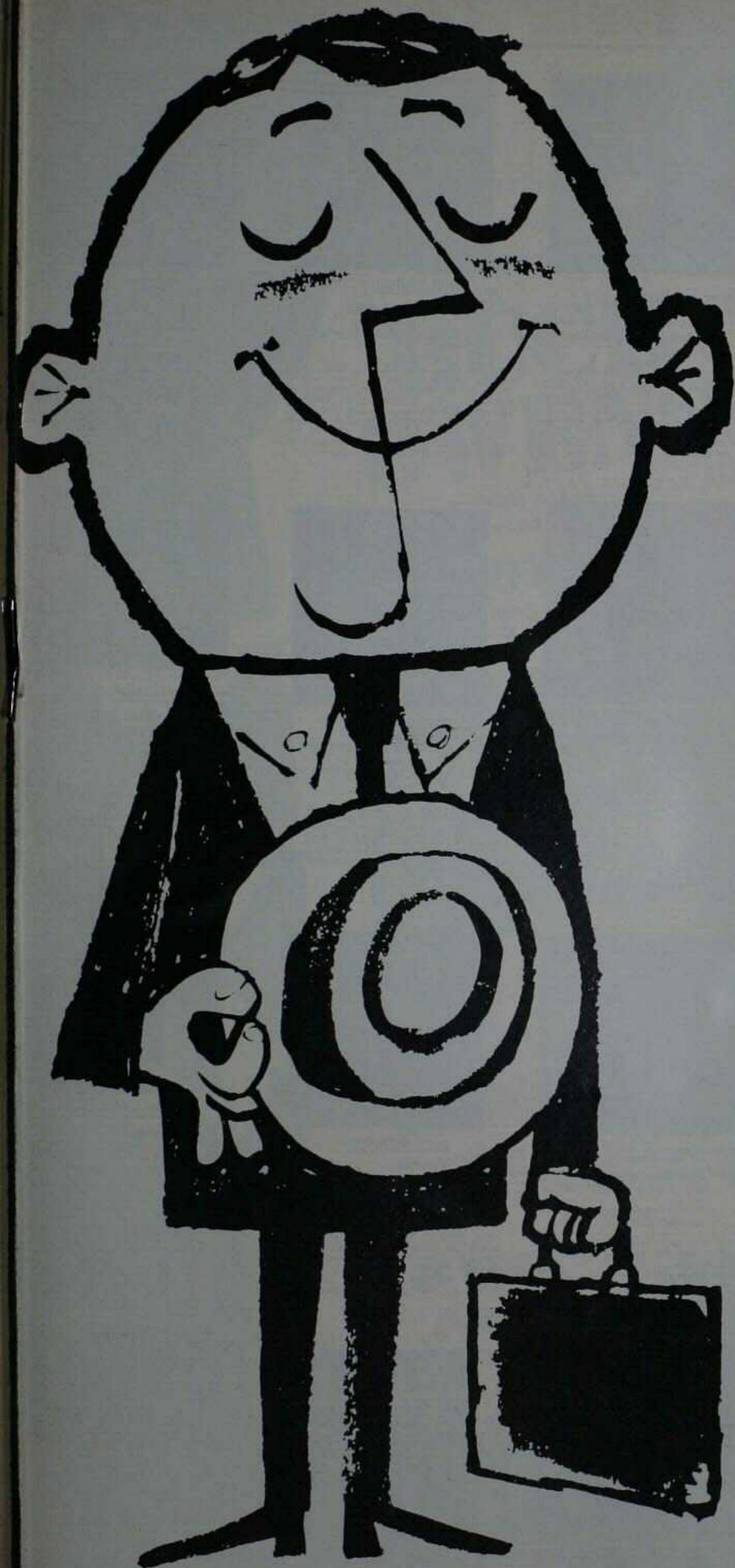
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	PERFIDIA—	Trini Lopez (Reprise)
2	4	TREM DAS ONZE—	*Demonios da Garoa (Chantecler)
3	2	MICHAEL—	Trini Lopez (Reprise)
4	5	AMORE SCUSAMI—	John Foster (Fermata)
5	—	SOMOS IGUAIS—	*Altemar Dutra (Odeon)
6	10	THE HOUSE OF THE RISING SUN—	The Animals (Odeon)
7	8	RANCHO DA PRACA ONZE—	*Dalva de Oliveira (Odeon)
8	7	FROM RUSSIA WITH LOVE—	Matt Monro (Odeon)
9	3	A HARD DAY'S NIGHT—	The Beatles (Odeon)
10	—	IN GINOCCHIO DA TE—	Giani Morandi (RCA Victor)

SINGAPORE

This Week Last Week

1	1	I COULD FALL EASILY—	Cliff Richard (Columbia)
2	2	YOU'RE MY REMEDY—	The Marvellettes (Tamala)
3	3	COME SEE ABOUT ME—	The Supremes (Motown)
4	5	YOU NEVER	



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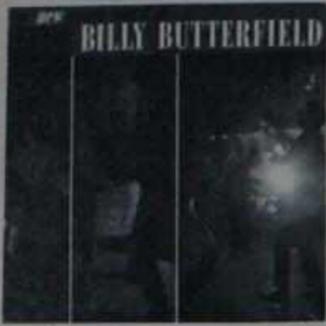
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The 1965 Butterfield sounds just as great as the "BB" of old. All dressed up in contemporary swingin' arrangements of all-time, all-timers, trumpeter Butterfield rocks and twists in fine form through "Walk Right In," "Ballin' the Jack," "Wang, Wang Blues," and backbeats, "Rumors Are Flying," "Till the End of Time." His latest Jay single "Dixetay," is also represented here.



COUNTRY SPOTLIGHT

THE VOICE OF COUNTRY MUSIC

Roy Acuff. Capitol T 2276 (M); DT 2276 (S)

The album kicks-off with a whopper called "Whoa Mule," that quickly points up the effective team work of Acuff and the great Smoky Mountain Boys. Roy, fiddle in hand, takes the lead solos with great support from the boys vocally and instrumentally.

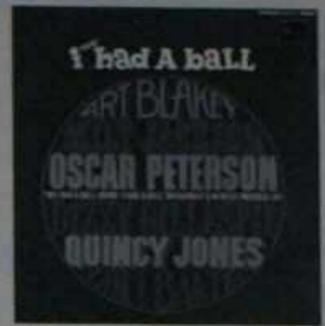


CLASSICAL SPOTLIGHT

STRAUSS: DON JUAN, OPUS 20/TOD UND VERKLARUNG, OPUS 24

Vienna Philharmonic (Maazel). London CM 9415 (M); CS 6415 (S)

The Vienna Philharmonic Orchestra, conducted by Lorin Maazel, gives rich performances of two of Richard Strauss' most popular tone poems. Maazel, the American guest conductor, is rapidly building an international reputation.



JAZZ SPOTLIGHT

I/WE HAD A BALL

Various Artists. Limelight LS 86002 (S)

Top-notch jazz package with much going for it. In addition to the tie-in with a successful Broadway show the album stars Art Blakey, Mill Jackson, Oscar Peterson, Dizzy Gillespie, Quincy Jones and Chet Baker, each with his individual musical aggregation of outstanding sidemen. This is just one of six outstanding jazz albums released this month by Limeight.



RHYTHM & BLUES SPOTLIGHT

THE BEST OF JOE TEX

Parrot PA 61002 (M); PA 71002 (S)

Joe is currently represented on both the r.&b. and pop singles charts. "You Better Get It," is high on both, while "Hold What You've Got," is a strong r.&b. seller. Parrot has come up with 12 tremendous Tex performances that will be most welcomed by his ever growing number of fans in both the pop and r.&b. fields.



SOUNDTRACK SPOTLIGHT

MUSIC FROM THE MOTION PICTURE BABY THE RAIN MUST FALL

Elmer Bernstein. Ava A-53-ST (M); AS-53-ST (S)

This soundtrack album is an exciting and vivid picture of today's teen music. With a score written by Elmer Bernstein and arranged by Sharty Rogers, the album rocks from start to finish with the exception of the plaintive "Shine for Me," sung by the We Three Trio, and their vocal rendition of the title tune. "Gospel Time" is full of excitement and drive.



CLASSICAL SPOTLIGHT

MAHLER: SYMPHONY NO. 9 (2-12")

Berlin Philharmonic (Barbirolli). Angel B 3652 (S)

From the intense beauties of the opening movement to the almost whispered final note, Sir John Barbirolli guides the Berlin Philharmonic in a marvelously controlled performance of this sprawling, powerful and truly magnificent symphony. The fast growing audience for the works of Mahler should do well by this fine recording.

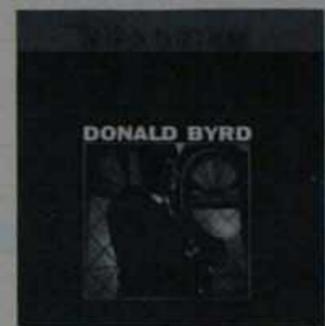


CLASSICAL SPOTLIGHT

TCHAIKOVSKY: SYMPHONY NO. 6 IN B MINOR, OP. 74 "PATHETIQUE"

Vienna Philharmonic Orch. (Maazel). London CM 9409 (M); CS 6409 (S)

Still another version of the timeless war-horse, and one which should reap an impressive sales harvest, thanks to the quality of the performance, the recording, and the fact that Maazel is currently appearing in the U. S. (conductor of the Los Angeles Philharmonic plus tours).

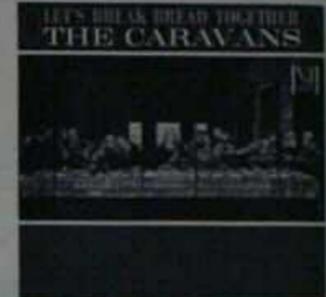


JAZZ SPOTLIGHT

I'M TRYIN' TO GET HOME

Donald Byrd. Blue Note 4188 (M)

Brass with voices . . . an exciting combination here. The brass includes such greats as Ernie Royal, Clark Terry and Jay Jay Johnson. Impressive throughout—from the moody sounds to the joyous rampings—the blue to the swinging. Tasteful jazz nicely executed and recorded.



SPIRITUAL SPOTLIGHT

LET'S BREAK BREAD TOGETHER

The Caravans. Vee Jay VJ 3070 (M)

Unbeatable gospel singing. The group delivers the messages with inspiration and moving feeling. The female group, expertly accompanied orchestra and James Herndon on the piano sing "He's Alive Today," "Holy Boldness," "Great Joy," among others.



SOUNDTRACK SPOTLIGHT

THE PLEASURE SEEKERS

Soundtrack. RCA Victor LSO 1101 (S); LOC 1101 (M)

Lionel Newman's sophisticated scoring of the soundtrack from the 20th Century-Fox picture and Ann-Margret's performance on four vocal numbers add up to an album that should have wide appeal. Ann-Margret's particularly effective on the title song and "Next Time."



CLASSICAL SPOTLIGHT

BRAHMS: SEXTET IN B FLAT FOR STRINGS

Yehudi Menuhin. Angel S 36234 (S)

Led by Menuhin, the sextet turns in an excellent performance in this sublime work. They play the four movements with a keen sense of balance and phrasing. The last two "light" movements are given a brisk translation. FAE Sonata's third movement, with Hephzibah, moves with taste.



CLASSICAL SPOTLIGHT

CHOPIN: PIANO CONCERTO NO. 1 IN E MINOR

Emil Gilels. Columbia ML 6112 (M); MS 6712 (S)

One of the great pianist of our time adds new meaning to one of the more pallid concertos, thanks to his poetic reading. Both artist and popularity of repertoire insure the sales potential of this package.



JAZZ SPOTLIGHT

ANY TIME . . . ANY GROOVE!

Don Scaletta Trio. Capitol T 2204 (M); ST 2203 (S)

A superlative trio. Led by the brilliant piano work of Scaletta, the group offers interesting juxtaposition of familiar renditions of "Over There," "Hello, Dolly!," "Yankee Doodle Boy" (Dandy). With Ted Bondell on bass and Nikki Lamkin on drums, all else comes off superbly.

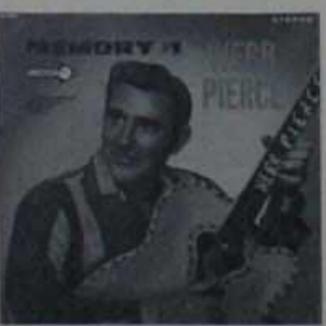


GOSPEL SPOTLIGHT

HIS GRACE REACHES ME

Junior Blackwood Brothers. Skylite SRLP 6025 (M)

This package follows "Songs Our Father Sang," which had a good reception in the market place. "His Grace Reaches Me," the group's second album, contains the title song plus "Anywhere is Home," "When I'm Alone," "You Can Have Him" and other material which is varied in its rhythm and pace so as to show the spectrum of the genre. A deep religious quality pervades the package.



COUNTRY SPOTLIGHT

MEMORY #1

Webb Pierce. Decca DL 4604 (M); DL 74604 (S)

The package presents Webb in material he does to a turn: "That's Where My Money Goes," "Invisible Tears" and several strong items portraying the tribulations of love and its alcoholic aftermath. These include "Here I Am Drunk Again" and "I'm Gonna Hang One on Tonight."



CLASSICAL SPOTLIGHT

MOZART/SCHUMAN: MUSIC FOR TWO PIANOS

Vladimir Ashkenazy & Malcolm Frager. London CM 9411 (M); CS 6411 (S)

Messrs. Frager and Ashkenazy are acquiring quite a reputation as a piano duo; and rightly so. Exceptional musicians in their own rights, they are beautifully balanced when playing together. The Sonata in D, K.448 by Mozart and the Andante and Variations and Etude by Schumann benefit from the freshness and vitality of their collaboration.



JAZZ SPOTLIGHT

BOSS SHOUTIN'

Willis Jackson. Prestige PR 7329 (M)

Get-up-and-go jazz all the way. Steppin' out with his usual authoritative tenor sax is Jackson. Close on his heels is the educated organ playing of Carl Wilson, the drive of Joe Hedrick's drums, the tenderness of Pat Azzaea's guitar and the punctuation of George Tucker's bass. First rate interpretations of "Nice & Easy," "Boss St. Louis Blues."



JAZZ SPOTLIGHT

HAPPINESS

The Russian Jazz Quartet. Impulse A-80 (M); AS-80 (S)

Defectors Midney and Berukshits are teamed with pianist Kelluway and percussionist Tate in an interesting blending of talents. Midney is a fluent alto saxist and clarinetist. Berukshits plays and impressive bass-mellow, rich and worldly. There's innovation, exploration and excellent team work that will commend it to all jazz buffs.



SPOKEN WORD SPOTLIGHT

SHAW, CAESAR AND CLEOPATRA (2-12")

Various Artists. Coedman TRS 3045 (S)

Charming performances by Claire Bloom, Judith Anderson and Max Adrian in G. B. Shaw's comic masterpieces of ideas. A play that sparkles with wit and understanding in a recording that comes to life with the excitement and immediacy of a staged performance.

(Continued on page 26)

America's
Country
Music King

BUCK OWENS

NOW HAS A SMASH ALL-AMERICAN ALBUM
True Country Sound • A Pop/Country Hit

I'VE GOT A TIGER BY THE TAIL



The follow-up album to Buck's great hit single.
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ALBUM REVIEWS (continued)



INTERNATIONAL SPOTLIGHT 1965 SAN REMO FESTIVAL— THE TWELVE WINNING SONGS

Various Artists. London TW 91372 (M); (No Stereo)

No pop music festival in the world attracts as much attention as the annual San Remo competition, and this album with 12 of the winning songs will enjoy hefty sales. Songs are in Italian, with various Italian artists. Winner was "Se Piangi, Se Ridi," which is sung by Nino Gherardi.



FOREIGN LANGUAGE SPOTLIGHT JAN PEECE ON 2nd AVENUE SONGS

Vanguard VRS 9166 (M); VSD 79166 (S)

Jan Peerce is equally revered as an interpreter of traditional Yiddish melodies as he is a singer of opera. The same magnificent, feeling voice of the Metropolitan Opera sings the well-known love songs of the Yiddish Theatre. Gerson Kingsley's symphonic orchestra backs him. Stereo is excellent and the entire album will prove to be a listening and nostalgic delight to many.



SPECIAL MERIT PICKS

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

POP SPECIAL MERIT

NEW ECHOES OF THE OLD WEST

Harve Presnell. MGM E 4266 (M); SE 4266 (S)

The "Unsinkable Molly Brown" star offers a dozen well-known melodies of the West in the distinctive big voice style. The material in this program demands the fine voice quality of Presnell. "They Call the Wind Maria" and "Friendly Persuasion" are prime examples.

POP SPECIAL MERIT

LET IT BE ME

Nancy Ames. Liberty LRP 3400 (M); LST 7400 (S)

A package combining a program of love ballads, torch songs and special material are handled with taste and feeling by the "That Was the Week That Was" TV star. She offers a straight sensitive reading of Newley's "Who Can I Turn To" and the evergreen "Hey There." Her current single "Let Tonight Linger On" is featured.

SOUNDTRACK SPECIAL MERIT

ONE NAKED NIGHT

Soundtrack. Vega VLP 2002 (M)

The jazz-oriented themes from the film soundtrack "One Naked Night" are offered here. Composer Chet McIntyre has created an interesting variety of moods, artistically and commercially. Taken out of the film's context, the melodies stand on their own worth. "Theme for Candy" has the potential of a pop tune.

SEE ALBUM REVIEWS ON BACK COVER

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all other LP's are listed under their respective categories.

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

PEOPLE GET READY

Impressions. ABC-Paramount ABC 505 (M); ABCS 505 (S)

THE JIM REEVES WAY

RCA Victor LPM 2968 (M); LSP 2968 (S)

★ NEW ACTION LP's

These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

PERCY FAITH PLAYS LATIN THEMES FOR YOUNG LOVERS . . .

Columbia CL 2279 (M); CS 9079 (S)

WALK AWAY . . .

Matt Monro. Liberty LRP 3402 (M); LST 7402 (S)

PAPER TIGER . . .

Sue Thompson. Hickory LPM 121 (M); (No Stereo)

BURNING MEMORIES . . .

Ray Price. Columbia CL 2289 (M); CS 9089 (S)

THE HULLABALLOOS . . .

Roulette R 25297 (M); SR 25297 (S)

TOP TEEN HITS . . .

Brenda Lee. Decca DL 4626 (M); DL 74626 (S)

MUSIC TO READ JAMES BOND BY . . .

Various Artists. United Artists UAL 3415 (M); UAS 6415 (S)

GOLDFINGER AND OTHER GREAT MOVIE THEMES . . .

Jack LaFarge. Regino R 319 (M); RS 319 (S)

LEADER OF THE PACK . . .

Shangri-Lax. Red Bird RB 20-101 (M); (No Stereo)

EL PUSSY CAT . . .

Mango Santamaria. Columbia CL 2298 (M); CS 9098 (S)

SONG FOR MY FATHER . . .

Harace Silver Quintet. Blue Note 4185 (M); 84185 (S)

FRIENDLY PERSUASION . . .

Ray Conniff, His Ork & Chorus. Columbia CL 2210 (M); CS 9010 (S)

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LOW PRICE COUNTRY SPECIAL MERIT

A BLUE MILLION TEARS

Don Gibson. RCA Camden CAL 852 (M); CAS 852 (S)

A collection of the early, familiar Gibson performances, including two instrumental tunes featuring Don on some catchy guitar work. It's a must album for those not acquainted with Don's material prior to his hit of 1958, "Oh Lonesome Me."

CLASSICAL SPECIAL MERIT

TCHAIKOVSKY: WALTZES

London Symphony (Dorati). Mercury MG 50395 (M); SR 90395 (S)

A fine package of the best-known Tchaikovsky Waltzes with powerful orchestrations and the added plus of conductor Antal Dorati. "Sleeping Beauty," "Waltz of Flowers," and the waltz from "Swan Lake" are beautifully performed and should appeal to the non-classical audience equally.

CLASSICAL SPECIAL MERIT

BACH: EASTER ORATORIO

Various Artists/Vienna Academy Choir (Prohaska). Vanguard SRV 156 (M)

A fine offering in time for the Easter season. The special priced album offers good technical quality coupled with very good performances by Maja Weis-Osborn, Kurt Equiluz, Hilde Ross-Majdan, Walter Berry and the formidable Vienna Academy Choir and Chamber Orchestra.

CLASSICAL SPECIAL MERIT

TCHAIKOVSKY: NUTCRACKER SUITE/ GRIEG: PEER GYNT SUITE

Herbert Von Karajan. London CM 9420 (M); CS 6420 (S)

If one is looking for an unsentimental approach to two of the most popular and often recorded works in the symphonic repertory, this might well be it. Von Karajan's conducting of these "stand-bys" is sharp and clean with a minimum of the romantic so often heard.

CLASSICAL SPECIAL MERIT

PROKOFIEV: SYMPHONY NO. 3, OP. 44, LE PAS D'ACIER-BALLET SUITE

Utah Symphony Orch. (Abravanel). Vanguard VRS 1122 (M); VSD 71122 (S)

Interesting coupling of two rarely recorded Prokofiev works. Written in the early '20's, the works have not as yet made any great impression on classical music buyers. The symphony is derived from Prokofiev's opera, "The Flaming Angel." The ballet (The Steel Leap) is the composer's avant-garde sound depicting the Russian machine and factory age.

JAZZ SPECIAL MERIT

FROM ALL SIDES

Vince Guaraldi & Bola Sete. Fantasy 3362 (M); 8362 (S)

Vince Guaraldi on piano and Bola Sete on guitar demonstrate that the Latin musical idiom can be combined with a U. S. sound to form good jazz. The two work so well together that it's often difficult to distinguish the piano from the guitar sounds.

JAZZ SPECIAL MERIT

KOO KOO

Zoot Sims. Status 8309 (M)

Zoot Sims and his six sidemen have an old-fashioned jam session—it really swings. The title number, a funky blues, gives the combo free rein. The tracks were made in the late 1950's and had been previously released.

LATIN SPECIAL MERIT

A PROGRAM OF POPULAR SPANISH AND LATIN AMERICAN SONGS

Luigi Alva. London 5866 (M); OS 25866 (S)

Lush and full orchestrations from the New Symphony Orchestra of London give excellent accompaniment to the magnificent light tenor of Luigi Alva. Selections include: "Granada," "Ay-Ay-Ay," "Amapola," "Estrellita."

SPIRITUAL SPECIAL MERIT

SOMETIMES I'M HAPPY—SOMETIMES I'M SAD—THE MANY MOODS OF REVEREND MACEO WOODS

Vee Jay VJ 5067 (M)

Whether the mood be subdued or uproarious, there is much emotional feeling in this album. The voices are exciting and the music stimulating and inspiring.



FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

POPULAR

THEME FROM PEYTON PLACE AND 11 OTHER GREAT THEMES

Frank DeVol. ABC-Paramount ABC 513 (M); ABCS 513 (S)

WHO IS DONNA FULLER

DCP DCS 6887 (S)

THE FABULOUS LES PAUL AND MARY FORD

Harmony HL 7333 (M)

THE VIRGINIAN

Randy Boone and Roberta Shore. Decca DL 4619 (M); DL 74619 (S)

THE CONSOUL OF FLOYD MORRIS SELECT SL 1109 (M); SSL 1109 (S)

THE STARS SALUTE DR. MARTIN LUTHER KING

Various Artists. Warner Bros. W 1591 (M); WS 1591 (S)

FIDDLER ON THE ROOF GOES LATIN

Joe Quijano. MGM E 4283 (M); SE 4283 (S)

COUNTRY

COUNTRY PIANO

Floyd Cramer & Houston Roberts. Hilltop JM 6025 (M)

LOW PRICE COUNTRY

THE LEGEND OF PETE CASSELL

Hilltop JM-6023 (M)

COUNTRY JOHNNY MATHIS

Hilltop Gospel G-7004 (M)

JAZZ

STRAIGHT AHEAD!

Junior Mance. Capitol T 2218 (M); ST 2218 (S)

GROOVE TIME

Paul Bryant. Fantasy 3363 (M); 8363 (S)

IDLE MOMENTS

Grant Green. Blue Note 4154 (M)

CLASSICAL

SCHUBERT: SONATA IN D, OP. 53

Clifford Curzon. London CM 9416 (M); CS 6416 (S)

MUSIC OF KODALY

London Symphony Orch. (Kertesz) London CM 9417 (M); CS 6417 (S)

FOLK

THE PHIPPS FAMILY

Folkways FA 2375 (M)

SACRED

THE HIGHWAY Q'S SING FROM THE TOP OF THE HILL

Vee Jay VJLP 5071 (M)

HIS LOVE IS IN MY HEART

Helene Landrum. Supreme SM 1012 (M)

OLD FASHIONED HYMNS

George Broadbent. Console CM 5084 (M)

GOSPEL

THE GOSPEL HARMONY BOYS PRE- SENT PORTRAITS IN SONG

Skyline SRLP 6023 (M)

IKE DAVIS SINGS AT AN ALTAR OF PRAYER

To Live Is Christ. TLP 6414 (M); TLPS 6414 (S)

LOW PRICE POLKA

DANCING DOLL POLKAS

Kenny Bass & His Ork. Vocalion VL 3707 (M); VL 73707 (S)

DOCUMENTARY

THE STORY OF GREENWOOD, MISSISSIPPI

Various Artists. Folkways FD 5593 (M)

INTERNATIONAL

RUMANIA AND THEIR GYPSIES IN HI-FI, VOL. 3

Barbu Lantaru Folk Ork. of Bucharest (Budisteanu & Stanescu). Bruno BR 50958L (M); (No Stereo)

THE LITTLE DANCING CHICKEN

The Little Singers of Milano. 4 Corners FCL 4216 (M); FCS 4216 (S)

THE MAGIC OF ATHENS

Various Artists. Capitol T 10381 (M)



THREE-STAR ALBUMS

The three-star rating indicates moderate sales potential within each record's music category.

POPULAR

NEW SOUNDS FOR THE STAGE BAND

Fred Karlin. Gallant GT 4003 (M)

YOU'LL LOVE JAMAICA

Keith & Ken with the Jamaican Steel Band. 4 Corners FCL 4213 (M)

I SING IN A PUB

Kim Cordell. Roulette R 25284 (M); SR 25284 (S)

EDMOND CONONIER SAXOPHONE QUARTET PLAYS AN INTERNA- TIONAL PROGRAM

Gallant GT 4002 (M)

COUNTRY

REMINGTON RIDES AGAIN!

Herbie Remington. Hilltop JM 6020 (M)

JAZZ

THE DEFINITIVE JAZZ SCENE, VOL. 2

Various Artists. Impulse A 100 (M); AS 100 (S)

OH! BY JINGO!

Clancy Hayes. Delmark DL 210 (M); DS 9210 (S)

SPELLBOUND

Ahmed Abdul-Malik. Status ST 8300 (M)

FOUR FOR TRANE

Archie Shepp. Impulse A 71 (M); AS 71 (S)

SOME OTHER STUFF

Grachan Moncur III. Blue Note 4177 (M)

IN 'N OUT

Joe Henderson. Blue Note 4168 (M)

FOLK

DOCK BOGGS

Dice D 111 (M)

COMEDY

JIMMY PELHAM . . . CALLING FREE COLLECT

Swa-Ray SR 1003 (M)

POLKA

POLKAS FROM THE EAST

3rd Rutkowski & His Band. Jay Jay 1003 (M)

POLKAS SLOVENIAN STYLE

Sam & His Band. Jay Jay 1003 (M)

SACRED

I SING WITH JOY AND GLADNESS

Carl E. Olivebring. Supreme SM 2100 (M)

TEENAGE DIARY
Miss America. Vonda VanDyke. Word W-2291-LP (M)

JUST RELEASED

THE BEST OF THE BEST OF...

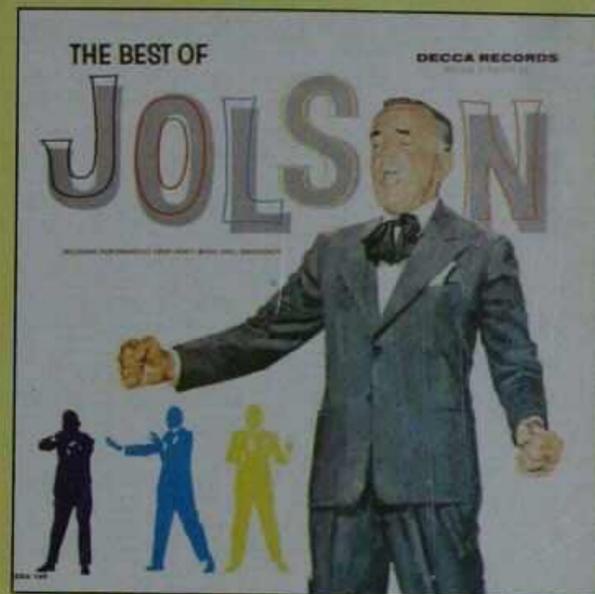
on DECCA • CORAL



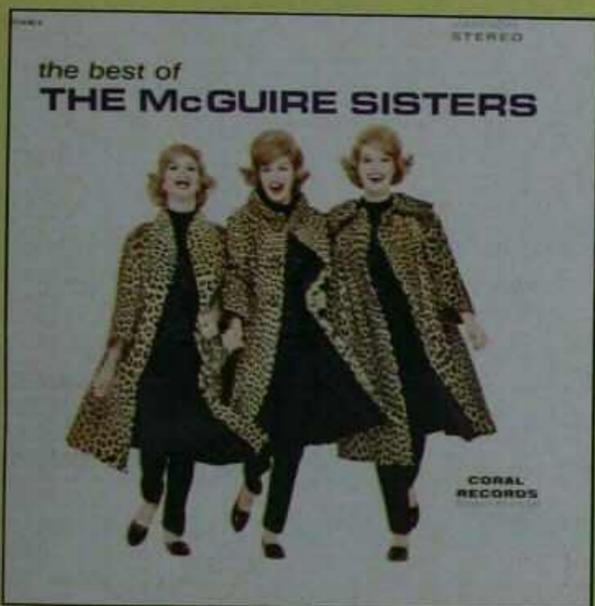
DXB 190 (M) DXSB 7190 (SE)



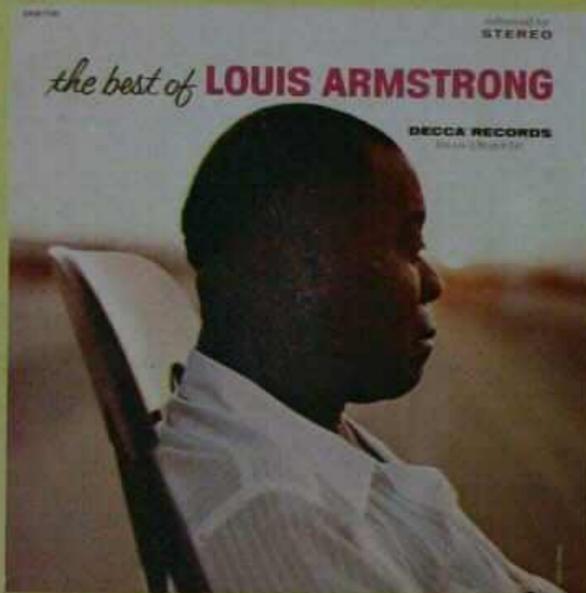
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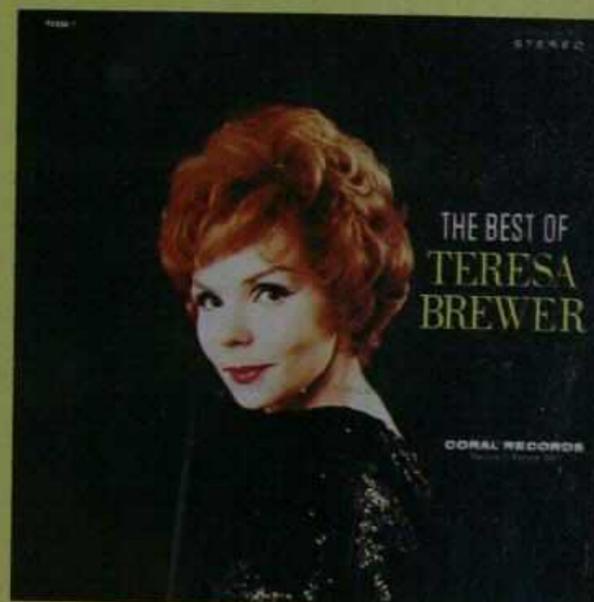
DXA 169 (M) DXSA 7169 (SE)



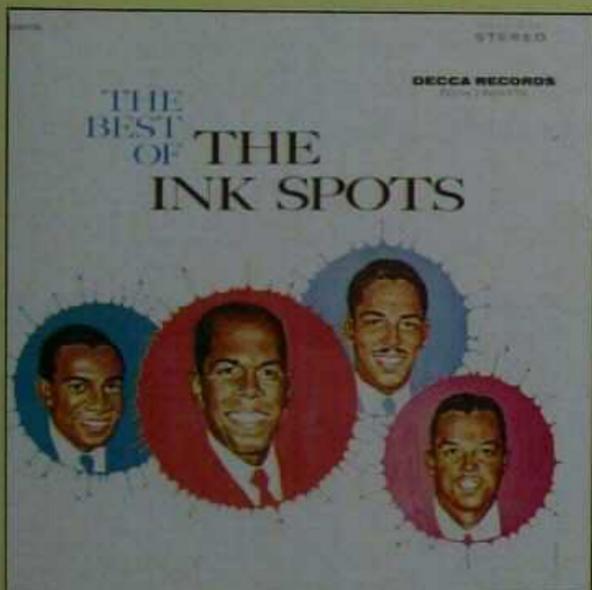
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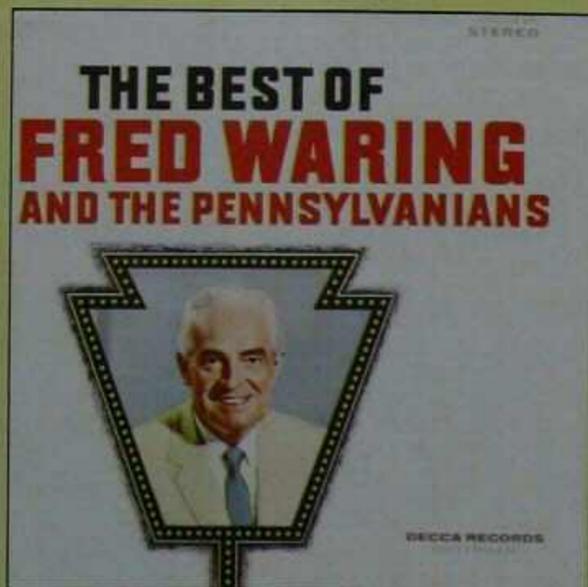
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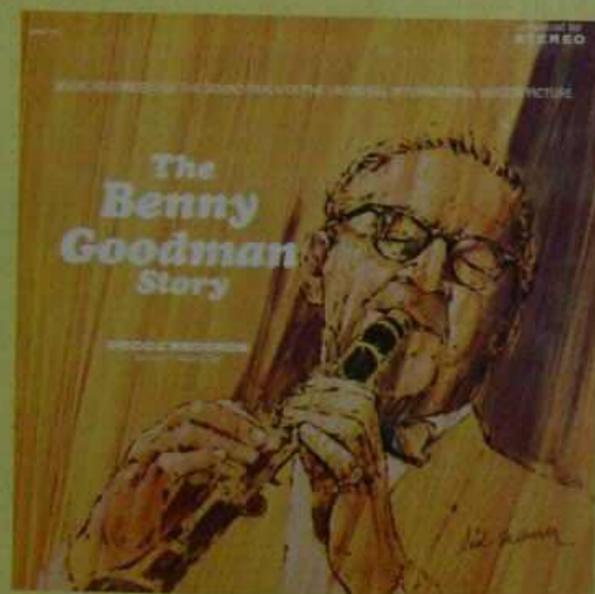
CXB 7 (M) 7CXSB 7 (SE)



DXB 182 (M) DXSB 7182 (SE)



DXB 186 (M) DXSB 7186 (SE)



DXB 188 (M) DXSB 7188 (SE) (SE) ENHANCED FOR STEREO

OTHER DELUXE 2-RECORD BEST OF ALBUMS

THE BEST OF ELLA FITZGERALD DXB 156 (M)
 THE ERNEST TUBB STORY DXB 159 (M) DXSB 7159 (SE)
 THE BILLIE HOLIDAY STORY DXB 161 (M)
 THE BEST OF THE TRAPP FAMILY DXB 162 (M)
 THE BEST OF ALFRED APAKA DXB 163 (M) DXSB 7163 (SE)
 THE BEST OF PEGGY LEE DXB 164 (M)
 THE BEST OF BURL IVES DXB 167 (M)
 THE BEST OF COUNT BASIE DXB 170 (M) DXSB 7170 (SE)
 THE BEST OF JESSE CRAWFORD DXB 171 (M) DXSB 7171 (SE)

THE BEST OF JUDY GARLAND DXB 172 (M) DXSB 7172 (SE)
 THE BEST OF THE WEAVERS DXB 173 (M) DXSB 7173 (SE)
 THE KITTY WELLS STORY DXB 174 (M) DXSB 7174 (SE)
 THE BEST OF DANNY KAY DXB 175 (M) DXSB 7175 (SE)
 THE PATSY CLINE STORY DXB 176 (M) DXSB 7176 (SE)
 THE RED FOLEY STORY DXB 177 (M) DXSB 7177 (SE)
 THE BEST OF BARBERSHOP DXB 180 (M)
 THE WEBB PIERCE STORY DXB 181 (M) DXSB 7181 (SE)
 THE BEST OF LAWRENCE WELK CXB 5 (M) 7CXSB 5 (SE)

(SE) ENHANCED FOR STEREO

SEE YOUR DECCA REPRESENTATIVE FOR DETAILS ON THIS EXCITING PROMOTION

NARM Volume Hits New High in 1964

By AARON STERNFIELD

Rack merchandisers of phonograph records enjoyed their best year ever in 1964, according to the fourth annual study of the National Association of Record Merchandisers.

The report, issued a week before the annual NARM convention in San Francisco, discloses that the annual volume of NARM members last year was \$139,850,088, an increase of nearly \$25,000,000 over 1963.

While no exact figures are available, industry sources estimate that NARM members represent about 40 per cent of all record rack merchandisers and their volume of business approaches 50 per cent of that transacted by all record rack merchandisers.

The discount outlets last year were responsible for 29.1 per cent of NARM members' dollar volume, an increase in share of market of 1.1 per cent from 1963. The variety store share of market was up slightly too—from 26.3 per cent to 27.2 per cent.

In terms of market share, department stores showed the greatest gain—from 11.1 per cent to 13.8 per cent. Much of this gain came at the expense of super-

market locations—the only category to drop off in dollar volume. Last year, supermarket sales of records on NARM outlets amounted to \$13,285,758 or 9.5 per cent of the market. A year earlier they were \$16,817,733, or 14.6 per cent of the market.

Drugstores and Post Exchanges increased their dollar volume slightly.

Dollar averages per outlet were better last year than in 1963. The number of outlets increased slightly from 23,383 to 24,004, while the dollar volume was up by nearly \$25,000,000.

Most NARM members shared in the increase, with 85 per cent reporting higher grosses than 1963, another 12 per cent doing the same volume, and only 3 per cent reporting decreases.

And if NARM members are doing more business, they're also discounting more. Last year exactly half of the rackers surveyed discounted at all locations, compared with 43.5 per cent the previous year. Another 23.1 per cent discounted at most of their locations, while 19.2 per cent discounted at some locations. As in 1962 and 1963, no NARM member sold records at full list only at most locations.

Albums continue to dominate sales by rack merchandisers. Last year they accounted for 78 per cent of the dollar volume (up a percentage point from 1963) and \$109,083,068 compared with \$88,446,935 a year earlier.

Singles declines in share of market (based on dollar volume) from 19.1 per cent to 17.8 per cent, while kiddie records (other than album) increased in share of market from 3 per cent to 3.6 per cent.

Of all albums sold last year, 59.4 per cent were monaural and 40.6 per cent were stereo. A year earlier the respective percentages were 62.2 and 37.8.

Pop records increased their domination of the album sales, rising from 45.5 per cent to 51.1 per cent. Country and folk albums fell off—the former from 21.4 per cent to 18.5 per cent, and the latter from 10.7 per cent to 7.4 per cent.

NARM members are relying more and more on budget merchandise. Last year gross dollar volume in budget product amounted to \$20,289,450 or 18.6 per cent of the volume done by NARM members. A year earlier the figure was only \$14,947,532 or 16.9 per cent of the dollar volume.

NARM Survey for 1964

GROSS DOLLAR VOLUME BY TYPE OF RETAIL OUTLET

Retail Outlet	Gross Dollar Volume 1964	Gross Dollar Volume 1963	% of Total 1964	% of Total 1963
Variety Stores	\$38,039,223.94	\$30,151,623.80	27.2%	26.3%
Department Stores	19,299,312.14	12,750,142.65	13.8%	11.1%
Discount Department Stores	40,696,375.60	32,162,522.00	29.1%	28.0%
Supermarkets	13,285,758.36	16,817,733.35	9.5%	14.6%
Drug Stores	13,425,608.45	10,358,268.75	9.6%	9.0%
Service PX's	11,467,707.22	9,065,008.80	8.2%	7.9%
Miscellaneous	3,636,102.29	3,560,850.65	2.6%	3.1%
	\$139,850,088.00	\$114,866,150.00	100.0%	100.0%

TOTAL NUMBER OF RETAIL OUTLETS SERVICED BY NARM MEMBERS:

	1964	1963		
	24,004	23,383		
Retail Outlet	Total Number 1964	Total Number 1963	% of Total 1964	% of Total 1963
Variety Stores	8727	8390	36.5%	36.6%
Department Stores	704	502	2.9%	2.1%
Discount Department Stores	1268	1012	5.3%	4.2%
Supermarkets	6220	6689	25.9%	28.4%
Drug Stores	4980	4831	20.7%	20.5%
Service PX's	319	298	1.3%	1.2%
Miscellaneous	1786	1661	7.4%	7.0%
	24,004	23,383	100%	100%

TYPE OF PRODUCT BY SPEED (RPM)

	% of Dollar Volume 1964	% of Dollar Volume 1963	Total 1964	Total 1963
Singles	17.8%	19.1%	\$ 24,893,315.66	\$ 21,939,434.65
EP's	.6%	.9%	839,100.53	1,033,795.35
Kiddie (other than LP)	3.6%	3.0%	5,034,603.17	3,445,984.50
Long Playing Records	78.0%	77.0%	109,083,068.64	88,446,935.50
	100%	100%	\$139,850,088.00	\$114,866,150.00

LONG PLAYING RECORDS

	% of Dollar Volume 1964	% of Dollar Volume 1963	Total 1964	Total 1963
Monaural	59.4%	62.2%	\$ 64,795,342.80	\$ 55,013,993.88
Stereo	40.6%	37.8%	44,287,725.84	33,432,941.62
	100%	100%	\$109,083,068.64	\$ 88,446,935.50

ALBUM SALES

Long Playing Records Only	1964	1963	1962
Popular	51.1%	45.5%	39.9%
(vocal, 37.1% instrumental, 14%)			
Country and Western	18.5%	21.4%	15.2%
Folk	7.4%	10.7%	5.3%
Comedy	4.2%	5.7%	11.1%
Original Cast and Movie Sound Track	7.8%	6.7%	9.9%
Jazz	3.4%	2.5%	3.8%
Kiddie	4.5%	4.5%	4.9%
Classical	2.2%	2.1%	2.5%
Sound and Percussion	not included	not included	4.4%
Miscellaneous	.9%	.9%	3.0%
	100.0%	100.0%	100.0%

DISCOUNTING

	1964	1963	1962	1961
Sell records at discount in ALL locations	50.0%	43.5%	42.9%	31.0%
Sell records at discount in MOST locations	23.1%	30.5%	28.6%	20.8%
Sell records at discount in SOME locations	19.2%	22.1%	28.5%	31.0%
Sell records at discount ONLY ON CERTAIN PRODUCT	7.7%	3.9%	0.0%	10.3%
Sell records at full list price in most locations		0.0%	0.0%	6.9%
	100.0%	100.0%	100.0%	100.0%

BUDGET MERCHANDISE

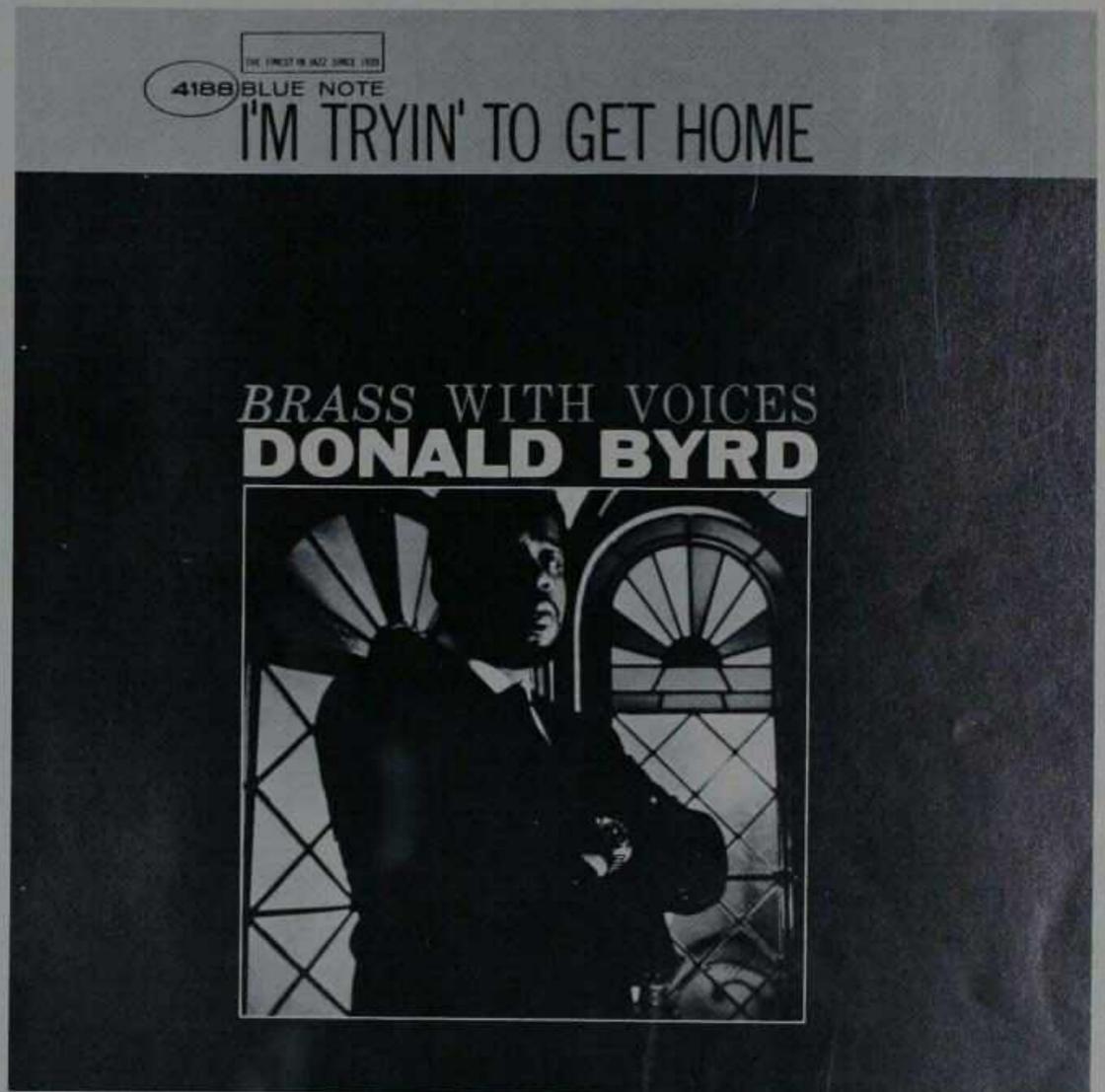
	1964	1963
Gross Dollar Volume in Budget Merchandise	\$20,289,450.83	\$14,947,532.02
% of LP Gross Dollar Volume in Budget Merchandise	18.6%	16.9%
Type of LP Budget Product (by retail price)	% of Budget Volume	
	1964	1963
\$.99 or less	51.4%	62.3%
\$1.98 or less	42.0%	27.1%
More than \$1.98	6.6%	10.6%
	100.0%	100.0%
	\$20,289,450.83	\$14,947,532.02
	\$ 9,312,312.45	\$10,402,382.57
	4,050,781.18	3,816,353.97
	1,339,103.77	1,584,438.39
	\$16,102,759.39	

Only From Blue Note Can You Expect Such A Terrific Jazz Release!

DONALD BYRD

BRASS WITH VOICES

Hear the magnificent blend of big brass with shouting voices and cookin' solos by Donald Byrd and Stanley Turrentine. A stunning album!

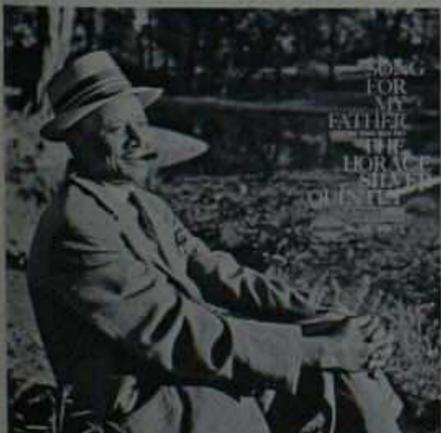


I'M TRYIN' TO GET HOME/DONALD BYRD

BROTHER ISAAC/NOAH/I'M TRYIN' TO GET HOME/I'VE LONGED AND SEARCHED FOR MY MOTHER/MARCH CHILDREN/PEARLY GATES.

BLP 4188 (BST 84188)

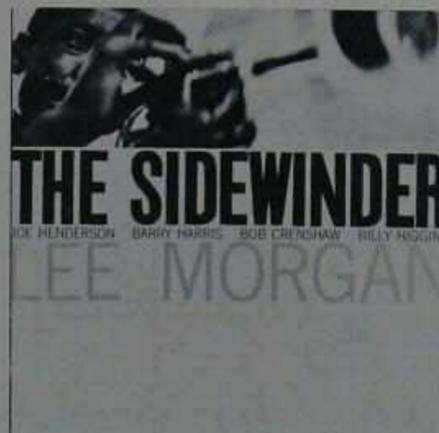
Four Solid Hit Albums



The Horace Silver Quintet
SONG FOR MY FATHER
45-1912 BLP 4185



Jimmy Smith
PRAYER MEETIN'
WITH STANLEY TURRENTINE
45-1909 BLP 4164



Lee Morgan
THE SIDEWINDER
45-1911 BLP 4157



Freddie Roach
BROWN SUGAR
45-1914 BLP 4168

BLUE NOTE *1st Name In Jazz*

Budget Records & Rack Jobbers: 2 Views

Budget Disk Business in Good Shape

By ELIOT TIEGEL

The budget record business is in a healthy state with potential only hinging on the aggressiveness of jobbers. This is the situation as seen by Glen Becker, head of Music City Record Racks, Los Angeles.

"Budget business today is in good shape," he says. The best indication of what's happening in this field is the expansion into the low price field by MGM through its recently launched Metro line, Becker adds. MGM's new line is an indication of the feeling among the major manufacturers who have not been represented in the budget field before.

Becker says he's not concerned about the addition of more budget lines to those already loading racks across the country. He philosophizes that oversaturation is common in the regular disk field and product still makes a profit, so why should it be different with budget competition?

RCA's Camden and Victrola lines drew heavy praise from the rack jobber. Camden's Living Strings and Living Voices are prestige packages which have helped give the budget field a classier image.

Schlock merchandise is still a strong segment of the budget field, Becker admits, but it is all cutout material. "It will disappear when the manufacturers start chopping up the records instead of passing them off," he says.

Budget merchandise has several distinct advantages for the industry. Discontinued LP's give an artist added life before consumers, and budget items stimulate sales of regular priced merchandise and even phonographs.

Budget material comprises 15 per cent of Music City's business. The growth of budget product depends entirely on the jobber, Becker emphasizes. "It's up to him to decide how much of his business he wants it to be."

Becker is enthusiastic for "in and out promotions," where he

H-B Is Latest Entry In Moppet Parade

By ELIOT TIEGEL

"Our plans are to enlighten the record dealers that he has a pre-sold product with pre-sold name value," according to Don Bohanan, head of Hanna-Barbera Records, the newest entry into the children's disk market.

"We will attempt to overcome such shortcomings of the kiddie field as dealers placing records in a dark corner and poor sound quality," the executive said.

Hanna-Barbera Productions, which has grown in eight years to become a leading employer of animation cartoonists, recently announced its involvement with children's records.

40 Million Viewers

The pre-sold condition Bohanan talks about is the estimated 40 million U. S. TV viewers who regularly tune in on just one H-B show, "The Flintstones," for example. In excess of 300 million persons watch H-B shows throughout the world, according to the company.

Utilizing characters from "Yogi Bear" and such other properties as "The Flintstones," "Huckleberry Hound," "Quick Draw McGraw" and "Magilla Gorilla," Bohanan's record division will create new ideas for these characters while producing singles and LP's from material already shown on television.

The company has 13 shows in circulation on first-run network TV, rerun network TV, syndicated TV, local TV and in 50 foreign countries.

An aggressive merchandising

culls shows, c&w or classical packages and runs promotions in his supermarket, department store or PX outlets. Military installations are good budget customers for country and rock material. The department stores favor classical product.

"Most consumers who buy budget lines step up to regular-priced merchandise," Becker claims. Racks handling budget material do very well by themselves, the executive notes. "Budget is a field unto itself."

operation with estimated gross retail in 1964 of \$120 million in toys, books, clothing, etc., helps expand the H-B influence with children and parents, Bohanan points out.

Loyal Audience

Bohanan contends the loyal audience for H-B shows involves adults and kids alike. "The kids watch the cartoons every day," he says, "while teen-agers switch from artist to artist. Dealers can't depend on teen loyalties from record to record." Bohanan hopes to spot music in H-B shows for release on the record label with the TV exposure assisting the promotion.

Bohanan calls the H-B cartoon characters "family artists," citing the adult nature of the writing. And with "Yogi Bear being accepted by adults and their kids, it gives us an added cushion of acceptance."

Children today are more sophisticated than they were five years ago, Bohanan noted. "We will delve into their likes and dislikes through market research."

The executive emphasizes that TV has replaced the babysitter in many homes, hence "the success of our record company will depend on our ability to put into the grooves the successful ingredients which have been placed in the television shows."

H-B will operate in the \$1.98, \$2.98, \$3.98 LP fields plus 29-cent singles area. Leased record departments and regular record stores—and not supermarkets—are becoming the key outlets for kiddie disks, Bohanan feels. "The racks have become more selective and the \$1.98 lines are more settled. Even the racks need strong name value in the kiddie field and our established roster will provide this strength."

Coast Rackers Cite Drop In Budget Merchandise

Mention budget merchandise to George Hartstone and Ed Mason, Los Angeles rack jobbers, and they parry with discouraging words. "Budget material is declining fairly rapidly," said Hartstone, head of Cal Racks. As far as he was concerned, Christmas budget material was down while regular record product did well. "Perhaps the reason for the decline is a loss of excitement," Hartstone offered.

Pointing out that he was concerned with providing customers with salable merchandise, Hartstone admitted he wouldn't be irked if budget material faded from the scene. "Our job is to merchandise, not create," he said.

Ed Mason, head of Record Racks, said budget material was becoming "less and less important." In over 10 years of business, budget sales have continually changed with the times. The past fall season was quite low, Mason noted.

In order to compensate for this decline in budget material, Mason feels the answer is building the potential of each house account. He estimates racks are only hitting 60 per cent of their potential with their customers anyway. "We're shooting to strengthen ourselves from within," is Mason's explanation. Last year Mason's business was up 30 per cent over the previous year. Mason feels careful analysis of each client should uncover areas not being serviced.

In Southern California, there

RACKERS HAVE OWN IDEAS

The two headlines over the West Coast budget record stories on this page are contradictory. But so were the reports gathered by Eliot Tiegel, Billboard's West Coast reporter. All of which goes to prove that rack jobbers are independent thinkers.

aren't any new fields to be conquered, Mason says. He doesn't want to go after book stores because "they can't guarantee enough business to stock them." Mason's philosophy about the rack business is: "With good product and proper merchandising there's room for growth."

Bihari Sees Trend to Better \$1.98 Product

A definite trend toward a better quality \$1.98 album has begun, says Saul Bihari, head of Crown Records, Los Angeles. Working in this price range, the budget manufacturer can afford better quality repertoire, materials and pressing facilities.

A new label bowed by Bihari featuring this quality sound is Custom Records. Here Bihari plans having his answer to the Living Strings, the Lush Strings released. Custom carries a \$1.98 list but Bihari expects the price to be discounted in the immediate future.

Thirty-one LP's are in the Custom catalog. Material was

recorded domestically and in Europe. Mood music continues as the strongest area of repertoire, but Bihari feels he must search for new avenues, a tough job, he admits.

Merchandise is entirely the key to budget success, he says. The 88-98 cent packages still sell, but the "junk" items aren't moving anymore.

"If anyone complains about a slowdown in sales," Bihari says, "it's probably because his merchandise is not up to par."

The executive says it's becoming hard to record fresh packages because the "buyers" (Continued on page 38)

Victor Execs Cite Growth of Rackers

By PAUL ACKERMAN

Commenting upon the phenomenal growth of the rack jobber segment of the record business in recent years, Ray Clark, RCA Victor manager of product and sales planning, said: "The field has excellent merchants. The (rack jobbers) know how and when to promote, both in point-of-sale and advertising."

Clark also noted that rack jobbers are as a class reputable businessmen, and that many of them are now becoming very solid music men. A great many now have excellent inventory control systems, and are developing a keen feel for the record business. "We value suggestions from the field," Clark added, "and we often act upon them."

He noted, for instance, that Cecil Steen, head of Record-wagon had suggested a Mickey and Sylvia album on Camden. Sam Morrison and Ab Smith of Knoxville have made suggestions for Camden c&w albums; Jack Gelbart of Atlanta suggested a Mary Poppins package, and Camden produced this.

Sales Increase

The RCA Camden label, Clark noted, is already showing an increase over 1964 sales, "and 1964 was a banner year."

The Camden line, Clark added, now includes more than 200 albums, plus close to 70 four-track reel tapes. In addition to the great volume of material on Camden in many fields, including pop, country, religious, and many other categories, Camden continues to develop

(Continued on page 36)

Racks Lead in Kiddie Singles, Stores Top in LP Volume

Retail stores, rack jobbers and one-stops are all coming in for their share of the \$20 million annual business in kiddie records. According to figures released by Billboard's Market Research Department, kiddie record sales account for 6.7 per cent of all dealer volume, while rack jobbers do 5.1 per cent of their volume in the moppet disks. The figure for one-stops is 4.4 per cent.

Retail stores are clearly the leaders in kiddie album sales, with 66 per cent of the unit volume in LP's and only 34 per cent in singles. On the racks, it's virtually the reverse, with 64 per cent of the unit sales in singles and 36 per cent in LP's.

Probable explanation is that the record buyer goes into a store with a purchase in mind and is not loath to spend \$1.49 or \$3.98 for a record.

But the housewife who buys from a rack in the supermarket most likely will buy on impulse and is more apt to spring for only 29 cents or 49 cents for a single.

Most popular-priced single at the retail store level is the 29-cent item. Some 65 per cent of the retailers said this is their best-selling single. Another 30 per cent said the 49-cent single sold best, while only 5 per cent said that singles selling for more than 50 cents was the most popular-priced item.

The \$1.98 album is far and away the most popular-priced kiddie LP on the dealers' shelves, at least that's what 72 per cent of the dealers say. Another 10 per cent do most of their unit volume

in \$1.49 merchandise; another 10 per cent do best with \$3.98 product, and only 5 per cent do their best unit volume with 98-cent merchandise.

Retail stores carry a more diversified line of kiddie records than do rack jobbers—7.5 average lines to 4.4 average lines. All retailers, one-stops and rack jobbers surveyed carry kiddie records, although rack jobbers do not carry them in all locations. And 84 per cent of retail stores carry kiddie singles.

Average number of kiddie singles lines carried is 2.4 for rack jobbers and one-stops and 2.8 for dealers.

What helps merchandise kiddie records? Newspaper advertisements and follow-up mailings to customers have proved effective. So have special promotions like the United Artists Tailspinners series selling for 99 cents each.

Elaborate window displays, such as the one which accompanied the "Mary Poppins" movie and record release have helped. During the showing of the movie, several stores ran sales on the "Mary Poppins" record with marked success.

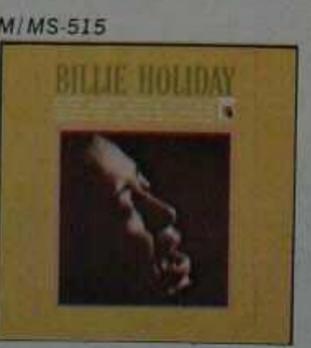
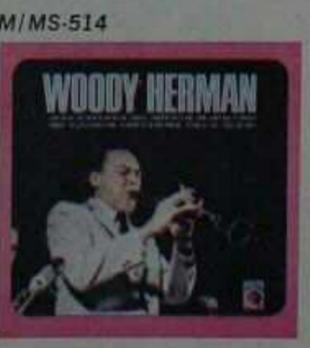
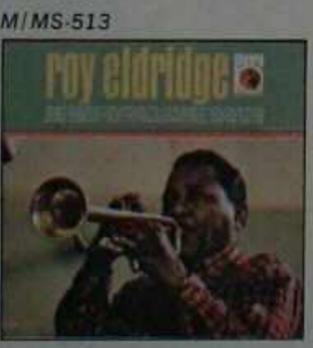
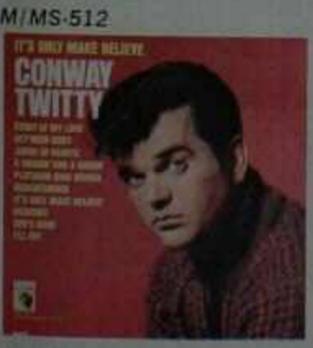
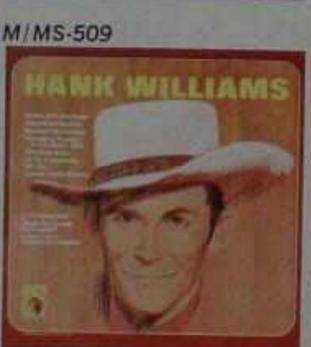
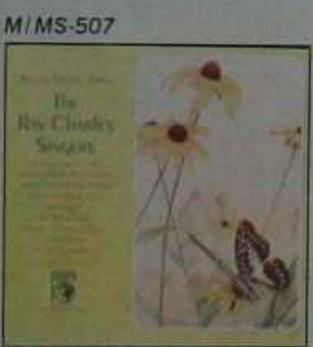
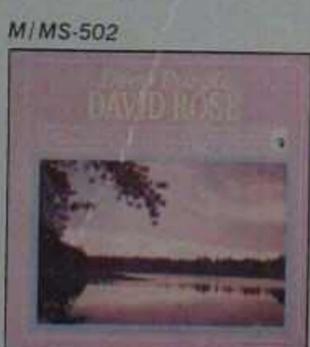
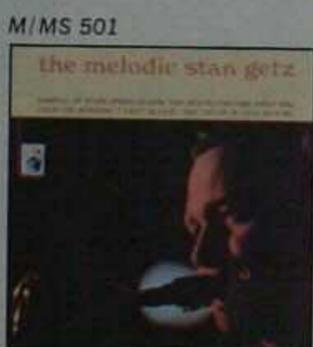
Dealers report that kiddie record displays should be placed in prominent locations and low enough off the floor so that youngsters can see the records.

Those dealers doing the most effective job with children's records are those who keep ample stock and take advantage of new movies, children's television shows for promotion.

INTRODUCING MIGHTY METRO THE HIGH-PROFIT, HIGH-VOLUME BUDGET ALBUM LINE FROM MGM RECORDS

Metro, the new high-profit, high-volume, budget-priced album line from MGM Records is geared to sell the discriminating as well as the impulse record buyer. Metro puts this dual sales punch into your racks and browser boxes by putting the selling emphasis on the key to consumer record buying—NAME POWER—with a list of these stars:

- CONNIE FRANCIS,
 - ELLA FITZGERALD,
 - STAN GETZ,
 - THE RAY CHARLES SINGERS,
 - AL HIRT,
 - LOUIS ARMSTRONG,
 - HANK WILLIAMS,
 - JUDY GARLAND,
 - COUNT BASIE
- and many, many others.



Metro is the budget-line leader for '65 and is another fast moving quality product from MGM Records. Order now!!

Metro Records is a division of Metro-Goldwyn-Mayer, Inc.





The happiest sound in all the world. **"THE SOUND OF MUSIC"**
Original soundtrack album of the new motion picture. **RCA Victor** 
The most trusted name in sound



THIS FULL-COLOR, FULL-PAGE ADVERTISEMENT appearing in major newspapers and consumer magazines from coast to coast will reach millions of record buyers—*your* customers!

"The Sound of Music" all out advertising and promotion campaign will create big, big demand for this new exciting album!

- **CONSUMER ADVERTISING.** Big full-page ad in 4 colors at left will run in key newspapers and best-read magazines across the country... will tie in with the heavy advertising push being put behind the movie itself.
- **NEWSPAPER MATS.** 140-, 280-, and 500-line ad mats to use for local tie-ins with the national advertising campaign.
- **TELEPHONE ADVERTISING.** A special classified advertising campaign will invite readers to dial a number and hear "The Sound of Music."
- **LIGHTED WINDOW DISPLAY.** Big 4-color, lighted display is a sure eye-catcher.
- **ALBUM BLOW-UPS AND PICTURES.** 20 x 20 enlargements of album covers and 8 x 10 movie stills for your windows.
- **MERCHANDISE RACK HEADERS.** For 3- and 6-bin racks in super markets, variety and chain stores.
- **SPECIAL DISPLAYS.** The window at RCA Exhibition Hall in New York will be devoted to "The Sound of Music" for one month. In addition, the RCA Exhibit at the New York World's Fair will be used to promote the album.
- **CLOSED CIRCUIT TV ADVERTISING.** A special program featuring Richard Rodgers and "The Sound of Music" album will be shown on 300 closed-circuit TV sets at the World's Fair.
- **GUEST APPEARANCES ON NATION-WIDE TV.** Richard Rodgers and other personalities will appear on the "Tonight Show," "Today" and other shows.
- **NATIONAL RADIO COVERAGE.** A special radio program for the "Music You Want" radio station service featuring music by Richard Rodgers and an interview with him.

- **DISC JOCKEY COVERAGE.** D. J.s from coast to coast will receive a special promotion package for use on their programs.
- **SPECIAL PROMOTION MAN.** An RCA Victor representative will be assigned in local areas to work exclusively on this promotion.
- **INTERVIEW ALBUM.** A special promotional album featuring "open end" interviews with Richard Rodgers discussing "The Sound of Music."
- **SWISS MUSIC BOX.** A Swiss music box that plays a song from "The Sound of Music" will be distributed to disc jockeys, dealers and the press.
- **JOINT PROMOTION WITH 20TH CENTURY-FOX.** Some of the original costumes

worn by the stars of the movie will be featured in a traveling display for local exhibition and promotion.

● **OTHER TIE-INS.** The National Catholic Theatre Conference of Catholic University will promote the movie and the album through its 5,000 amateur theatre groups throughout the country.

CONTACT YOUR RCA VICTOR DISTRIBUTOR FOR COMPLETE DETAILS OF THIS EXCITING NEW PROMOTION

RCA Victor 
The most trusted name in sound

FREE ALBUM! RCA Victor will send a FREE album of "The Sound of Music" to the first thousand readers who send in this coupon.

RCA VICTOR RECORDS
DEPARTMENT 5
GREENPOND ROAD
ROCKAWAY, NEW JERSEY

If this coupon is one of the first thousand you receive, please send my FREE album of "The Sound of Music" to me at the address below.

NAME _____
(Please Print Plainly)

FIRM NAME _____

TITLE _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

Please check: MONO STEREO

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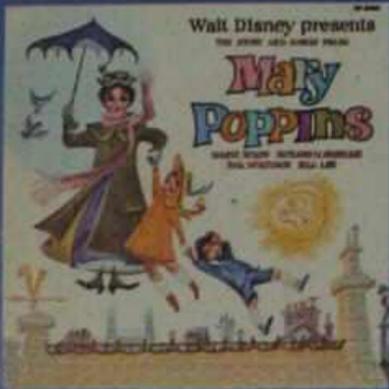


WORLD'S BEST-SELLING CHILDREN'S RECORDS

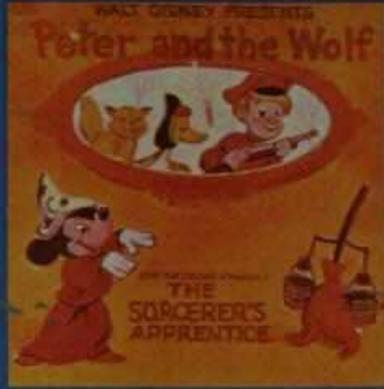
Disneyland Storytellers \$3.98

SUGGESTED RETAIL PRICE

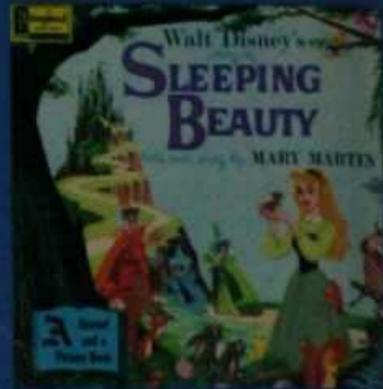
A MAGNIFICENT COMBINATION OF LONG PLAYING RECORDS AND ILLUSTRATED BOOKS



MARY POPPINS ST-3922
Marni Nixon, Richard Sherman, Dal McKennon, and Bill Lee recreate the story and songs from the outstanding Walt Disney movie.

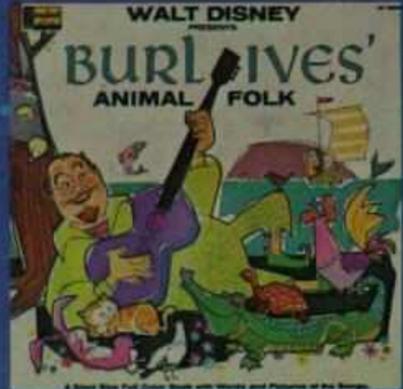


PETER AND THE WOLF ST-3926
And "Sorcerer's Apprentice". Two of the most popular classics for children with accompanying book of outstanding art.

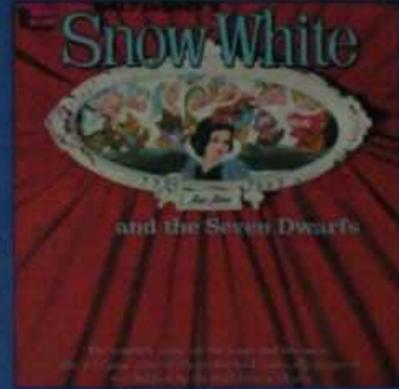


SLEEPING BEAUTY ST-3911
(Mary Martin) Complete story and songs from the animated colorama.

ANIMAL FOLK ST-3920
Burl Ives at his inimitable best singing folk songs of animals down on the farm.



SNOW WHITE AND THE SEVEN DWARFS. ST-3906
The complete story and songs from the beloved Walt Disney motion picture.



26 CHILDREN'S ALL-TIME FAVORITES

INCLUDING BAMBI • DUMBO • PINOCCHIO • CINDERELLA • ALICE IN WONDERLAND • PETER PAN • BABES IN TOYLAND • LADY AND THE TRAMP • 101 DALMATIANS •

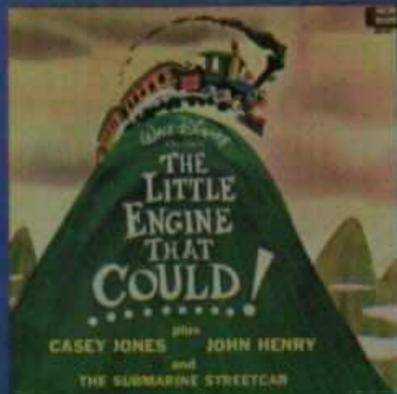


90 CHILDREN'S CLASSICS ENTERTAINING • EDUCATIONAL

\$1.98

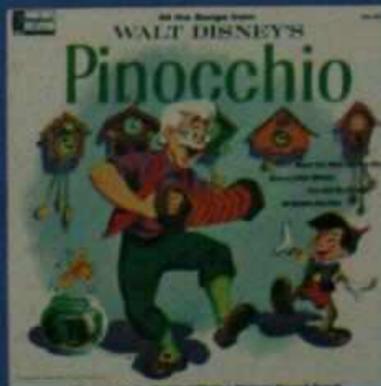
SUGGESTED RETAIL PRICE

HANSEL AND GRETEL DQ-1253
The combination of music from Humperdinck's opera and delightful characters from the popular story.



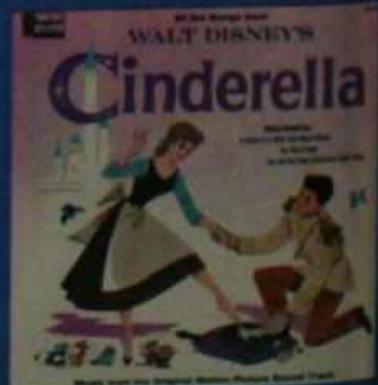
LITTLE ENGINE THAT COULD. DQ-1259
The ever popular story of the brave little engine plus a delightful new story of a streetcar that gets off the track, THE SUBMARINE STREETCAR.

PINOCCHIO DQ-1202
The original sound track of the classic Walt Disney picture.



SO DEAR TO MY HEART DQ-1255
The delightful story of the little boy and his champion lamb is told with all the songs from the movie.

CINDERELLA DQ-1207
Original sound track. Song hits to charm the entire family.



PLUS - THREE LITTLE PIGS • MOTHER GOOSE • ACTING OUT THE A.B.C.s • THE SWORD IN THE STONE • MICKEY AND THE BEANSTALK • TREASURE ISLAND • ROBIN HOOD • GOLDILOCKS AND THE THREE BEARS •

Best Selling Regular Price
CHILDREN'S LP'S

1. MARY POPPINS, Disney Cast, Disneyland ST 3922 (M); (No Stereo)
 2. THE CHIPMUNKS SING THE BEATLES HITS, Liberty LRP 3388 (M); LST 7388 (S)
 3. DO-RE-MI, Do-Re-Mi Children's Chorus, Kapp KL 1177 (M); KS 3177 (S)
 4. SNOW WHITE & THE SEVEN DWARFS, Annette/Original Cast, Disneyland ST 3906 (M); (No Stereo)
 5. DUMBO, Disney Cast, Disneyland ST 3904 (M); (No Stereo)
 6. CINDERELLA, Jimmy Cricket/Original Cast, Disneyland ST 3908 (M); (No Stereo)
 7. MOTHER GOOSE NURSERY RHYMES, Various Artists, Disneyland ST 4902 (M); (No Stereo)
 8. THE SWORD IN THE STONE, Disney Cast, Disneyland ST 4901 (M); (No Stereo)
 9. PETER PAN, Original Cast, Disneyland ST 3910 (M); (No Stereo)
 10. SLEEPING BEAUTY, Mary Martin, Disneyland ST 3911 (M); (No Stereo)
 11. ALICE IN WONDERLAND, Darlene Gillespie, Disneyland ST 3909 (M); (No Stereo)
 12. WINNIE THE POOH & CHRISTOPHER ROBIN, Frank Luther, Decca DL 4203 (M); (No Stereo)
 13. HANS CHRISTIAN ANDERSEN, Danny Kaye, Decca DL 8479 (M); (No Stereo)
 14. PROKOFIEFF: PETER & THE WOLF, Arthur Godfrey/Andre Kostelanetz, Columbia CL 720 (M) (No Stereo)
 - *15. PINOCCHIO, Disney Cast, Disneyland ST 3905 (M); (No Stereo)
 - *15. BAMBI, Disney Cast, Disneyland ST 3903 (M); (No Stereo)
- Note: * designates a tie

Best Selling Low-Priced
CHILDREN'S LP'S

1. MARY POPPINS, Various Artists, Disneyland DQ 1256 (M); (No Stereo)
2. SNOW WHITE & THE SEVEN DWARFS, Soundtrack, Disneyland DQ 1201 (M); (No Stereo)
3. GOLDEN TREASURY OF MOTHER GOOSE, Golden LP 12 (M); (No Stereo)
4. BURL IVES SINGS LITTLE WHITE DUCK & OTHER CHILDREN'S FAVORITES, Harmony HL 9507 (M); (No Stereo)
5. PINOCCHIO, Soundtrack, Disneyland DQ 1202 (M); (No Stereo)
6. ALICE IN WONDERLAND, Various Artists, Disneyland DQ 1208 (M); (No Stereo)
7. CINDERELLA, Soundtrack, Disneyland DQ 1207 (M); (No Stereo)
8. DUMBO, Soundtrack, Disneyland DQ 1204 (M); (No Stereo)
9. PETER PAN, Soundtrack, Disneyland DQ 1206 (M); (No Stereo)
10. PROKOFIEFF: PETER & THE WOLF, Sterling Holloway, Disneyland DQ 1242 (M); (No Stereo)
11. BAMBI, Soundtrack, Disneyland DQ 1203 (M); (No Stereo)
12. LITTLE ENGINE THAT COULD, Paul Wing, Camden CAL 1008 (M); (No Stereo)
13. LET'S PLAY A MUSICAL GAME, Various Artists, Harmony HL 9522 (M); (No Stereo)
14. A CHILD'S INTRODUCTION TO THE ORCHESTRA, Alec Wilder, Golden LP 1 (M); (No Stereo)
15. LEARNING THE ABC'S, Rosemary Rice, Harmony HL 9509 (M); (No Stereo)
16. A CHILD'S INTRODUCTION TO READING, WRITING and ARITHMETIC, Golden LP 87 (M); (No Stereo)
17. SLEEPING BEAUTY, Original Disney Score, Disneyland DQ 1228 (M); (No Stereo)
18. GRIMMS FAIRY TALES, Danny Kaye, Golden LP 92 (M); (No Stereo)
19. ROMPER ROOM, Official TV Record, Golden LP 119 (M); (No Stereo)
20. DR. SUESS PRESENTS, Marvin Miller, Camden CAL 1051 (M); CAS 1051 (S)

Storyland Combines Record With Coloring Board, Puzzle

By NICK BIRO

Perhaps one of the most original kiddie record lines, in that it combines a recorded child's story, a coloring board and a puzzle, is put out by a six-month-old company called Storytime and distributed nationally by an equally youthful firm here appropriately dubbed Small Fry Sales.

As Daniel Secunda, vice-president of Storytime, puts it, "about all we've got going for us is a unique idea and a lot of enthusiasm"—but it seems to be enough.

Storytime claims to have moved close to 300,000 of its albums since last September, with about 210,000 through regular channels of retail record distribution, the rest with such premium offers as a recent Bayer aspirin promotion combining the record with Bayer's infant diaper rash medication.

Kent Beauchamp, who heads Small Fry Sales (as well as a separate independent distributing company), says sales have

been especially strong in the West Coast and Midwestern metropolitan areas.

Storytime offers 13 albums in its catalog and expects to add seven more in February. Each LP lists for \$1.98.

The album cover consists of an attractive four-color illustration of the story content in puzzle form. The stories include such fairy tales as "David and Goliath," "Huckleberry Finn," "Hansel and Gretel," "Sleeping Beauty" and a host of others.

The child can remove the pieces of the puzzle of the album and attempt to re-create the subject of the LP.

Under the puzzle is a coloring board with an entirely different subject from that of the puzzle. It is related to the story line of the album but usually features a different character.

The record itself is a play set to music. The performance is by the London Theater Players, a group of Shakespearean actors in England.

The accents are, of course,

English, and Secunda admits there is always the chance the tots will begin to sound like Rex Harrison, but the diction and grammar are faultless and this, perhaps, is an over-riding factor.

Storytime is proud of the fact that its musical plays teach both a moral lesson and character development. Goliath, for example, is a big bully who pushes little David around. Hansel and Gretel need to find food, Huck Finn needs the security of a home.

The lead characters all have distinct personalities. The king is forgetful, the harp is vain, the cobbler's wife is greedy. The idea is to have children respond to the development of the personalities.

The a&r work on the records was handled by Dennis Preston, affiliated with London Records. Alan Douglas, formerly in charge of special projects for United Artists, heads Storytime.

It was Douglas who first developed the Storytime idea in

Point-of-Purchase Display Sells Children's Records for Golden

Probably no segment of the record industry is as dependent on point-of-purchase merchandising as the children's record business.

A cornerstone of the Golden Records merchandising policy is that no product is shipped out without proper display material calculated to whet consumer interest at the retail level.

Most merchandise is shipped in pre-packs. Little Golden Records are packed 72 to the carton, six each of 12 titles. EP's are packed 36 to the carton, six each of six titles. LP's are packed 25 to the carton, and Book and Record sets are packed 100 and 36 to the carton, with assorted titles.

Self-Displays

Pre-packs come with self-displays so they can be set up on the retailer's floor without preparation.

Golden makes special shelf extenders, floor displays, boxed items, special items for department stores and special packages for Sears, Roebuck and Montgomery Ward. And this special packaging generally results in extra space of the retailer's floor.

Packs are shipped to 35 distributors in the United States and Canada on a limited exchange and no-return policy. The limited exchanges are every

three months on a non-cumulative basis.

Catalog Strength

This no-return policy is made possible by the strength of Golden's catalog. The current catalog contains more than 100 albums, 127 Little Golden disks, 18 Golden book-and-record sets and 70 three-on-one favorites.

More than 75 per cent of the records released by Golden since 1950 have remained on the catalog. This means that the dealer's chances of getting stuck with obsolete merchandise are remote.

Ordering is not by title. The distributor and dealer take the pre-packs as units, depending on Golden's judgment as to the product.

Material for Golden Records is selected by Shy Raiken, assisted by Herb Galewitz. Shimkin, Galewitz and Raiken select the artwork for the covers.

PR Assistance

Golden leans heavily on Arthur Pine Associates, public relations firm, for promotion advice and for publicizing the company's activities to the trade and consumer press.

Newspapers, television and direct mail are used for consumer promotion. The label has an extensive consumer mailing list and it also works through direct mail houses.

Golden product is exposed to the public on television shows. The "Romper Room Official Record" is shown on all "Romper Room" shows, and Golden's "Captain Kangaroo" record has also received considerable TV exposure.

Promotional Aid

Probably the major promotional aid to dealers is the line of Golden Books and Golden Encyclopedias, which is the best selling children's book line in the country. Parents familiar with the Golden book line are disposed toward buying Golden Records.

Golden manages to combine the two with a Book-and-Record series listing for 69 cents.

Each set contains a complete Little Golden Book, with color illustrations and by an outstanding artist, and a Golden Book Record which tells the story in the book, word for word. Children learn to read as they hear the sound and follow the story and pictures.

The Book-and-Record sets are attractively packaged in four-color folders which explain how to use the sets.

Projects for 1965 include a Touch Write series, which is calculated to teach youngsters to type; a children's language series, and an educational series.

Kidisks Make Major Contribution to Pickwick Growth; "Show 'n Tell" Opens New Audio Visual Vista

By CY LESLIE
President,

Pickwick International, Inc.

Eleven years ago Pickwick International, Inc., entered the children's record business with a line of 78 r.p.m. singles, Cricket Records. Since that time

we have seen our business grow from a few thousand dollars to 1964 sales of \$5,923,905, with net earnings of \$211,069. We expect this year to be substantially better in both sales and profits.

Not all of this increment, obviously, has come from the children's record business. But enough of it has so that we feel a sense of gratitude to a field that has been so good to us and responsibility to the parents and children to whom we sell our recordings.

A large portion of the sales of our wholly owned English subsidiary, Pickwick International (Great Britain), Ltd., has come from our lines of children's records. The establishment of an overseas outlet is of primary importance to us and once again it was the children's record division of our operation that was the initial door-opener.

Over the years we have seen significant changes in the record business. Retail outlets have multiplied and diversified, new recording techniques have been developed, the speeds and appearance of recordings have changed and the whole industry has grown enormously. The children's record business has mirrored these developments.

Paris some six years ago, finally getting it into production last year. Douglas, incidentally, was the a&r consultant for the movie "The Greatest Story Ever Told."

Eugene Block, a production specialist, is executive vice-president of the firm. Jay Vevers, Boston writer, prepared the scripts.

With the introduction by General Electric three months ago of the "Show 'n Tell" phonoviewer, a new area of audio-visual entertainment and education was opened.

We first discussed the feasibility of this project with General Electric late in 1963. We were told of the plans to create a unit that would look like a portable TV set with a four-speed record player on the roof of the mechanism and a slot in the side in which a film strip could be inserted which would flash full color slides on the screen.

The set was to have six-inch line cord, a large four-inch dynamic speaker and would weigh eight pounds. The phonoviewer was to be 13 inches wide, 12 inches deep, 10½ inches high and General Electric was planning solid-state circuitry.

All of these plans were realized in the complete "Show 'n Tell" which is now being sold all over the country and modifications and improvements are continuing.

Library Needed

Our job was to create the library of recordings and film strips that would be sold specifically for use on "Show 'n Tell." We were, and are, delighted and honored to have been selected by General Electric to supply these "Picture-Sound" programs.

For over one year, until October 1964, programming, story lines, art and over-all approaches were tested, researched and surveyed by a battery of educators, marketing experts and psycholo-

(Continued on page 38)

Spoken Arts Banks on Standards

With 30 children's albums already in the Spoken Arts catalog, Dr. Arthur Luce Klein, head of the company, is continuing to stress standard children's material for his upcoming recorded projects. Dr. Klein, who will be in England during February to record albums for 1965 release, has blueprinted a four-LP series of English fairy tales, a "Treasury" of songs and poems by Lewis Carroll, and a recording of Charles Dickens' "Great Expectations."

This fits into the pattern established by Spoken Arts with

such recent releases as a seven-LP package of "Tales of Hans Christian Andersen," a three-record set of "Tales of the Brothers Grimm" and a two-LP set of a "Treasury of Nursery Rhymes" recorded by Christopher Casson, the son of English actress Dame Sybil Thorndike.

Along these lines, Dr. Klein has lined up Denis Johnston, head of the drama department of Smith College and a founder of the Abbey Theatre, for a reading of Gulliver's Travels."

Language Field

Spoken Arts is also going into

the language field for children. Already out are "French Songs for Children" and "Spanish Songs for Children," both of which come with texts. Coming up will be "Scene de la Vie Francaise," which presents little dramatized scenes of French life for the young language student. Also in the language field is Charles Perrault's recordings of "Cinderella," "Bluebeard" and "Little Red Riding Hood" in French and English.

Spoken Arts' kiddie accent to Dr. Klein is on "quality recordings of material that has survived."

Victor Executives Cite Growth Of Rackers in Record Scene

• Continued from page 30

new package artists. Notable, of course, has been the Living String series and its offshoots, including Living Voices, etc. Newest of these offshoots is a Living Jazz series. Clark described this material as mainstream jazz—definitely not the far-out type."

During 1965 Camden will continue to release about five albums per month. "We have discotheque, teen material, organ music, polkas, country, show songs, sacred—virtually everything," Clark noted, "and we'll maintain the tradition of great product."

Rack Growth

W. H. O'Dell, manager, record merchandiser sales, commenting upon the growth of the rack field, noted that the percentage of Victor distributor sales to rack jobbers shows a continuously upward curve—from 13.1 per cent in 1959 to 30.3 per cent in 1963. It is probably at a 40 per cent level now, he estimated.

O'Dell said that a better credit situation is prevalent in the rack

field now. With regard to the Camden line, he estimated that about two-thirds of Camden sales are to rack jobbers, either through Victor distributors or direct. There are some 34 Victor distributors and an equal number of rack jobbers who are sold on this basis. The same applies to Victrola.

O'Dell pointed out that a line such as Camden is a promotional line; and its salability relates to the merchandising effort put behind it. "Some years ago," he reminisced, "many labels got out of the low price field—the feeling at that time being that it was an exceedingly difficult field because of the prevalence of discounting of the regular price lines. This desperation helped establish Camden solidly." A further upsurge came with the development of new Camden product, he added.

O'Dell noted there is a 10 per cent return (on over-all Victor product, including Camden) from the racks. This is regarded as very small. "You must not con the rack jobbers. You must use some statesmanship in selling him product," O'Dell re-

marked. He also noted that rack jobbers are now latching onto stereo product quickly.

O'Dell concluded that there is no ground for the fear of some that the rack jobber will eventually take over the record business. "This segment of the industry will level out . . . there is a self-limiting factor . . . and there will always be room for the service store," O'Dell concluded.

Capitol Offers Classic Disks For Kid Trade

Capitol Records continues to offer its catalog of classic children's products, including Woody Woodpecker, Bozo the Clown, Three Little Pigs, Bugs Bunny and other Walt Disney characters but has no plans for recording additional works.

"We are not attempting to compete in the 98-cent market, which is what has happened to the children's field," explained Alan Livingston, Capitol Records' president, who helped pioneer kiddie disks.

Livingston says his 12-inch LP's (\$1.98-\$2.98) are expensive propositions and hence it's uneconomical for the label to produce new material for a cheap-priced market.

Capitol's catalog is still very active, with many of the original cartoon characters now being exploited on national television, a condition missing when they were first released years ago.

When queried for his thoughts on the success of the Walt Disney operation, Livingston answered that Disney has a magic name in the children's field. "And justifiably so; he's done wonderful things for children," the executive added.

The kiddie market, as far as Livingston is concerned, ranges from three to seven years of age. "Then they start to watch television," he remarked. "Children from three to five love repetition and records given them something to do themselves."

There are 21 kiddie LP's, including one on Angel in the catalog plus 14 seven-inch 45-r.p.m. record readers, which offer illustrations for the stories.

Camden to Step Up Kiddie Disk Activity

RCA Camden, Victor's subsidiary label, will step up its activity in the children's record field during 1965. It's anticipated that between 12 and 14 albums will be released.

Camden's decision to swing more strongly in the field was prompted by requests that came in from the label's dealers, rack jobbers and distributors as a result of the consumer acceptance to Camden's six-album release last October after a close to two-year period when there were no new releases at all. The release included "Holidays," "Hard-tack," the soundtrack of Walt Disney's "Melody Time" which coupled "Johnny Appleseed" and "Pecos Bill," and LP's by Shari Lewis and Dr. Seuss. More Dr. Seuss albums are planned for the coming year. They will be adapted from the

Dr. Seuss books which are popular sellers.

Also on the release schedule for the coming year will be albums for the pre-school age (3 to 6 years old) which are aimed primarily for the non-reader. Camden has 10 albums already in the can which will be released on an intermittent basis. Also planned are LP's covering such children's classics as "Puss 'n Boots," "Cinderella" and "Tom Thumb." Also upcoming will be albums covering Sunday School songs.

Up until the release last October, Camden had 21 packages in the kiddie field and all are steady sellers.

The new product will have four-color art work, will be film-wrapped and will come in monaural and stereo. The monaural sets are list priced at \$1.98 and stereo is \$2.49.

Radio-TV Plugs Promote MGM Stereo-Motion Disks

MGM Records is promoting its Stereo-Motion kiddie album line via the airways. Eight albums a day are given away on the NBC-TV "Birthday House," a kiddie show that is aired five days a week. Each youngster who appears on the program is presented an album as a prize.

The label gets free network plugs and the children get the free records.

"Flipper," another NBC-TV kiddie favorite, also serves as an exposure point for the MGM kiddie line. The label's "Flipper" album is flashed on the show for 13 straight weeks.

And the label also makes kiddie albums available through its

distributors as prizes for local radio children's shows.

The 17 albums in the MGM kiddie catalog are largely from the classics. They include "Cinderella-Hansel & Gretel," "Mother Goose Nursery Rhymes," "Bambi-Dumbo," "Peter Pan-Alice in Wonderland," "The Wizard of Oz-Babes in Toyland" and "Ali Baba and the Forty Thieves-Aladdin's Lamp."

Danny Davis, a&r man for the kiddie line, makes sure that the sound effects are exciting and that adequate sound separation is incorporated.

The line has the Good House-keeping Seal of Approval, an endorsement which sits well with parents.

Disneyland to Expand Educational Kiddie Line

Disneyland Records will expand its children's repertoire to cover educational topics while eyeing releases of material from non-Disney properties.

The leading kiddie record operation begins its expansion in the January release of six albums, five of which are not directly based on Disney properties, explains Jimmy Johnson, president of the music wing.

These five \$1.98 Disneyland records are "Walt Disney Presents Famous Arias From Aida," "Walt Disney Presents Arias From Carmen," "Walt Disney Presents the Best of Broadway," "Walt Disney Presents Rudyard Kipling's Just So Stories," and "Walt Disney Presents Learning To Tell Time By." The sixth LP is "Pecos Bill and Other Stories in Song."

"There's a tremendous area of children's classics we haven't done yet," explained Johnson, indicating possible future releases. The company's June release will offer the "Pied Piper" as a \$3.98 storyteller album, along with "The Scare Crow of

Oz," "Geography" and a second edition of the already launched series, "Great Men of Science."

Some working titles Johnson revealed for future products are "Riddle Games for Children," "National Anthems and Their Stories," "Further Adventures of the Brave Mice," volume two of the "Just So" stories, "The Stories of Hans Christian Andersen" and a reissue of "Cinderella."

The label's storyteller package on "Mary Poppins" is the best selling album in that series, Johnson noted. Disneyland's national sales chief, Bob Elliott, thinks the label can sell 500,000 copies by next year, which Johnson says will be a record for a children's product. These storyteller packages incorporate books and pop out drawings and the master costs run from \$7,500 to \$10,000, Johnson said.

The normal release pattern with Disney is for major releases in January and June. If a significant picture or TV theme can be adapted, the company releases a corresponding album.

Untrained Youngsters Sell Kapp Kiddie Disks

Kapp Records has fashioned its kiddie album line from some rather unlikely material. The line, started less than two years ago, is based on the performances of some 13 untrained youngsters ranging in age from 9 to 14.

Occasionally, they are supported by a name adult artist, but most of the eight releases feature the youngsters themselves.

Kapp's biggest selling kiddie

album, "On Top of Spaghetti," featured Tom Glazer and the Do-Re-Mi Children's Chorus.

The latest kiddie release, "The Do-Re-Mi Children's Chorus Songs From Mary Poppins," has Mary Martin join in with the youngsters on two of the songs.

But on the other six releases, the youngsters perform without the aid of any adult voices.

The chorus itself was recruited from the ranks of New York schoolboys and girls. What the youngsters lack in musical polish and split-second precision, they make up for their enthusiasm. They sing for their own amusement.

The first album, "Do-Re-Mi & Songs Children Love to Sing," is a collection of kiddie folk songs, Broadway show tunes, gospel and novelty standards—in short what children like to sing.

Two "More Songs Children Like to Sing" albums were released, along with Hootenanny and Christmas albums.

Talent is no problem. As soon as an artist grows too old for the group, a replacement is selected from the ranks of the New York school children.

U-A Rolling on Tail-Spinners

United Artists Records is continuing to roll successfully with its Tail-Spinners for Children series. It's proved to be one of the more successful and consistent sellers in the kiddie field. UA already has 41 packages in its line and will continue to release between 12 and 16 albums a year.

Due this month are four new Tail-Spinners sets. They are: "Old Testament — Volume 2," "Beauty and the Beast," "Baron Munchausen" and "Brave Little Tailor."

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Chicago Kiddie Disk Sales Show Improvement in 1964

By RAY BRACK

Special promotion of juvenile product was eschewed by most Chicago area retailers during 1964 without a dip in sales. Most outlets, in fact, registered improvement over their 1963 grosses in the kiddie category. Dealers offered three explanations for the pattern:

Heavy promotion and sales in other categories carried kiddie records piggy back.

Heavy air play locally of the Walt Disney "Mary Poppins" albums not only moved those specific albums, but had its effect throughout the juvenile inventory during the fourth quarter.

Product Sells Itself

And, finally, dealers pretty well agree that the kiddie market is a stable one and children's product just about sells itself.

The big Polk Brothers department store chain, which does as well with juvenile product as any other retail combine, is an accurate indicator for both city and suburban markets. This chain utilized pre-holiday advertisements of kid product in the metropolitan dailies in 1963 but omitted the campaign in 1964.

"Yet we ran well ahead of 1963 sales," reported John Kovacic of the Polk record distribution center, "particularly in the fourth quarter."

Minimal Display Space

In the typical Polk record department, Kovacic said, the amount of display space devoted to children's product is minimal and point-of-sale promotion is limited to eye-catching album covers and supplementary display cards periodically supplied by the manufacturer.

The lone example of special "The 'Mary Poppins' thing was real big for us in the children's area," Kovacic said.

Reported the record department manager at the Marshall Field and Company downtown store, traditionally a major outlet for kiddie material: "We let the children's records sell themselves this year. In the past we have conducted special newspaper ad campaigns. We noticed no drop in 1964 without them, particularly here in the main store where we stock a broader selection of juvenile labels."

Up 25 Per Cent

Stuart Brent, whose book and record store is in Chicago's classiest shopping district, reported sales of children's product up 25 per cent during the pre-holiday period, with the "Poppins" product leading the way.

"I stock 15 to 20 different kiddie labels," Brent said, "and I do nothing special to promote them. I put a couple album covers in the window occasionally, or on the wall. That's it."

Typical of the urban residential neighborhood outlet is the House of Music, located in a workingman's housing district.

"My big seller is teen product," said manager George Silha. "Kid records did average in 1964."

Browser Boxes

Silha said he promotes juvenile product in browser boxes set lower than the regular boxes. He also distributes promotional leaflets listing kiddie product to regular adult customers.

"I never use ads, even in the

neighborhood newspapers," Silha declared.

promotion to be found on the local scene was provided by the duo of Korvette stores, a new and significant factor in the record merchandising picture. They ran a pre-holiday newspaper ad schedule plugging a half-price sale on children's records.

Korvette Report

A Korvette spokesman reported excellent fourth quarter children's product movement to climax a very successful year in the category. The Golden Record series, "Poppins," "Happy Times" series, and sundry versions of "Peter and the Wolf" and "The Nutcracker Suite" were hard to keep in stock.

In-store promotion and display space are at a minimum at Korvette, however. The kiddie section is located near the cashier, encouraging impulse purchases.

One of the most successful suburban shopping center outlets, doing about \$200 per day in kiddie product, is Lowe's Record Shop in the Evergreen Park Shopping Plaza. According to store manager Joe Scalamera, the store limits its kiddie promotion to the material provided by record manufacturers, i.e., the pre-pak units supplied by Golden Records.

With Lowe's, as with most other key outlets polled, the formula for kiddie sales during 1964 was "self-selling."

And like all other local retailers, Lowe's was pleasantly surprised at the impetus given to juvenile inventory turnover by "Poppins" air play.

Kidisks Make Major Contribution to Pickwick Growth; "Show 'n Tell" Opens New Audio Visual Vista

Continued from page 35

gists. No detail was too small to escape being checked and rechecked over and over again. The result is probably the most carefully thought out audio-visual concept ever developed for the children's market.

There are 15 picture frames on a slide. The records run three minutes and 45 seconds. This meant that the picture had to change and the words and music on the record had to reflect that change every 15 seconds. Joe Abend was assigned the job of supervising the recordings and all of the talent that he had ever developed during our years in the children's record business in art, music composition and script writing for the 4 to 12 age group was poured into the project. In addition, we worked with outside producers and talent and are still doing so.

For educational material, we called on the editors of The How and Why Library, Childcraft and The World Book Encyclopedia.

Seven Categories

By the time "Show 'n Tell" was ready to make its marketing debut through General Electric Supply Company's customers, we had developed seven cate-

gories: "Fairy Tales and Cartoons," "Children's Classics I and II," "History, Science and Space," "The World We Live In" and "Steps to Knowledge." In each of these categories we had five separate "Picture-Sound" packages for a total library of 35 programs.

Among the titles are "Gingerbread Man," "Prince and the Pauper," "Paul Bunyan," "Abe Lincoln in New Salem," "Where Does Rain Come From?," "Do Dolphins Talk?" and "The Story of Clocks." We are currently working on 25 more programs and our plan is to have 350 available by 1966.

Only General Electric knows how many of the units it is selling, but we know that our production is many times what we anticipated it would be—there was a shortage of "Show 'n Tell" units during Christmas and the sales haven't slowed down perceptibly since then.

Jack O'Brian, in The New York Journal-American, called it the "hottest selling yule item" and said "the recording handles the narration's intelligently simple words and phrases. . . . There's a wide range of topics and it's an answer to a responsible parent's prayer for useful

entertainment. . . . General Electric will keep expanding its already worthwhile list of stories."

Regular Line

In the meantime, back at the plant, we have been building our regular children's record lines to meet the new demand that has been created by population increases and growing affluence of the American public. Sales on all of our children's lines were up substantially in 1964.

However, there is one note of caution that I feel should be sounded. The glowing statistics on the percentage of population that are children and on gross national income have lured a great many people into the children's record market who have the idea that all you have to do is get the product out and the parents will line up to buy. This is absolutely not the case!

Television, new methods of education and a generally higher degree of sophistication in children has made them as discriminating and articulate about what they like and what they don't like as any other age group.

Infinite Care

We have never worked harder to make good children's records than we are now. Today, we employ child psychologists, researchers and market analysts

Goldberg Evaluates Kiddie Disk Market

Decca has found the children's record market a profitable one. According to Sydney Goldberg, vice-president and general manager in charge of sales:

Decca's business in children's records has always been a very important part of our over-all business. From among releases available on the Decca, Coral and Vocalion labels we have always found a ready market for

quality merchandise in this field.

"We intend to continue adding to our existing catalog in the coming year as new and exciting talent and ideas become available. The children's record business has always been a lucrative one for us and we have never approached it as a seasonal business. Probably merchandised and promoted it has always been an all-year long profitable business for Decca."

Bihari Sees Trend to Better \$1.98 Product

Continued from page 30

and jobbers still want packages with the names." Without name artists he can produce good, quality packages, but when he has to release material recorded many years ago, the sound quality is often not the best, Bihari says. He feels buyers for the chains are fooling themselves by being so name conscious.

Crown Records is built very heavily on name value. Its catalog features such r&b names as Ben E. King, Etta James,

blues singer Lightnin' Hopkins and jazzmen Red Callendar, Buddy Collette, Dave Brubeck, Cal Tjader, Stan Getz plus the bands of many swing era leaders. He also has newer packages by Trini Lopez and Johnny Rivers.

The rack jobber is the most important outlet for Bihari. Besides his regular rack business, budget merchandise is sold through two other outlets: directly to buyers for such chains as Sears and Montgomery Ward and through premium deals with phonograph manufacturers like Motorola.

NEW ALBUM RELEASES

Continued from page 10

RALPH MARGERIE—Motion Picture Hits; MM 2049, MS 3049
VINNIE BELL—Big Sixteen Guitar Favorites; MM 2047, MS 3047

RCA CAMDEN

VARIOUS ARTISTS—Tom Thumb, Puss in Boots & Other Great Stories for Growing Boys & Girls; CAL 1060, CAS 1060
CYNTHIA GOODING & DON DRAKE—Mother Goose & Father Gander; CAL 1058, CAS 1058
Walt Disney Cinderella & 20,000 Leagues Under the Sea; CAL 1057, CAS 1057
LIVING STRINGS—Music From "The Sound of Music"; CAL 869, CAS 869
MICKEY & SYLVIA—Love Is Strange; CAL 863, CAS 863
POPPA JOHN GORDY—The Father of Honky Tonk; CAL 862, CAS 862
PORTER WAGONER—An Old Log Cabin for Sale; CAL 861, CAS 861

RCA RED SEAL

J. S. BACH: The Six Sonatas for Violin & Harpsichord—Erick Friedman; LM 7033, LSC 7033
VERDI: LA FORZA DEL DESTINO—Price, Tucker; LM 6413, LSC 6413
MARIO LANZA—If You Are But a Dream; LM 2790, LSC 2790
GROFE: GRAND CANYON SUITE—Bernstein; LM 2789, LSC 2789
LEONARD PENHARROW Plays Rachmaninoff Concertos No. 2 & 4—Royal Philharmonic Orch. (Previn); LM 2788, LSC 2788
CESARE VALLETTI—French Art Songs; LM 2787, LSC 2787
Chants of the Church—Choir of the Abbey of Mount Angel; LM 2786, LSC 2786

RCA VICTOR

CHET ATKINS—My Favorite Guitars; LPM 3316, LSP 3316

before we go into a major recording program. No "adult" \$4.98 album cover is designed with more care than we put into our "Play Hour" or our "Happy Time" LP covers.

Our 78 r.p.m. (yes, we still sell a surprising amount of them) and 45 r.p.m. singles are constantly revised and re-recorded so that we can continue to enjoy good returns on our catalog. The keynote today has got to be smart merchandising, up-to-date marketing techniques and high-quality recordings—if you've got that—the children's record field can be a wonderful business to be in."

WILD BILL DAVIS—Free, Frantic and Funky; LPM 3314, LSP 3314
GLENN YARBROUGH—Come Share My Life; LPM 3301, LSP 3301
James Michener's Favorite Music of the South Sea Islands; LPM 2995, LSP 2995
BUFFALO BILLS—Remembering Time; LPM 2988, LSP 2988
SOUNDTRACK—The Sound of Music; LOCD 2005, LOCD 2005
KETTY LESTER—Where Is Love?; LPM 3326, LSP 3326
ODETTA Sings Dylan; LPM 3324, LSP 3324
ANITA KERR SINGERS—Mellow Moods of Love; LPM 3322, LSP 3322
FLOYD CRAMER—Hits From the Country Hall of Fame; LPM 3318, LSP 3318
GARY BURTON—The Groove Sound of Music; LPM 3360, LSP 3360
The Two Piano Sound of DEREK & RAY playing "The Sound of Music" & Other Richard Rodgers Hits; LPM 3353, LSP 3353

SKEETER DAVIS & BOBBY BARE—Tunes for Two; LPM 3336, LSP 3336
HUGO MONTENEGRO & ORCH.—Candy's Theme & Other Sweets; LPM 3332, LSP 3332

RCA VINTAGE

JOHN JACOB NILES; LPV 513
EARL HINES—The Grand Terrace Band; LPV 512

RED BIRD

VARIOUS ARTISTS—Red Bird Oldies; RB 20-102

RELIC

VARIOUS ARTISTS—The Best of Acappella; 101

SMASH

JAMES BROWN—Grits & Soul; MGS 27057, SR1 67057

VANGUARD

BUFFY SAINTE-MARIE—Many a Mile; VRS 9171, VSD 79171
JIM KWESKIN & THE JUG BAND—Jug Band Music; VRS 9163, VSD 79163

VERVE

THE ASTRUD GILBERTO ALBUM; v 8608, V6-8608

VOCALION

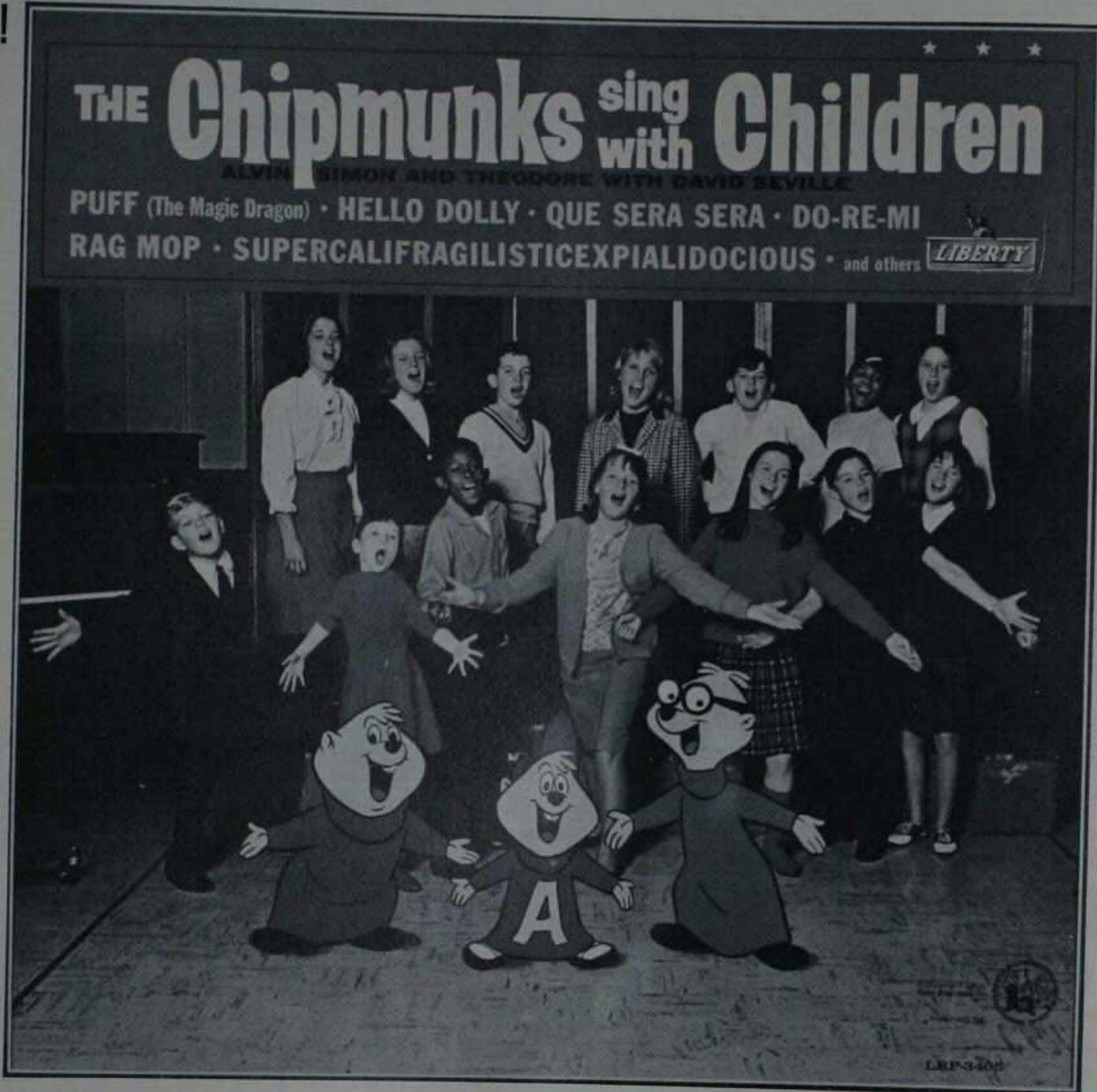
BOB WILLS & HIS TEXAS PLAYBOYS—Westfret Swing Along; VL 3735, VI 73735
THE INK SPOTS—Lost in a Dream; VL 3725
ROY DRUSKY; VI 3742, VI 73742

WORD

RALPH CARMICHAEL—An Old Fashioned Sunday Evening; W 3303, WST 8303

...**WITH CHILDREN,**
...**FOR EVERYONE!**

A hit album!



LST-7405/LRP-3405

And —
a hit single from the album!

SUPERCALIFRAGILISTICEXPIALIDOCIOUS
and **DO-RE-MI** #55773

ANOTHER REASON WHY THE INDUSTRY'S GOING
LIBERTY ENTERTAINMENT '65



© COPYRIGHT 1965, ROSS BAGDASARIAN
A PRODUCT OF MONARCH MUSIC CORP.

HOT 100

★ STAR performer—Sides registering greatest proportionate upward progress this week.

Record Industry Association of America seal of certification as million selling single.

Table with columns: Rank, Weeks on Chart, Title, Artist, Label & Number. Includes songs like 'MY GIRL', 'THIS DIAMOND RING', 'YOU'VE LOST THAT LOVIN' FEELIN'.'

Table with columns: Rank, Weeks on Chart, Title, Artist, Label & Number. Includes songs like 'THE "IN" CROWD', 'LEMON TREE', 'PEOPLE GET READY', 'RED ROSES FOR A BLUE LADY'.

Table with columns: Rank, Weeks on Chart, Title, Artist, Label & Number. Includes songs like 'RED ROSES FOR A BLUE LADY', 'IT'S GOTTA LAST FOREVER', 'I WANNA BE (Your Everything)'.

HOT 100—A TO Z—(Publisher-Licensor)

Large alphabetical list of songs and artists from the Hot 100 chart, including 'All Day and All of the Night', 'Angel', 'Apache', etc.

BUBBLING UNDER THE HOT 100

Table listing songs that are bubbling under the Hot 100, including '101. THIS SPORTING LIFE', '102. YOU CAN HAVE HIM', etc.

14th ANNUAL MANTOVANI MONTH PROMOTION

March is **Mantovani** Month

STEREO PS 419

LONDON **ffrr**
FULL FREQUENCY RANGE RECORDING

The Mantovani Sound

BIG HITS FROM BROADWAY AND HOLLYWOOD



HELLO DOLLY • DEAR HEART
WHAT KIND OF FOOL AM I?
CLIMB EV'RY MOUNTAIN
FIDDLER ON THE ROOF
THE SWEETEST SOUNDS
I HAVE DREAMED • PEOPLE
AS LONG AS HE NEEDS ME
WHO CAN I TURN TO
I'VE GROWN ACCUSTOMED
TO HER FACE • CHARADE
MANTOVANI AND HIS ORCHESTRA

Stereo PS-419 (also available in Mono LL-3419)

"MR. STEREO'S" *
LATEST
and
GREATEST
LP**

Nationally
Advertised



*Over 4,000,000 Mantovani
Stereo LP's sold to date

**Over 100,000 copies of
"The Mantovani Sound"
already sold first 5 days

See your London distributor
for **SPECIAL TERMS** on all
Mantovani LP's.

Trademarks Reg. U.S. Pat. Off.

LONDON **ffrr**
FULL FREQUENCY RANGE RECORDING

The Incomparable
MANTOVANI

No. 1 in **Stereo** Sales...

Special
limited time
offer on
"Monty's"
newest
Stereo LP →

\$1.00
OFF

\$1.00 off regular manufacturer's
catalog price. Available at dealers
in your area.



Stereo PS-419 (also available in Mono LL-3419)

LONDON **ffrr**
FULL FREQUENCY RANGE RECORDING

Write for **FREE** full color photo of Mantovani
and complete listing of his LP's.
LONDON RECORDS, INC., 538-E W. 25 ST., N.Y., N.Y., 10001

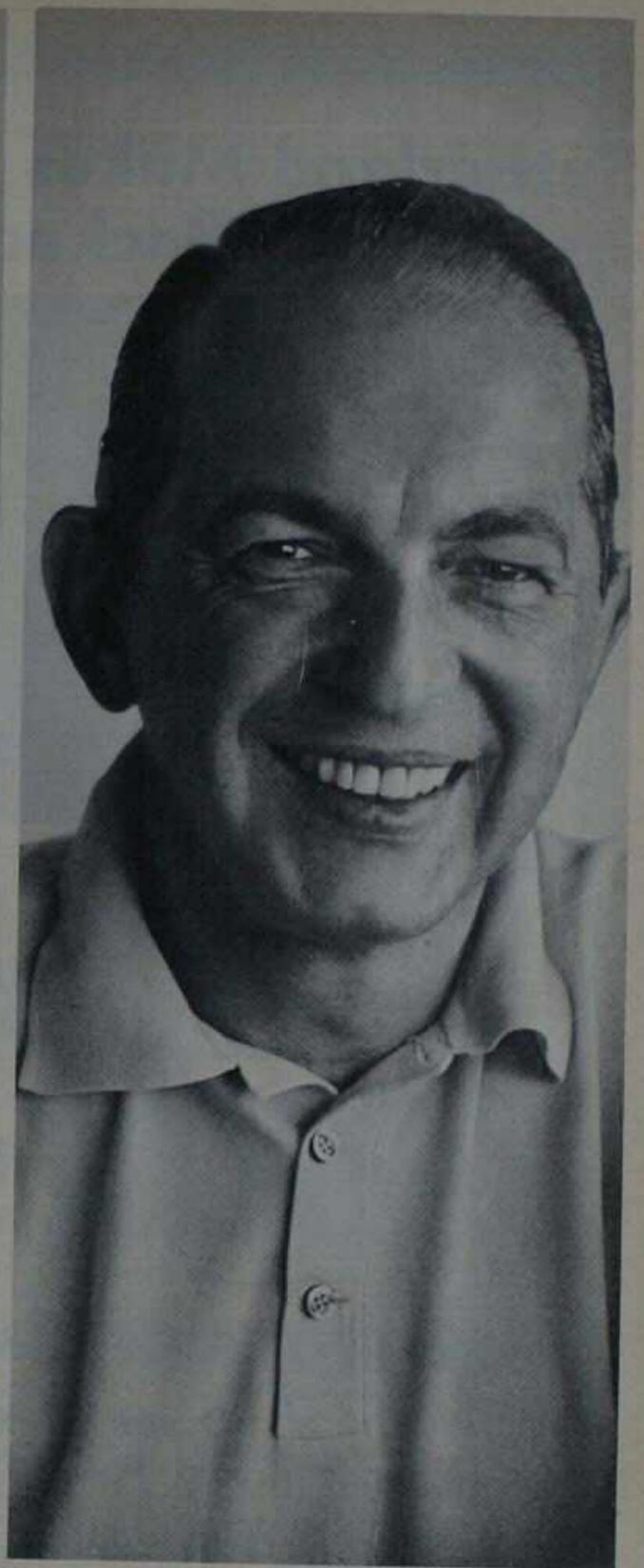
TOP 175's

★ STAR performer—LP's on chart 9 weeks or less registering greatest proportionate upward progress this week.

Record Industry Association of America seal of certification as million dollar LP's.

Main table containing 175 chart entries with columns for This Week, Last Week, Title, Artist, Label, and Weeks on Chart. Includes entries like BEATLES '65, GOLDFINGER, MARY POPPINS, etc.

Billboard Award



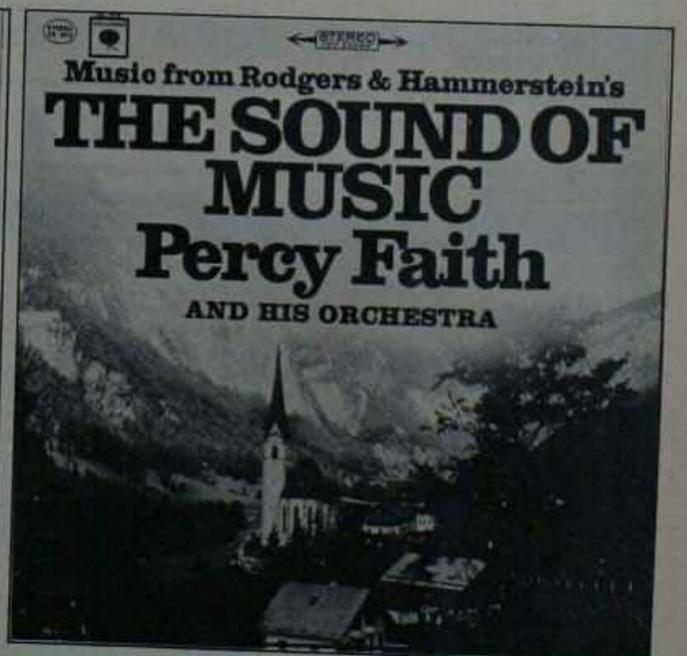
THE SOUND OF MUSIC IN THE AIR...



CL 2300/CS 9100*



KOL 5450/KOS 2020*



CL 1418/CS 8215*

THE SOUND OF SALES ON COLUMBIA RECORDS

Sutherland Makes RCA Debut As 'Norma'; Backed by Big Push

NEW YORK—RCA Victor is whipping up plenty of steam for the debut of Joan Sutherland on its label. Her previous releases here had been on the London label.

Miss Sutherland bowed on Victor in Bellini's two-act opera "Norma," generally considered the most demanding dramatic-coloratura role in soprano literature. The performance by Miss Sutherland, therefore, is the most eagerly awaited of her recordings to date.

Victor's heavy promotional push on "Norma" consists of extensive trade and consumer advertising. In the latter category, full-page black-and-white ads are scheduled for High Fidelity, New Yorker, Saturday Review and Opera News. The opera will also be included in full-line product in the Schwann catalog.

Victor's campaign includes 140 line ad mats for distributors, 60-second radio scripts, window display pieces and counter cards.

In addition, there has been an invitational mailing to deal-



SUTHERLAND'S "NORMA"

ers, first 250 replying to receive a free copy of the album for their personal collections.

The Metropolitan Opera Broadcast network will offer copies of the album to those responding to the Metropolitan

Opera Quiz program. The opera will be plugged in the quizz for the remainder of the Met season.

Because of the tremendous national interest in Sutherland's performance on record of an opera she has sung on stage only once, in Vancouver, and since she has said she will not perform on stage for considerable time, Victor has made one of its largest initial pressing orders of an opera.

adapted into pop hits such as "Tonight We Love."

The "good music" stations are also going after the Ormandy and Kostelanetz packages to diversify their pop programming picture.

Dutch Orchestra To Tour U. S.

THE HAGUE—The Residence Orchestra will depart on Friday (5) for its second U. S. tour under the patronage of H.M. Queen Juliana of the Netherlands. During the six-week tour 31 concerts will be given, all directed by Willem van Otterloo, who recently made guest appearances in the U. S. The orchestra will perform in Los Angeles, San Francisco, Kansas City, Indianapolis, Grand Rapids, Boston, Albany and New York.

BILL TO AID OPERA IN ITALY

ROME—Ample aid for Italy's 13 major opera houses is provided in the new assistance bill which has come out of committee for a vote in Parliament. Under the bill \$8,120,000 will be divided in varying shares by Rome's Teatro dell'Opera and Santa Cecilia Symphony, Milan's Teatro alla Scala and opera houses in Turin, Genoa, Naples, Palermo, Florence, Bologna, Venice, Trieste, Verona and Cagliari.

Minister of Spectacle Achille Corona expressed satisfaction with the law, which takes care of the current emergency situation. He promised permanent action soon.

NEWS OF THE WORLD

• *Continued from page 20*

HOLLYWOOD

To celebrate the first anniversary of its relationship with United Recorders, Warners-Reprise threw a bash for all studio personnel. This unusual client-supplier relationship extends to WB maintaining its engineering department at the Hollywood company.

Chief WB engineer, Lowell Frank, and marketing director, Joel Friedman, celebrate their seventh anniversaries with the company. They are the label's two oldest employees, with Bob Summers and Ed West next in line of seniority.

Recent job shiftings at Liberty go this way: Clyde Bakkemo is the new Southern California promotion man, filling Lenny Waronker's slot. He just moved over to the label's Metric Music. Leaving Metric is Tommy LiPuma, who joins Imperial's a&r staff. Joining Liberty's a&r crew is Joe Saraceno, formerly with Ava for a short time.

Leland Rogers named national promotion manager for new Burton Records. President of the label

is Burt Sugarman. His first group is the Expositions; their first disk, "Gee Baby."

Milton Aller has given up his Culver City TV store to become c&w DJ "Uncle Milty" over KTYM full time. Aller was named a top c&w DJ in the March 14 Billboard, which he says brought sponsors calling.

Wolper Productions, which creates TV documentaries, has formed Woldox Music, with Harvey Bernhard president. . . . Dave Pell named program chairman for local NARAS Grammy dinner April 13. "Peyton Place" actor Chris Connelly bows on Philips with the single, "Theme From . . ." and LP "The Boy From . . ."

ELIOT TIEGEL

NEW YORK

Eddy Manson has composed the harmonica spots for the 1965 campaign of the American National Red Cross. . . . Social notes from Decca: Cynthia Filko, secretary to publicity-promotion head Lenny Salidor, engaged to Kevin Lundy; Susan Benfary, secretary to Paul Jaulus, Salidor's aid, en-

BEST SELLING CLASSICAL LP'S

Below is a list of best selling Classical LP's in top Classical Retail Outlets.

This Week

1. **BIZET**—Carmen; Callas, Gedda, Massard, Guiot, Paris Opera Orch. (Pretre): Angel (3-12") SCLX 3650 (S), CLX 3650 (M).
2. **TCHAIKOVSKY**—Concerto No. 1 in B flat for Piano & Orch.; Cliburn, Sym. Orch. (Kondrashin): RCA Victor LSC 2252 (S), LM 2252 (M).
3. **TCHAIKOVSKY**—1812 Overture/**BEETHOVEN**—Wellington's Victory; Minneapolis Sym., Minn. U. Brass Band (Dorati): Mercury SRD 19 (S), MGD 19 (M).
4. **VERDI**—Aida Highlights; Price, Gorr, Vickers, Tozzi, Rome Op. (Solti): RCA Victor LSC 2616 (S), LM 2616 (M).
5. **PROKOFIEV**—Peter and the Wolf; N. Y. Phil. (Bernstein): Columbia MS 6193 (S), ML 5593 (M).
6. **BEETHOVEN**—Sonatas (5) for Cello & Piano (complete); Rostropovich, Richter: Philips (2-12") PHS 2-920 (S), PHM 2-520 (M).
7. **CHOPIN**—Waltzes; Rubinstein: RCA Victor LSC 2726 (S), LM 2726 (M).
8. **PAS DE DEUX**—London Sym. Orch. (Bonyngue): London CS 6418 (S), CM 9418 (M).
9. **FIREWORKS**—Philadelphia Orch. (Ormandy): Columbia MS 6624 (S), ML 6024 (M).
10. **JULIAN BREAM CONSORT**—An Evening of Elizabethan Music: RCA Victor LDS 2656 (S), LD 2656 (M).
11. **BEETHOVEN**—Symphonies (9) (complete): Berlin Phil. (Karajan): D.G.G. (8-12") SKL 101/8 (S), KL 1/8 (M).
12. **MOZART**—Concerti (4) for Horn; Brain, Phil. Orch. (Karajan): Angel 35092 (M).
13. **BEETHOVEN**—Symphonies Nos. 1 & 9; NBC Sym. (Toscanini): RCA Victor (2-12") LM 6009 (M).
14. **REVERIE**—Philadelphia Orch. (Ormandy): Columbia MS 6575 (S), ML 5975 (M).
15. **BACH**—Music of Jubilee; Biggs, Columbia Chamber Sym. (Rozsnyai): Columbia MS 6615 (S), ML 6015 (M).
16. **GRIEG**—Concerto in A for Piano; Rubinstein: RCA Victor LSC 2566 (S), LM 2566 (M).
17. **RACHMANINOFF**—Concerto No. 2 in C for Piano; Cliburn, Chicago Sym. (Reiner): RCA Victor LSC 2601 (S), LM 2601 (M).
18. **BACH**—Goldberg Variations; Gould: Columbia ML 5060 (M).
19. **THE AGE OF BEL CANTO**—Sutherland, Home, Conrad, London Sym. Cho. & Orch., New Sym. Orch. of London (Bonyngue): London (2-12") OSA 1257 (S), A 4257 (M).
20. **BRAHMS**—Piano Music; Kempff: D.G.G. (2-12") 138902/3 (S), 18902/3 (M).

Col. Pushing Classical on Pop 'Good Music' Stations

NEW YORK—Columbia Records is giving a pop push to several of its recent classical releases. The campaign, which is designed to get the classical disks played on pop "good music" stations, was devised by Peter Munves, merchandising manager for Columbia Masterworks.

Munves' pitch, right now, is on four albums. They are Vladimir Horowitz's "Scarlati," Phillippe Entremont's "Romantic Piano Concertos," Eugene Ormandy's "Favorite Romantic Waltzes" and the "Romantic Strings of Andre Kostelanetz."

In the case of the Horowitz set, Munves is basing his pop attack on the fact that the cuts are very short thus giving the good music stations an opportunity to fit the Horowitz piano pieces into their regular programming schedule.

Munves indicates that there's been a pop acceptance to the Entremont package because of the easily recognizable nature of many of the compositions. Many of the pieces included in the three-package set have been

Philharmonic Taps Steinberg

NEW YORK—William Steinberg has been named principal guest conductor of the New York Philharmonic for a two-year period beginning the year after next. During each of the two seasons, 1966-67 and 1967-68, Steinberg will conduct 12 weeks of subscription concerts and will take part in some of the orchestra's expanding summer activities.

Leonard Bernstein, music director of the Philharmonic, will conduct 16 weeks of subscription concerts in each of those seasons in addition to conducting the orchestra's tours. Other guest conductors for the two seasons will be announced at a later date.

gaged to Mario Carrandi; and Susan Strauss, secretary to national sales manager Jack Kiernan, engaged to Howard Bailin. . . . Fred Weintraub, owner of the Bitter End in Greenwich Village, is due to become a father in May. He's just signed to represent the Womenfolk as personal manager. . . . Tom Virzi, London Records pop LP promotion man, returned recently from a swing through New England pushing product that has Roland Shaw's "James Bond Thrillers" riding high. . . . Jay-Gee Records has acquired "Jo-Ann" by Buddy Knox on the Ruff label for national distribution. Jay-Gee has also purchased a master of Charlie Manna's "Dear Sally, Mary Lou." The record was produced by E. V. Deane Productions. . . . Steve Alaimo, who records for ABC-Paramount, has bought a race horse, Irish Tan. . . . Eddie Heller, president of Tribute Records, is currently swinging with the "Fiddler on the Roof Cha" album by Roy Scott and has just released a single by the Knockouts called "Boney-Maroney." . . . Pianist Ahmad Jamal will record a jazz version of the score of the upcoming musical "The Roar of the Greasepaint" for Argo Records. It marks his first disking of a Broadway show. . . . Kenneth Lauber has resigned from the professional staff of the United Artists Music companies to devote time to composing and other creative pursuits.

Montilla Records, producer of foreign and ethnic music, has opened a rhythm & blues division. The new division is Kevin Knox Enterprises. A new line of gospel and jazz music will be issued on the Montilla label. . . . The March issue of the AGAC Bulletin, published by the American Guild of Authors and Composers, will feature a check-list of what pop songwriters can deduct as legitimate business expenses when computing their income tax.

MIKE GROSS

KING BHUMIBOL WRITES BALLET

BAARN, Holland — King Bhumibol of Thailand is well known as an excellent jazz musician and a pupil of Benny Goodman. Besides his activities as clarinet player, he has composed a ballet, entitled "Manohra," a musical fantasia suite. It is not a jazz ballet, as one might expect, but the music roots from the Tchaikowsky tradition. Philips Phonographic Industries released the complete ballet music, played by a large philharmonic orchestra on an LP.

The KINKS **NEW SINGLE**

top of the list; absolute Number One in Britain!!

"Tired of Waiting for You" #0347

b/w "Come On Now"

The KINKS **NEW ALBUM**

Coming—a chart-cinch, featuring
"All Day and All of the Night" and
"Tired of Waiting for You"



6158

The KINKS **U.S. INVASION**

foretold by their big big "You Really Got Me" —
Single and LP; triggered by a tumultuous shot
on "Hullabaloo!"

The KINKS **POTENTIAL**

tabbed as virtually limitless—one of the hottest
groups in the U.S.—Europe—the World!!



WMCA Does Opera Stint

NEW YORK—There is no end to what modern radio and creative record promotion can accomplish these days.

WMCA's program director Ruth Meyer and Capitol Records district promotion manager Tom Rogan are responsible for bringing opera to the contemporary music station. The Angel division of Capitol has purchased \$1,200 worth of time on the highly rated Joe O'Brien wake-up show to advertise its deluxe three-disk album of "Carmen" by Maria Callas.

WMCA, who knows a good thing when it hears it, launched a "Night at the Opera" contest with all of its personalities asking listeners to write in telling why Maria Callas should be nominated a WMCA "Good Guy."

Those with the best suggestions will receive tickets to the Metropolitan Opera where Miss Callas will be performing in March; a stereo console record player with AM-FM radio; copies of the "Carmen" album; and of course, "Good Guy" sweatshirts.

Rogan and Miss Meyer report that 650 cards have been received at this writing, with an anticipated 15,000 cards arriving by contest's end March 1.

Is WQXR contemplating a Beatles' promotion?

Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

WPIX Show Will Host Coast Artists

NEW YORK—Television will begin doing for West Coast pop disk artists what jets couldn't do—because of costs. Beginning today (1), many of these record artists will be seen here on WPIX-TV, which debuts regular Monday airing of "Hollywood A Go Go," the hour KHJ-TV show, heretofore limited to Greater Los Angeles.

The potpourri of guests on this show runs the full pop-rock music gamut, spotlighting record artists who are known nationally and some who have limited exposure through wholly local club and public appearance bookings. It is this latter group that should benefit immensely.

For example, the WPIX show that kicks off tonight (7:30-8:30 p.m.) is headlined by the Serendipity Singers, but it will also feature Round Robin, Carol Connors, the Sinners, Joe and Eddie, the Walker

Brothers, Rick and Donna, Skip Battyorn and the Gazzari Dancers. Some of the acts have never been seen in this area—and would not possibly be seen in the No. 1 market or in many other key markets across the country without the syndicated package. All of this adds up to a powerful promotional shot in the arm for the artists and their labels.

The March 8 showing here will intersperse guest appearances by the well-known and the upcoming. The line-up includes the Sinners, Pat and Lolly Vegas, Donny Brooks, Little Richard, the Platters, Johnny Crawford, the Challengers and Billy Strange.

On March 15 the show brings the New York viewers such artists as Vic Dana plus the Sinners, Bobby Sherman, Tina Turner, Jon-Paul Twins, Canibal and the Headhunters, the Ikets,

(Continued on page 48)



AIR FORCE MAJ. ARTHUR CLINCHY presents official award from Lieut. Gen. Benjamin J. Webster, senior USAF representative at headquarters, Allied Forces, Southern Europe, to Irv Lichtenstein, vice-president, programming (center), and Fred Fiske, air personality of WWDC, Washington, for the station's contribution to the morale and welfare of the USAF personnel and their dependents in the Naples, Italy, area. WWDC has been supplying its Top 40 List, along with records to Chief Yeoman Dick McMeekin, U.S.N., who has conducted a daily record program on Radio Televisione Italiana, the government-operated radio station in Naples for the past two years. The Navy chief's radio show reportedly has now become one of the most popular programs in Naples.

Record Attendance Seen For IRTS Meeting in N.Y.

NEW YORK—The Fourth Annual Collegiate Broadcasters Conference and the Second Annual College Majors Conference, combined into a single affair this year by the International Radio and Television Society, is expected to have a record attendance for the two-day New York meeting April 8-9.

Bert Cowlan, program chairman, announced this week that the following broadcasters have been committed so far for the various panel discussions:

Radio Operations: Bob Teter, WNHC-TV, New Haven, Conn.; Harvey Glascock, vice-president and general manager, WNEW, New York; Hank Basayne, program manager, KCBS, San Francisco.

Sell It! Jim Yergin, director of research, Group W; Harold Deutsch, radio sales, Capital Cities Broadcasting Co.

Bull Session: Bert Cowlan, director of public affairs, WINS, New York; William Scharz, program manager, WNBC, New York; Gil Faggen, radio-TV editor, Billboard.

How Do I Get a Job?: Sherlee Barish, employment counselor; Joan Daly, NBC personnel; Jerrold Sandler, executive director, National Educational Radio, Washington, D. C.

Standards, Practices, and Criteria: Stockton Helfrich, NAB Code Authority, New York.

Resource People: Mike Hauptman, promotion director, WINS (promotion); Jerrold Sandler, executive director NAEB (educational); Father Norman J. O'Connor, director of Paulist Communications, and Rev. Charles Brackbill, United Presbyterian Church.

A highlight of the combined conference will be a preview

'Marie Elena' Wins

SAN FRANCISCO—The Los Indios Tabajaras treatment of "Marie Elena" was the champion vote-getter in the 68-hour million-seller records marathon conducted by NBC's KNBR recently. Listeners voted by telephone. "If I Fell," by the Beatles, was their second favorite.

of the leading contenders for the best commercials of the year by Wallace Ross, entrepreneur of the TV Commercials Festival.

Claude Bararre, IRTS executive director, originator of the conference, told Billboard that radio and TV stations across the country are responding to the Society's request for aid in sending students to the conference.

A survey by the National Association of Broadcasters showed today that 4,480 students at 127 U. S. Colleges and universities are seeking degrees in radio and TV broadcasting.

Of the total, 3,527 are juniors and seniors at 126 universities and colleges offering bachelor's degrees in broadcasting. Another 773 are graduates seeking master's degrees at 60 schools while the remaining 180

(Continued on page 48)

PROGRAMMING NEWSLETTER

Middle-ists Have Their Problems

By BILL GAVIN

(Second installment of two)

THE TERM "middle-of-the-road," as generally applied to radio programming, refers to the wide area between classical and semi-concert music on the one hand and rhythm and blues and top 40 on the other. The traditional adherents to the middle course have been comparatively indifferent to the audience appeal of the music they played, so long as it avoided extremes. It has not been uncommon for programmers to regard singles with contempt, as symbols of "id's music."



A number of time-worn cliches have surrounded programming of so called "good" music: (1) All music enjoyed by young people is "rock 'n' roll"; (2) all adults prefer good music and violently reject rock 'n' roll; (3) single record sales are useless as programming guide because the singles market is controlled by teen-agers; (4) advertisers don't want a teen audience because these young people have no purchasing power, and (5) the playing of hit records somehow deprives a station of its respectability.

New trends in middle-road programming reject such ancient superstitions. Modern moderates agree that the great majority of radio listeners enjoy a good part of today's most popular music. They have finally accepted the fact that many hit records have just as strong an appeal to adults as they do to teen-agers. They recognize, too, that today's young people have a far greater impact on retail sales than ever before. They realize that today's young adults, in their 20's and early 30's, were yesterday's teen-agers, whose musical tastes have not greatly changed since they made a star out of Elvis Presley.

GRANTED, THEN, that the middle-road stations are going to program hit records, the question is: which ones? It is still true that a large share of the adult audience rejects some of today's hit sounds. Obviously the middle-road station can't afford to sacrifice its present following in the process of expanding and strengthening its listener appeal. Obviously, too, it can't limit its popular music only to occasional releases by Frank Sinatra, Andy Williams, Dean Martin, Jack Jones, Tony Bennett and Henry Mancini. The problem of selective choice among the current

crop of singles entries becomes of paramount concern.

Top 40 stations have no such problems. They play all the hits regardless, for this is their prime—and often their only—audience appeal. Middle-road stations have to ask of each record not only how big a hit is it, but also is it likely to lose more listeners than it gains. Such selective programming of hits has sometimes been referred to as a "chicken 40" policy. While there is nothing intrinsically bad about such a policy, it limits a station's ability to break hits, and consequently makes it less attractive to the record fraternity.

In addition to their deep involvement in the problem of selectivity, the middle-road programmers have other questions of policy to answer: Should each DJ be given a required formula, controlling his show's balance of current hits, old hits, new singles and LP bands? Several successful stations have been following this policy, while others leave the matter of balance or "mix" to the proved judgment of skilled DJs. How frequently should a top hit be played? Should five or 10 singles be required for play by every DJ every day? If not, how often? How can the station make sure that the strongest records receive the most frequent play? Should the music aim more specifically at the teen audience in the evening, on the assumption that most adults are watching television? What scope should be given to talk features, such as telephone interviews?

Each middle-road station will answer these questions in a different way, depending upon the nature of the competition, the analysis of the market and the thinking of the programmers. Regardless of individual variations, most competitive middle-road stations share one common attribute. They apply many of the operational and format techniques pioneered by their top 40 colleagues. Time, temperature, weather, frequent short newscasts, sports highlights, tight cueing and crisp production are just as important to middle-road radio as to top 40.

MANY STATION owners in smaller cities will be watching closely the progress of the middle-road programmers. If a certain format is particularly effective, we can be sure that it will be widely copied.

It has been said of pop music programming that if you're going to play the hits you have to play them all. In other words, "either you do or you don't." It remains to be seen whether some kind of selective policy can be equally effective as an audience builder.

DISK TALENT ON TV THIS WEEK

ANDY WILLIAMS SHOW (NBC-TV Mon.): Tony Bennett, Roger Miller, Count Basie Orchestra, Osmond Brothers.

HULLABALOO (NBC-TV, Tues.): Trini Lopez, Mitchell Trio, Lesley Gore, Dionne Warwick, Wayne Fontana and the Mindbenders, the Astronauts and the Detergents.

BELL TELEPHONE HOUR (NBC-TV, Tues.): Eydie Gorme, Robert Goulet.

SHINDIG (ABC-TV, Wed.): Little Eva, John Andrea, Rolling Stones, Freddie and the Dreamers, Chambers Brothers, Sury Kaye, Roy Clark, Joe Tex, Johnny Tillotson, Jay and the Americans.

PATTY DUKE SHOW (ABC-TV, Wed.): Sammy Davis.

JACK PAAR PROGRAM (NBC-TV, Fri.): Smothers Brothers.

NEW AMERICAN BANDSTAND—'65 (ABC-TV, Sat.): Little Richard, J. Frank Wilson. Guest DJ Tom Rounds, Honolulu.

TONIGHT SHOW (NBC-TV, Thurs.): The New Christy Minstrels.

HOLLYWOOD—Multiple Oscar award winner... Nominated 13 times for Academy awards... A career spanning over two decades... Comeback winner of all-time with an unforgettable performance in *Whatever Happened To Baby Jane?*... Under consideration *right now* for her performance in the chiller-diller of '65—*Hush, Hush Sweet Charlotte*.

Her first recording, *SINGLE*, when debuted on **THE HOLLYWOOD PALACE**, (ABC-TV) Saturday (20) added more laurel to her crown. Composer-arranger Joe Sherman styled the charmingly, unusual lyric to fit her singular personality and acting éclat.

bette davis sings single

72402



Writer: J. Sherman, G. D. Weiss
Publisher: Marimba Music Corp. (ASCAP)
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RADIO RESPONSE RATING

ROCHESTER SECOND CYCLE

TOP STATIONS

Call Rank Letters % of Total Point

★ POP Singles

1. WBBF 69%
2. WSAY 31%

★ POP LP's

1. WHAM 51%
2. WHEC 22%
3. WROC 18%
4. WRVM 9%

★ R&B

NO R&B PROGRAMMING IN ROCHESTER AREA

★ C&W

1. WSAY 100% (2 1/2 hours a day, 6 days a week)

★ CONSERVATIVE

1. WROC 75% (part of day)
2. WRVM 25%

★ CLASSICAL

1. WBBF-FM 75%
2. WHAM 25%

THE RADIO RESPONSE RATINGS of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popularity poll, the ratings are strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase the singles and albums played on the air. The ratings likewise point up the importance of music of all types in building audiences and creating the framework conducive to influencing the listener to purchase other products and services advertised on radio stations.

FORMAT GLOSSARY: "Contemporary"—Stations that play primarily singles and LP's of a "rock-n-roll" and rhythm and blues nature. "Pop Contemporary"—Stations that feature rock-n-roll and rhythm and blues music, as well as current singles and LP's of a non-rock nature. "Pop-Standard"—Stations programming current and stock singles and LP's, excluding rock-n-roll and rhythm and blues. "Standard-Pop"—Same as "Pop-Standard" with stations emphasizing standards to current pop singles. "Standard"—Stations programming current or stock versions of the old standards culled primarily from LP's. Rock-n-roll and "teen sound" excluded. "Conservative"—Stations featuring primarily LP music of a subdued nature in tone and performance. Background instrument music. "Classical," "Country & Western," "Jazz," "Rhythm & Blues," "Ethnic"—Stations programming more than 50 per cent of their music in the above mentioned particular categories.

STATIONS BY FORMAT

ROCHESTER: Nation's 41st radio market. (6 AM; 5 PM). 2 Contemporary, 4 Pop Standard, 1 Standard, 1 Conservative, 1 Classical.

WBBF: 1,000 watts. Star Broadcasting. Music format: Contemporary. Editorializes occasionally. Roy Wetzel in charge of 5-man news dept. 1 mobile unit. Ten-min. news summaries at 8 a.m., 12:30, 6, 11 p.m. Gen. Mgr., Robert S. Kieve. Send 3 copies of 45's and 1 copy of LP's to Prog. Dir., Nick Nickson, 850 Midtown Tower, Rochester.

WBBF-FM: ERP 27,500 watts. Music format: Classical. Concert music 24 hours a day. Personnel and address same as WBBF.

WCMF-FM: ERP 1,350 watts. Independent. Market 1 affiliate. Music format: Standard. Special programming: includes "City Club" 1 p.m., Sat. Gen. Mgr., Richard Wissel. Prog. Dir., Stanley Swanson. Send 1 copy of LP's to Record Librarian, Lowell Miller, 1439 Lincoln Rochester Trust, Rochester.

WHAM: 50,000 watts. Rust Broadcasting. ABC affiliate. Music format: Pop Standard. Editorializes daily 5:55 p.m. "Dick Tobias Comments." Special programming: "Louise Wilson Show," a woman's interest 9:30 a.m., Sat.

TOP DISK JOCKEYS

Call Rank Disk Jockey Letters % of Total Points

★ POP Singles

1. Nick Nickson WBBF 48%
2. Joe Deane WBBF 26%
3. Jerry Fogel WBBF 22%
- Others 4% (Jack Palvino, WBBF; Leon Margarite, WBBF)

BY TIME SLOT

Morning Jerry Fogel, WBBF
Mid Morning Joe Deane, WBBF
Early Afternoon Jack Palvino, WBBF
Traffic Man Nick Nickson, WBBF
Early Evening Leon Margarite, WBBF
Late Evening Leon Margarite, WBBF

★ PROGRAM DIRECTOR, MUSIC DIRECTOR OR LIBRARIAN

(Most Co-Operative in Exposing New Records)
1. Nick Nickson, WBBF Program Director
2. Gary Smith, WROC Music Director

★ TOP TV BANDSTAND SHOW

(Exposing Artists & Records)
Joe Deane Show—WOKR-TV Sat. 2-2:30 p.m.

★ POP LP's

1. Gary Smith WROC 38%
2. Johnny Canton WHAM 21% (Tie)
2. Ed Meath WHEC 21% (Tie)
4. Jack Slattery WHAM 17%
5. John Woods WHEC 3%

BY TIME SLOT

Note: No clear-cut dominance of individual air personalities by time slot for Pop LP's involved in survey.

★ JAZZ

1. Will Moyle WROC 100%

★ C&W

1. Tommy Thomas WSAY 100% (2 1/2 hours a day, 6 days a week)

★ FOLK SHOW

NO FOLK PROGRAMMING IN ROCHESTER AREA

WPIX Show Will Host Coast Artists

• Continued from page 46

Pat and Lolly Vegas, Diane James and Delaney Bramlett.

Riding herd throughout the hour feature is Sam Riddle, who's been a radio deejay in the LA area since 1960 (KRLA and now KFWB). The show started last month, with upcoming programs set for Gotham presentation including some of the top names in the record field in addition to those known only on the West Coast.

The addition of the "Hollywood a Go Go!" show to the Channel 11 schedule makes The Daily News-owned outlet the champion of the new wave in TV programming aimed at 18 to 40 span, where the major purchasing action is said to prevail.

WPIX is now airing "The Clay Cole Show" four times weekly, with the Wednesday and Friday show being repeated Saturday and Sunday. The shows, although eschewing studio dancing, rely primarily on pop record talent.

With the expanded Cole schedule, Steve Woodman, former WNBC air personality, has been added to the show as a regular.

The station also carries another nationally syndicated pop record stanza, "The Lloyd Thaxton Show," long-time high-rater for its originator, KCOP-TV, Los Angeles.

The Thaxton 60-minuter is slotted Tuesday and Sunday by the station. The show is also aired in more than 70 markets nationally.

It appears that the programming chieftans at WPIX are prepared to stake an even greater portion of their schedule on the strength of these shows. Murray (the K) Kaufman, whose seven-year "Swingin' Soiree" Roman-candled Saturday (27), has taped a pilot for the station.

daily. Gen. Mgr., Glover C. Delaney. Send 3 copies each of 45's and LP's to Prog. Dir., Bob Yeager, 191 East Ave., Rochester.

WROC: 5,000 watts. Independent. NBC affiliate. Music format: Pop Standard. Editorializes daily. Special programming: "Monitor" 16 hrs on Sat. and Sun. Religious programs 7:45 a.m.-Noon, Sun. Tom Decker in charge of 5-man news dept. Station wagons, 2 radio-telephones, 15-min. news 6:05 p.m., M-F. Gen. Mgr. and Prog. Dir., Paul C. Louthier. Send 2 copies each of 45's and LP's to Music Dir., Gary Smith, WROC Broadcast Center, Rochester.

WROC-FM: ERP 17,600 watts. Simulcast with WROC except for "Empire State School of the Air" 10-10:30 a.m. and 1:30-2 p.m., M-F.

WRVM: 250 watts. Independent. Mutual affiliate. Music format: Pop Standard. Special programming: Indianapolis "500" auto races in season. Jim McLaughlin in charge of 2-man news dept. Mutual news on the hour and half hour, local news at 27 and 55 past the hour. Gen. Mgr., Harold Gore. Send 2 copies each of 45's and LP's to Prog. Dir., Gerald Irvine, 931 East Main St., Rochester.

WSAY: 5,000 watts. Independent. Music format: Contemporary. Special programming: includes these public service shows—"Army Spotlight," Mon.; "Navy Swings," Tues.; "Veterans of Foreign Wars," Wed.; "National Guard Session," Thurs.; "Here's to Vets," Fri., and "Rochester Area Council of Churches," Sat. All at 6:45-7 p.m. "For Those Who Serve" 8:45 a.m., Sat. "The World Inside" 9:30-10 a.m., Sat. 5-min. news on the hour and half hours 2 1/2 hrs. of country music a day. Gen. Mgr., Gordon P. Brown. Send 2 copies each of 45's and LP's to Prog. Dir., Sybella Reber, 250 East Ave., Rochester.

WVOR-FM: ERP 50,000 watts. Functional Broadcasting Inc. FM Network affiliate. Music format: Conservative. Station features quarter hour segments of uninterrupted music. UPI news. Gen. Mgr., Carl Spavento, Prog. Dir., Chet Demske. Send LP's to Music Dir., Jacob Stern, at Station WBUF, 1233 Main St., Buffalo.

WPIX is not alone locally in the intensified bid for the young viewer. WABC-TV recently gave the green light to an hour "Go-Go" show, with WABC radio record spinner Bruce Morrow sharing the set with record artists and a studio audience each Monday night.

Others in Swim

WNEU-TV, the Metromedia independent, is experimenting with record acts on its late afternoon "Soupy Sales Show," originally designed as kiddie fare. Sales is now including acts such as the 4 Seasons, Little Anthony and the Imperials, and Del Shannon in his across-the-board pie-throwing vehicle. Jim McArdle, station general manager, is playing it cool so far and has not given the word for Sales to divert all of his attention away from the moppets. However, a recent suspension of the zany comic for a wild stunt brought a deluge of screams and hollers from the teen set—a firm indication of where the loyalty may lie.

The newest entry into the TV picture is another "Go Show" officially entitled "Country a Go Go," which was to be on RKO General's WOR-TV last Saturday night. The one-hour variety show, filmed in color in Hollywood, will use country and pop record artists and a heap of choreography. It will be the first major local incursion of country music and artists into Gotham.

Correction

In the Feb. 13 issue of Billboard, KALI, San Gabriel, Calif., was listed in the "others" category as playing rhythm & blues music. The station converted to a strictly Spanish format in November, according to James E. Coyle, vice-president and general manager.

IRTS Meeting

• Continued from page 46

are graduates studying for doctorates at 17 universities.

The report was prepared by Dr. Harold Niven, a former faculty member of the University of Washington who is now assistant to NAB president Vincent T. Wasilewski.

Bararre cited the co-operation of Detroit TV stations WWJ, WXYZ and WJBK who have given grants to the IRT Foundation to send students from Wayne State University to the conference.

John McArdle, vice-president and general manager of WNEU-TV, chairman of the conference, said that the efforts of the Detroit stations will serve as great encouragement to other institutions who are looking for ways to send students to the conference.

DJ POLL PART OF NAB ISSUE

NEW YORK—Billboard will feature its 1964 Disk Jockey Poll as part of the forthcoming National Association of Broadcasters issue on the stand March 22.

For the first time, Billboard is sending questionnaires to disk jockeys recognized as authorities within a specific category of music. In the past all deejays were asked to vote on their favorites in every area of music from contemporary to classical.



WXYZ RADIO is searching for the ideal All-American Bachelor, who will be honored with dinner with six Bunnies at the Playboy Club, Detroit. The contest kicked off Valentine's Day. Bunny Marilyn left and Bunny Kathy tune in on Dave Prince during the gal's visit to Broadcast House to tape the contest announcements. The ABC-owned station is also looking for Bachelorettes, who will win a dinner with the station's Housewife Disk Jockey, Marc Avery.



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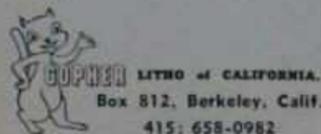
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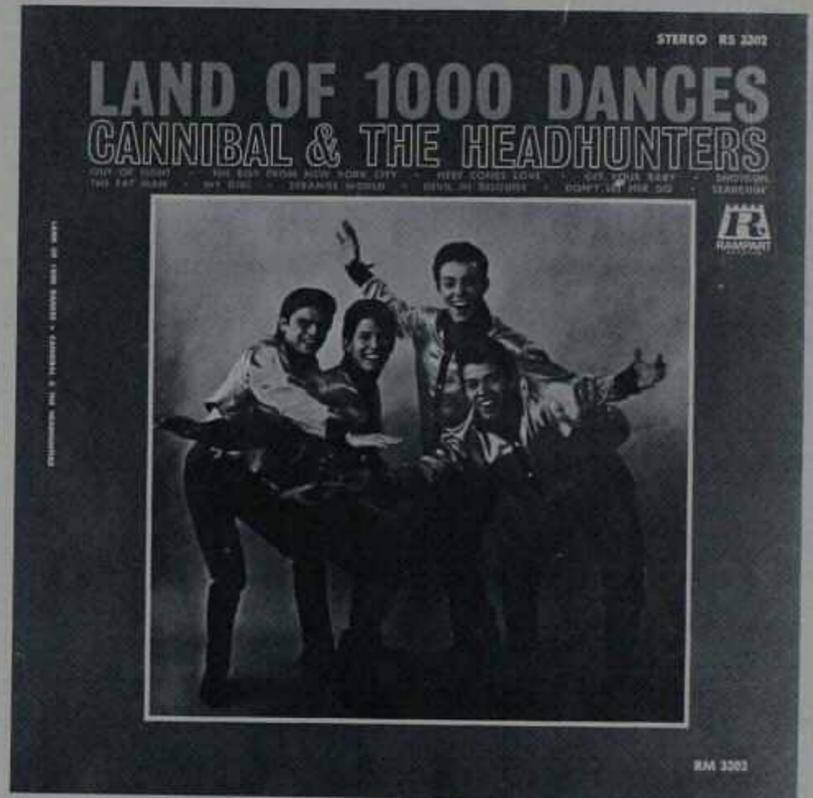
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RHYTHM & BLUES

HOT R&B LP's

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	1	SHAKE, Sam Cooke, RCA Victor LPM 3367 (M); LSP 3367 (S)	4
2	2	SAM COOKE AT THE COPA, RCA Victor LPM 2970 (M); LSP 2970 (S)	6
3	3	WHERE DID OUR LOVE GO, Supremes, Motown MT 621 (M); S 621 (S)	6
4	5	HOW SWEET IT IS TO BE LOVED BY YOU, Marvin Gaye, Tamia TM 258 (M); (No Stereo)	4
5	9	YOU'VE LOST THAT LOVIN' FEELIN', Righteous Brothers, Philles PHLP 4007 (M); PHLP 4007 (S)	4
6	6	THE NANCY WILSON SHOW! Capitol KAO 2136 (M); SKAO 2136 (S)	5
7	7	GOIN' OUT OF MY HEAD, Little Anthony & the Imperials, DCP DCL 3808 (M); DCS 6808 (S)	4
8	—	PEOPLE GET READY, Impressions, ABC-Paramount ABC 505 (M); ABCS 505 (S)	1
9	4	HOLD WHAT YOU'VE GOT, Joe Tex, Atlantic LP 8106 (M); SD 8106 (S)	6
10	10	FOUR TOPS, Motown M 622 (M); S 622 (S)	2

HOT SPIRITUAL SINGLES

1. YOU'VE BEEN GOOD TO ME.....Gospel Harmonettes, Vee Jay 952
2. PEACE, BE STILL.....James Cleveland, Savoy 4217
3. WAITING FOR MY CHILD.....Consolers, Nashboro 800
4. I'LL GO.....Mighty Clouds of Joy, Peacock 3025
5. MORE THAN A HAMMER AND NAIL.....Staple Singers, Epic 9748

HOT SPIRITUAL LP's

1. ON THE BANKS OF JORDAN, VOL. 4.....James Cleveland, Savoy MG 14096
2. PEACE, BE STILL, VOL. 3.....James Cleveland, Savoy MG 14076
3. HEAVEN, THAT WILL BE GOOD ENOUGH FOR ME.....James Cleveland, Savoy MG 14102
4. A BRIGHT SIDE.....Mighty Clouds of Joy, Peacock PLP 121
5. SOUL STIRRERS WITH SAM COOKE.....Specialty 2106

DJ SPOTLIGHT

GEORGE WOODS
WDAS, Philadelphia

Time slot: 6:30-10:30 p.m., Mon.-Sat

Georgie (The Man With the Goods) Woods has been among the nation's leading Negro DJ's for more than a decade. His show on WDAS and other Philadelphia area stations has been one of the factors in popularizing r&b music and artists universally. Georgie has been highly successful in presenting box office smashes featuring name record acts at the Uptown Theater, and other show places in the area. A community figure, Woods is a respected leader of the Philadelphia chapter of the NAACP and is an active youth worker.



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HOT RHYTHM & BLUES SINGLES

Billboard SPECIAL SURVEY for Week Ending 3/6/65

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart	This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	1	MY GIRL Temptations, Gordy 7038 (Jobete, BMI)	6	21	12	I WANNA BE (Your Everything) Manhattans, Carnival 507 (Bright Star-Savannah, BMI)	6
2	2	SHOTGUN Jr. Walker & the All Stars, Soul 3500B (Jobete, BMI)	4	22	22	THE "IN" CROWD Dobie Gray, Charger 105 (American, BMI)	6
3	9	HURT SO BAD Little Anthony & the Imperials, DCP 112B (South Mountain, BMI)	5	23	31	YOU BETTER GET IT Joe Tex, Dial 4003 (Tree, BMI)	3
4	11	STOP! IN THE NAME OF LOVE Supremes, Motown 1074 (Jobete, BMI)	3	24	24	TEASIN' YOU Willie Tee, Atlantic 2273 (Cotillion-Shirleys, BMI)	2
5	7	DON'T MESS UP A GOOD THING Fontella Bass & Bobby McClure, Checker 1097 (Arc-Salco, BMI)	5	25	26	STRAIN ON MY HEART Roscoe Shelton, Sims 217 (English, BMI)	5
6	3	SHAKE Sam Cooke, RCA Victor 8486 (Kags, BMI)	6	26	23	I KNOW WHY Sprinters, Way Out 2699 (Big Song, BMI)	5
7	5	YOU'VE LOST THAT LOVIN' FEELIN' Righteous Brothers, Philles 124 (Screen Gems-Columbia, BMI)	6	27	28	WE ARE IN LOVE Bobby Byrd, Smash 1964 (Try Me, BMI)	3
8	8	PEOPLE GET READY Impressions, ABC-Paramount 10622 (Chi-Sound, BMI)	3	28	30	I DO LOVE YOU Billy Stewart, Chess 1922 (Chevis, BMI)	5
9	27	NOWHERE TO RUN Martha & the Vandellas, Gordy 7039 (Jobete, BMI)	2	29	29	HE WAS REALLY SAYIN' SOMETHIN' Velvelettes, V.I.P. 25013 (Jobete, BMI)	6
10	10	ASK THE LONELY Four Tops, Motown 1073 (Jobete, BMI)	5	30	16	DON'T ANSWER THE DOOR Jimmy Johnson, Magnum 719 (Mercedes, BMI)	5
11	4	TWINE TIME Alvin Cash & the Crawlers, Mar-V-Lus 6002 (Va-Pac, BMI)	6	31	32	FLY ME TO THE MOON LaVern Baker, Atlantic 2267 (Almanac, BMI)	4
12	6	THE BOY FROM NEW YORK CITY Ad Libs, Blue Cat 102 (Trio, BMI)	6	32	36	IT'S GONNA BE ALRIGHT Maxine Brown, Wand 173 (Screen Gems-Columbia, BMI)	3
13	13	HOLD WHAT YOU'VE GOT Joe Tex, Dial 4001 (Tree, BMI)	6	33	33	I'M OVER YOU Jan Bradley, Chess 1919 (Arc, BMI)	6
14	14	THE NAME GAME Shirley Ellis, Congress 230 (Gallico, BMI)	6	34	—	COME SEE Major Lance, Okeh 7216 (Camad-Chi-Sound, BMI)	1
15	15	MR. PITIFUL Otis Redding, Volt 124 (East-Time, BMI)	5	35	—	GOT TO GET YOU OFF MY MIND Solomon Burke, Atlantic 2276 (Cotillion, BMI)	1
16	35	SUDDENLY I'M ALL ALONE Walter Jackson, Okeh 7215 (Blackwood, BMI)	5	36	18	THAT'S HOW STRONG MY LOVE IS Otis Redding, Volt 124 (Rise, BMI)	6
17	25	YOU GOT WHAT IT TAKES Joe Tex, Dial 4003 (Tree, BMI)	2	37	—	WHEN I'M GONE Brenda Holloway, Tamia 54111 (Jobete, BMI)	1
18	17	I WANT YOU TO HAVE EVERYTHING Lee Rogers, D-Town 1035 (Mah's, BMI)	6	38	38	DON'T WAIT TOO LONG Betty Swann, Money 108 (Cash, BMI)	2
19	20	A CHANGE IS GONNA COME Sam Cooke, RCA Victor 8486 (Kags, BMI)	6	39	—	WHO CAN I TURN TO Dionne Warwick, Scepter 1298 (Musical Comedy, BMI)	1
20	19	HOW SWEET IT IS (To Be Loved by You) Marvin Gaye, Tamia 54107 (Jobete, BMI)	6	40	39	HOW DO YOU QUIT (Someone You Love) Carla Thomas, Atlantic 2272 (East, BMI)	3

NEW ACTION R&B SINGLES

Other records registering solid sales in certain markets and appearing to be a week away from meriting a listing on the national Hot R&B Singles chart above. All records on the chart are not eligible for a listing here.

THE BIRDS AND THE BEES
Jewel Akens, Era 3141

DANNY BOY
Jackie Wilson, Brunswick 55277

GIRLS HAVE FEELINGS TOO
Barbara Mason, Arctic 102

GOOD TIMES
Jerry Butler, Vee Jay 651

I'VE BEEN TRYING
Impressions, ABC-Paramount 10622

LET HER LOVE ME
Otis Leavill, Blue Rock 4002

NEVER, NEVER LEAVE ME
Mary Wells, 20th Century-Fox 570

SHE'S GONE
Nolan Chance, Constellation 144

TIME WAITS FOR NO ONE
Eddie & Ernie, Eastern 602

WE CAN'T BELIEVE YOU'RE GONE
Bobby Harris, Atlantic 2270

THE WORST THING IN MY LIFE
B. B. King, Kent 415

YOU CAN'T HURT ME NO MORE
Gene Chandler, Constellation 146

TOP R&B JOCKEYS' PICK-OF-THE-WEEK

GEORGIE WOODS, WDAS, Philadelphia
"Stop! In the Name of Love," Supremes, Motown 1074
LP—"Definitive Jazz Scene, Vol. II," Various Artists, Impulse A 100 (M); AS 100 (S)

BILL CURTIS, WUFO, Buffalo
"A Little Piece of Leather," Donnie Elbert, Gateway
"Discotheque, USA," Jimmy McGriff, Sue
LP—"Nobody But Lou," Lou Rawls, Capitol T 2273 (M); ST 2273 (S)

AL JEFFERSON, WWIN, Baltimore
"Woolly Bully," Sam the Sham & the Pharaohs, MGM 13322
LP—"Esther Philips Sings Great Love Songs," Atlantic

BILL WILLIAMS, WCHB, Detroit
"Come See," Major Lance, Okeh 7216
Pick—"Detroit Michigan," Ronnie Love, D-Town

JIMMY BYRD, WILD, Boston
"Come on, Let's Shake Some More," Mickey & Sylvia, RCA Victor
"Stop and Get a Hold of Myself," Gladys Knight & the Pips, Maxx 334

ROCKY GROSSE, WWRL, New York
"You Can Have Him," Dionne Warwick, Scepter 1294
"I Do the Jerk," The Original Drifters

CURTIS PIERCE, KNOK, Fort Worth-Dallas
"The Blond Wig," Eddie Smith, Duo-Disc 111-A
LP—"The Bill Beau Trio Live at the Blue Port Lounge," Misty LP 1205

KEN HAWKINS, WJMO, Cleveland
"I Do Love You," Billy Stewart, Chess 1922
"Poor Unfortunate Me," J. J. Barnes, Ring 101
Pick—"How Do You Quit (Someone You Love)," Carla Thomas, Atlantic 2272
LP—"The Legend—The Man," Jimmy Reed

CHARLIE BROWN, WLOU, Louisville
"Come See," Major Lance, Okeh 7216
"Wake Up John," Little Eva, Dimension 1042
"She Used to Be Mine," Obrey Wilson, Epic 9764

BOB McKEE, WAOX, Atlanta
"It Was Nice," Jimmy Hughes, Fame
"Banana Juice," Jim Stewart, Stax
LP—"Tonight," Clark Terry & Bob Brookmeyer Quintet, Mainstream 56043 (M); S 6043 (S)

MEN WHO READ
BUSINESS PAPERS
MEAN BUSINESS

PEOPLE AND PLACES

By MIKE GROSS

The **Drifters**, Atlantic Records group, will start their first tour of England March 22. The tour, which will wind up April 11, will allow them to appear in all of England's major cities and in all the important TV shows. . . . **Tito Rodriguez**, Latin band leaders, is now touring South America with stops scheduled in Argentina, Columbia, Peru, Chile and Brazil. . . . **Vic Damone** will begin a week's engagement at Miami Beach's Eden Roc Hotel March 1. He's due March 10 at New York's Plaza Hotel for a four-week stand. . . . The **Four Seasons** have taped the "Dick Clark Special," set for CBS-TV in April. . . . The **Modern Jazz Quartet** will play a concert in Los Angeles' Shrine Auditorium March 6. . . . **Martine Dalton**, who records for United Artists, makes her New York night club debut at the Living Room March 8. . . . **Tony Bennett** stars on ABC-TV's "Shindig" March 10. . . . **Woody Allen**, Colpix comedian, will be at Basin Street East from April 19 through May 1.

Columbia Records jazz star **Dave Brubeck** will tour Australia from March 25 through April 3. . . . **Millie Small**, who is touring the Far East, will be in Hong Kong March 2-5, and Japan March 5-23. . . . **Eddie Hazzell** is set for a date at Bakers Keyboard, Detroit, starting March 19. . . . **Paul Anka** will tape a TV musical documentary for the Canadian Broadcasting Corp. The three-day shooting starts April 30. It will subsequently be dubbed in six languages for distribution in at least 10 countries. . . . The **Righteous Brothers** and the **Four Seasons** have been signed to appear in the Patton Co.'s feature film, "Beach Ball." Previously signed were the **Supremes**.

South African-born Indian ballad singer **Shunna Pillay** has returned to the Cafe Au Go Go in Greenwich Village. Current engagement follows a highly successful four-weeker that ended on Feb. 14. Pillay was South Africa's leading male singer during the 1950's as a star of the African Jazz and Variety Show before appearing on TV and in night clubs in London. He has only recently emigrated to the U. S. . . . **Paul Butterfield**, a 21-year-old blues harmonica player, has been brought to New York from Chicago to record Elektra's first bath of singles next week. . . . **Teddy Randazzo**, DCP International recording artist and staff writer for South Mountain Music, and **Stan Catron**, firm's general professional manager, are on a two-week trip to Europe. . . . **Andrea** and **Ervin Litkel**, latter is head of Loena Publishing Co., have written the "President Lyndon Baines Johnson March" which was played at the opening of the Presidential Room in Odessa, Tex., last week.

'Waltz's' Music in Tempo; Book Like Slow Fox-Trot

There is hardly a "One Enchanted Evening" to help along "Do I Hear a Waltz?", the new Rodgers and Sondheim musical which opened a pre-Broadway stand at Boston's Shubert Theater. There are perhaps six of the 15 numbers in this musical adaptation of Arthur Laurents' play, "Time of the Cuckoo," but it is highly likely that Columbia can turn out a creditable album. There are cute songs, humorous songs and songs that flow with easy rhythms, and even a couple that are highly effective, but what leading man Sergio Franchi needs is one that is great or even memorable. He handles what he has with a fine operatic finesse, but the

first act is almost over before he unfolds one called, "Take a Moment." In the second act "Stay," he manages to give the customers something of the passionate Franchi. When he can give both of these numbers a little more warmth, they should be winners.

There is a curious reserve and even coldness about the Italian singer who cannot be accused of being a great actor as he sings of his ardor to Elizabeth Allen. She is cast in the role of an American secretary in search of romance in Venice. Miss Allen sings her numbers with a clear and sweet tone and does well with the title song which does not quite come



THE ORIGINAL Broadway cast album of "Baker Street" was recorded by MGM Records last week. Listening to the playback in the control booth are, left to right, music director, Harold Hastings; MGM president, Arnold Maxin; a&r staffer, Danny Davis and chief engineer, Val Valentin.

Garry Sherman Takes the Lead From Song and Turns It Into Hit

NEW YORK — Although Garry Sherman has been the arranger on records which have sold over 3,000,000 copies last year, he's the first to admit the key factor in the making of a hit is that it be a good song. The song, he says, determines the direction of the arrangement.

In addition to taking the lead from the song, Sherman also works closely with the artists and the producer before working out the arrangement. "I let the sound grow from the artist and the producer, then it's easy to figure out which way the song should go," he said. "A lot of what I do depends on the attitude of the artist and the producer."

According to Sherman, who arranged such hits as Bobby Goldsboro's "See the Funny Little Clown," Gene Pitney's



GARRY SHERMAN

"I'm Gonna Be Strong," Jay and the Americans' "Only in America," Garnett Mimms' "Cry Baby," the Drifters' "Up on the Roof" and "On Broadway"

among many others, the process of arranging for today's market is complex and requires a three-way agreement between artist, producer and arranger on how a specific song should be treated.

Despite all these successes in the arranging field, Sherman continues to spread into other areas. He's an artist in his own right for Epic Records. His current single release is "Theme From Tobruk," inspired by the film "A Taxi for Tobruk," and "The Farewell Trumpet." He's also working on his first major film score composition. The picture has not yet been titled, but it's scheduled for release by Seven Arts.

And in a completely different vein, Sherman is now experimenting with electronic sound. It's a process by which he uses tape to generate what is not made by an orthodox instrument. Sherman is not sure yet whether he'll introduce this electronic sound on some of his pop record assignments. Whether he does, it's already been proved that he has the pop-arranging business down pat.

Busy Schedule Set For Kathy Keegan

NEW YORK—Kathy Keegan, DCP International recording artist, has been set for a flock of night club engagements and TV guest shots which will begin this spring. Her club stands will include appearances at Basin Street East and the Copacabana in New York, Mr. Kelly's in Chicago and the Flamingo in Las Vegas.

Miss Keegan has also been signed for TV shows "Hullabaloo," "The Tonight Show," "The Ed Sullivan Show," "The Hollywood Palace" and "The Jimmy Dean Show." A segment of "The Mike Douglas Show" which was taped earlier this month, has been scheduled to be telecast in New York early in March.

The singer, who clicked with her dishing of "The Good Life" early in 1964, currently has a rising platter with her latest DCP release, "This Is the Life."

Weak 'Street' Score Makes Doyle Version Dilly-Dally

NEW YORK—The adaptation of several Sherlock Holmes' stories into a musical titled "Baker Street" isn't exactly according to Doyle. However, producer Alexander Cohen is assured of a good run and MGM Records of an okay original cast album property because it came to Broadway Feb. 16 riding on a heft wave of ballyhoo, a reported million-dollar advance, and a hit MGM single of one of the tunes.

Marian Grudeff and Raymond Jessel, who wrote the music and lyrics, have come up with a score that lacks spark and inventiveness, and the takeoff of that hit single, "A Married Man," can mainly be credited to the allure of Richard Burton, who does a masterful talk-sing job. In the show it's sung by Peter Sallis, who plays Dr. Watson, and he's not in the same romantic league. Fact that the record is getting continual spins with attendant plugs for the show should help the box office immensely.

After "A Married Man," it's

off as one of the great Rodgers' numbers. But her over-eager cuteness in what is supposed to be a mature woman strikes a jarring note. Carol Bruce is perhaps the show's most solid performer as the mistress of the pension. Her one number, "This Week Americans," is done with style and humor, but she is caught in an unfortunate trio with Miss Allen and Julienne Marie doing "Moon in My Window."

There is no choreography to speak of, and this could perhaps put a little needed life into the show and revive some of the tardy pace of a book that lacks the warmth of the play. Beni Montresor scores with his splendid panels of Venice with canals and palaces effectively backdropped. While "Waltz" has music that is quietly charming, the book fails to provide any of the wonder and enchantment associated with this type of musical. At the moment it really isn't too much fun. CAMERON DEWAR

hard to pick another pop winner from the Grudeff-Jessel score. "Finding Words for Spring" has a tender quality that's winning and "Leave It to Us, Guv," contains some showmanly zest but in the over-all the score fails to impress.

The splashy production carries the show. It's rich and colorful with enough razzmatazz, especially in the "Diamond Jubilee Parade" by the Bill Baird Marionettes, that give it a happy carnival quality and lifts audience enthusiasm.

Fritz Weaver does okay by the pipe-smoking, fiddle-playing, criminal-catching Holmes and Inga Swenson is pretty to look at as the actress Irene Adler. Unfortunately, Martin Gabel, as the arch-criminal Professor Moriarity, has too little to do but when he does it, he's menacing enough.

Jerome Coopersmith's book and Harold Prince's direction put their stress on the spoof and when Holmes gets into a jam with a death bomb clicking away, the musical becomes more like Ian Fleming's James Bond than Conan Doyle's Sherlock Holmes. MIKE GROSS

Signings

Epic Records has signed the Glenn Miller Orchestra under the direction of Ray McKinley. The orchestra, which is under the supervision of the Glenn Miller Estate, has been directed by McKinley for the past seven years. In addition to annual appearances at the Steel Pier in Atlantic City, N. J., and Freedomland, N. Y., the band played recent engagements at the Waldorf-Astoria in N. Y. and the New Wagon Wheel in Lake Tahoe, Calif. . . . The **Fugitives**, a new vocal-instrumental group, have been added to Columbia Records' roster. Their debut single, produced by Ernie Altschuler, couples "Mean Woman" with "I'll Be a Man." The four boys, Evan Charnatz, Ray Charnatz, Tom Johanson and Phil Feliciotto, are students at the University of Bridgeport but also perform at several colleges in the New England area. . . .

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YESTERYEAR'S COUNTRY HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the Country field 5 years ago and 10 years ago this week. Here's how they ranked in Billboard's chart at that time.

COUNTRY SINGLES
5 Years Ago
March 7, 1960

1. He'll Have to Go, Jim Reeves, RCA Victor
2. El Paso, Marty Robbins, Columbia
3. The Same Ole Me, Ray Price, Columbia
4. Another, Roy Drusky, Decca
5. No Love Have I, Webb Pierce, Decca
6. You're the Only Good Thing, George Morgan, Columbia
7. Wishful Thinking, Wynn Stewart, Challenge
8. Riverboat, Faron Young, Capitol
9. Amigo's Guitar, Kitty Wells, Capitol
10. Timbrook, Lewis Pruitt, Decca

COUNTRY SINGLES
10 Years Ago
March 5, 1955

1. In the Jailhouse Now, Webb Pierce, Decca
2. Loose Talk, Carl Smith, Columbia
3. If You Ain't Lovin', Faron Young, Capitol
4. More and More, Webb Pierce, Decca
5. Kisses Don't Lie, Carl Smith, Columbia
6. I've Been Thinking, Eddie Arnold, RCA Victor
7. Are You Mine? George Wright & Tom Tall, Fabor
8. Hearts of Stone, Red Foley, Decca
9. Let Me Go Lover, Hank Snow, RCA Victor
10. That's All Right, Marty Robbins, Columbia

Shrum Bows
Live TV-er

SPRINGFIELD, Ill. — Cal Shrum, country deejay at WCVS here, has inaugurated a live television show originating on Channel 20 here, Tuesday nights at 9 o'clock, and carried simultaneously on TV stations in Champaign, Mattoon and Danville, Ill.

Appearing with Shrum on the new show are Dick Ellis and the "Possum Holler Opry" from Channel 10, Quincy, Ill.; Al Harvey and Lenora Crider. Guests will be used from time to time.

When his present contract expires at WCVS in the near future, Shrum will return to WMAY here, where he formerly appeared for 14 years.

Tubb Set for
Northwest Tour

SEATTLE, Wash. — Jack Roberts, West Coast country music promoter, has set Ernest Tubb and His Texas Troubadours for a string of one-nighters in the Northwest March 5-13.

The scheduled appearances are Blaine, Wash., March 5; Seattle, 6; Post Falls, Idaho, 7; Tacoma, Wash., 8; Hoquiam, Wash., 9; Lynnwood, Wash., 10; Bremerton, Wash., 11; Randle, Wash., 12, and Portland, Ore., 13.

Tubb will also tape a guest star appearance March 10 for "Evergreen Jubilee," Seattle's top-rated country music television show. Air date will be Saturday, March 13, 7 p.m. on KOMO-TV, Seattle's ABC network affiliate.

Key Incorporates;
Jimmy Key Prexy

NASHVILLE — Key Talent here has been incorporated under Tennessee State laws, and the firm's board of directors, at its first meeting last week, elected E. Jimmy Key president, with David (Doc) Holliday elevated from assistant director to vice-president. The agency is now known as Key Talent, Inc.

Key says the move to incorporate was made necessary by the fast growth the agency has experienced since its formation July 1, 1963. The firm has on its books such country talent as Jimmy Newman, Dave Dudley, Billy Walker, Bobby Bare, Ralph Emery, Linda Manning, George Kent, Buddy Meredith and David Price.



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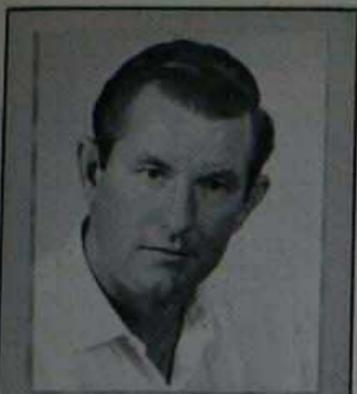
HOT COUNTRY SINGLES

Billboard SPECIAL-SURVEY for Week Ending 3/6/65

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart	This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	I'VE GOT A TIGER BY THE TAIL Buck Owens, Capitol 5336 (Bluebook, BMI)	7	26	25	PUSHED IN A CORNER Ernest Ashworth, Hickory 1281 (Acuff-Rose, BMI)	18
2	2	YOU'RE THE ONLY WORLD I KNOW Sonny James, Capitol 5280 (Marson, BMI)	17	27	20	THREE A. M. Bill Anderson, Decca 31681 (Moss Rose, BMI)	17
3	3	HAPPY BIRTHDAY Loretta Lynn, Decca 31707 (Sure-Fire, BMI)	14	28	18	FOUR STRONG WINDS Bobby Bare, RCA Victor 8443 (Witmark, ASCAP)	17
4	9	KING OF THE ROAD Roger Miller, Smash 1965 (Tree, BMI)	4	29	19	CLOSE ALL THE HONKY TONKS Charlie Walker, Epic 9727 (Bluebook, BMI)	13
5	7	THEN AND ONLY THEN Connie Smith, RCA Victor 8489 (Moss Rose, BMI)	7	30	35	LESS AND LESS Charlie Louvin, Capitol 5296 (Tree, BMI)	13
6	6	SITTIN' IN AN ALL NITE CAFE Warner Mack, Decca 31684 (Glaser, BMI)	15	31	—	THIS IS IT Jim Reeves, RCA Victor 8508 (Acclaim, BMI)	1
7	10	DO WHAT YOU DO DO WELL Ned Miller, Fabor 137 (Central Songs, BMI)	8	32	32	WHAT MAKES A MAN WANDER? Jan Howard, Decca 31701 (Bramble, BMI)	8
8	5	I WON'T FORGET YOU Jim Reeves, RCA Victor 8461 (Tuckahoe, BMI)	15	33	40	TINY BLUE TRANSISTOR RADIO Connie Smith, RCA Victor 8489 (Moss Rose, BMI)	5
9	4	ODE TO THE LITTLE BROWN SHACK OUT BACK Billy Edd Wheeler, Kapp 617 (Sleepy Hollow, ASCAP)	15	34	30	I'LL WANDER BACK TO YOU Earl Scott, Decca 31693 (Cedarwood, BMI)	7
10	13	(My Friends Are Gonna Be) STRANGERS Merle Haggard, Tally 179 (Yonah-Owen, BMI)	10	35	36	THAT'S WHERE MY MONEY GOES Webb Pierce, Decca 31704 (Cedarwood, BMI)	6
11	23	10 LITTLE BOTTLES Johnny Bond, Starday 704 (Red River, BMI)	5	36	34	I THANK MY LUCKY STARS Eddy Arnold, RCA Victor 8445 (Cedarwood, BMI)	18
12	14	(From Now on All My Friends Are Gonna Be) STRANGERS Roy Drusky, Mercury 72376 (Yonah-Owen, BMI)	8	37	37	GO CAT GO Norma Jean, RCA Victor 8433 (Wilderness, BMI)	22
13	11	TRUCK DRIVING MAN George Hamilton IV, RCA Victor 8462 (American, BMI)	14	38	31	CROSS THE BRAZOS AT WACO Billy Walker, Columbia 43120 (Painted Desert, BMI)	22
14	8	I'LL REPOSSESS MY HEART Kitty Wells, Decca 31705 (Wells, BMI)	11	39	39	CAUSE I BELIEVE IN YOU Don Gibson, RCA Victor 8456 (Acuff-Rose, BMI)	15
15	28	ORANGE BLOSSOM SPECIAL Johnny Cash, Columbia 43206 (Leeds, ASCAP)	3	40	42	SWEET, SWEET JUDY David Houston, Epic 9746 (Gallico, BMI)	6
16	16	A TIGER IN MY TANK Jim Nesbitt, Chart 1165 (Peach, SESAC)	6	41	41	MULTIPLY THE HEARTACHES George Jones & Melba Montgomery, United Artists 784 (Wel-Dee-Glad, BMI)	13
17	21	PASS THE BOOZE Ernest Tubb, Decca 31706 (Lonzo-Oscar, BMI)	11	42	33	JUST BETWEEN THE TWO OF US Merle Haggard & Bonnie Owens, Tally 181 (Yonah, BMI)	26
18	12	ONCE A DAY Connie Smith, RCA Victor 8416 (Moss Rose, BMI)	24	43	45	DIDN'T I Dottie West, RCA Victor 8467 (Window, BMI)	2
19	22	WALK TALL Faron Young, Mercury 72375 (Painted Desert, BMI)	6	44	47	A TEAR DROPPED BY Jean Shepard, Capitol 5304 (Painted Desert, BMI)	9
20	15	IT AIN'T ME, BABE Johnny Cash, Columbia 43145 (Witmark, ASCAP)	18	45	48	WE'D DESTROY EACH OTHER Carl Butler & Pearl, Columbia 43210 (Cedarwood, BMI)	2
21	17	THE RACE IS ON George Jones, United Artists 751 (Glad-Acclaim, BMI)	24	46	50	I WASHED MY HANDS IN MUDDY WATER Stonewall Jackson, Columbia 43197 (Maricana, BMI)	2
22	26	WHAT I NEED MOST Hugh X. Lewis, Kapp 622 (Cedarwood, BMI)	11	47	44	SHE CALLED ME BABY Carl Smith, Columbia 43200 (Central Songs, BMI)	4
23	29	LEAST OF ALL George Jones, United Artists 804 (Marson, BMI)	6	48	—	DO WHAT YOU DO DO WELL Ernest Tubb, Decca 31742 (Central Songs, BMI)	1
24	24	I'LL GO DOWN SWINGING Porter Wagoner, RCA Victor 8432 (Moss Rose, BMI)	22	49	49	TAKE YOUR HANDS OFF MY HEART Ray Pillow, Capitol 5323 (Pamper, BMI)	4
25	27	THE WISHING WELL Hank Snow, RCA Victor 8488 (Jasper-Silver Star, BMI)	4	50	46	BROKEN ENGAGEMENT Webb Pierce, Decca 31704 (Cedarwood, BMI)	5

HOT COUNTRY ALBUMS

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart	This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	I DON'T CARE Buck Owens & His Buckeroos, Capitol T 2186 (M); ST 2186 (S)	15	11	11	HAVE I TOLD YOU LATELY THAT I LOVE YOU? Jim Reeves, RCA Camden CAL 842 (M); CAS 842 (S)	12
2	5	YOU'RE THE ONLY WORLD I KNOW Sonny James, Capitol T 2209 (M); ST 2209 (S)	6	12	12	LESS AND LESS AND I DON'T LOVE YOU ANYMORE Charlie Louvin, Capitol T 2208 (M); ST 2208 (S)	5
3	2	THE FABULOUS SOUND OF FLATT & SCRUGGS Lester Flatt & Earl Scruggs, Columbia CL 2255 (M); CS 9055 (S)	10	13	19	YOUR CHEATIN' HEART Soundtrack/Hank Williams Jr., MGM E 4260 (M); SE 4260 (S)	2
4	4	THE BEST OF JIM REEVES RCA Victor LPM 2890 (M); LSP 2890 (S)	31	14	14	THE JUDY LYNN SHOW United Artists UAL 3390 (M); UAS 6390 (S)	5
5	3	TOGETHER AGAIN/MY HEART SKIPS A BEAT Buck Owens & His Buckeroos, Capitol T 2135 (M); ST 2135 (S)	27	15	15	TROUBLE & ME Stonewall Jackson, Columbia CL 2278 (M); CS 9078 (S)	4
6	6	BITTER TEARS Johnny Cash, Columbia CL 2248 (M); CS 9048 (S)	17	16	18	THE PICK OF THE COUNTRY Roy Drusky, Mercury MG 20973 (M); SR 60973 (S)	9
7	9	THE BEST OF BUCK OWENS Capitol T 2105 (M); ST 2105 (S)	35	17	20	RETURN OF ROGER MILLER Smash MG 5 27061 (M); SR 5 67061 (S)	2
8	10	FAITHFULLY YOURS Eddy Arnold, RCA Victor LPM 2629 (M); LSP 2629 (S)	11	18	17	GEORGE JONES SINGS LIKE THE DICKENS! United Artists UAL 3364 (M); UAS 6364 (S)	24
9	8	LOVE LIFE Ray Price, Columbia CL 2189 (M); CS 8989 (S)	27	19	16	TALK OF THE TOWN Dave Dudley, Mercury MG 20970 (M); SR 60970 (S)	7
10	7	R. F. D. Marty Robbins, Columbia CL 2220 (M); CS 9020 (S)	27	20	—	THE JIM REEVES WAY RCA Victor LPM 2968 (M); LSP 2968 (S)	1



ED FREEMAN, of Colorado Springs, Colo., has his release on Gold Standard Records, entitled, "BARTENDER BRING TWO GLASSES" b/w "SECRET LOVE AFFAIRS." Freeman teamed with one of Gold Standard's pretty young country singers, Rosalind Smith, in his first effort for the label. (Advertisement)

NASHVILLE SCENE

By DON LIGHT

The Carter Family, Mother Maybelle, Helen and Anita, are currently on a tour of England and Germany, set by Hubert Long. . . . Local RCA Victor recording activity, supervised by Chet Atkins last week, included sessions for Al Hirt, Rita Pavone and Elvis Presley.

Bill Anderson and his band and Skeeter Davis are on a two-week tour of Canada. . . . Starday Vice-President Hal Neely recorded the label's Johnny Bond in Hollywood last week, and remained over for the NARM convention.

Decca artist Billy Grammer has a new release entitled "I'm Letting You Go." Grammer, who recently signed with the Wil-Helm Agency, left last week for a two-month tour of Germany, England, France and Spain. . . . New Groove artist, Della Rae, and manager Si Simon, residents of Springfield, Mo., have just returned from New York, where Della appeared on the Jimmy Dean TV show. Miss Rae records here under the direction of Chet Atkins.

Fred Carter, Pamper Music Co. writer, and Monument artist, recorded last week under the direction of label president, Fred Foster. . . . Leroy Van Dyke and band are presently playing a two-week engagement at the Shamrock Hotel, Houston, after which they will tour Texas and Canada before returning to Music City.

RIC Records, now under the guidance of Lester Vanadore, recently recorded veteran songwriters Wayne Walker and Mel Tillis. This was Walker's first session for the label, and Tillis' second. . . . "Grand Ole Opry" guests last week included RCA's Don Bowman, Epic's Charlie Walker and Decca's Warner Mack. This was Mack's first appearance since his November car wreck.

Billy Sherrill, Epic's Music City a&r man, is in New York this week recording newly signed Ted Taylor. . . . The Wilburn Brothers, Teddy and Doyle, became uncles last week when brother Lester and wife Linda became the parents of a boy. Lester is an officer of Sure-Fire Music Co. . . . Charlie Louvin finished a new album for Capitol last week under the direction of Marvin Hughes and Billy Graves. . . . Alex Hassilev, lead singer of the Limeliters, was in town last week, looking for material for a new album which he will record for RCA as a solo artist.

Earl Scott has just completed a tour of Iowa and South Dakota, set by Smiley Wilson, of the Wil-Helm Agency. . . . Local ABC-Paramount a&r director, Felton Jarvis, recorded himself last week, and then left for Miami where he will confer with ABC artist, Steve Alaimo.

Jean Shepard appeared at the Flame Club, Minneapolis, last week. . . . Hickory artist Ernest Ashworth recorded under the direction of label president, Wesley Rose, last week, while the label's Joe Lucas was on a promotion tour through the West.

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TO A RECORD MANUFACTURER

Here's relief for an overburdened President or V.P. Former General Manager of successful independent label will consider position as No. 2 man. Can give you time and money-saving help in any one or all of these areas.

12 years top level management, all phases production, national distribution, A&R, developing merchandising programs and contracting for copyrights.

Age 35 yrs. old, married, two children. Excellent references. Write

Box 161, Billboard
165 West 46th Street
New York, N.Y. 10036

HELP WANTED

GIRL VOCAL GROUPS AND MUSICIANS. Would like to manage and record. Call Paula Stanley (201), 869-0353. mh6

MECHANIC WANTED: EXPERIENCED coin-operated juke boxes, amusement machines. State age, experience, full details. All-year employment. Compact route. Opportunity to assume management if qualified. Write Box 165, Billboard, 165 W. 46th St., New York, N. Y. 10036. mh6

WANTED—LOCAL PROMOTERS IN Virginia, D.J.'s in Virginia and other parts of the country, send for our new release on Future Talent Records by the Mystics, "Snoopy." Breaking in Ohio. Write: Talent Music Ent., Box 469, Waverly, Va. 23890.

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

RECORD RIOT! 45 CLOSEOUTS, BRAND new, some late hits. \$6.80 per assorted hundred; \$65 per thousand. Send check with order for prepaid postage. Reliable Record Co., Box 136, Glen Oaks Post Office, Glen Oaks, New York 11004. mh27

WANT SURPLUS 45's & LP's IN QUANTITY. Knickerbocker Music Co., 453 McLean Ave., Yonkers, N. Y. Phone: 914; GR 6-7778. mh6

DEALERS . . . ONE-STOPS . . . RACK JOBBERS

Order Your Supply of

Record Preview

BILLBOARD'S GREAT NEW CONSUMER LP MAGAZINE-CATALOG FROM:

TONE

495 S.E. TENTH CT.
HIALEAH, FLORIDA
(305) 887-7546

Henry Stone, President

Listed, you will find the labels which we presently distribute:

ABC-Paramount, Argo, Atco, Atlantic, Big Top, Blue Note, Canadian American, Carmen, Chancellor, Checker, Chess, Del-Fi, Dootie, Duke, Imperial, Jamie, Laurie, Mo-Town, Monument, Nashboro, Old Town, Original Sound, Parkway, Phyllis, Roulette, Sar, Savoy, Scepter, Strand, Sue, Sun, Swan, Time, United Artists, Vee Jay, Wand.

RECORD MFG. SERVICES, SUPPLIES & EQUIPMENT

PRESSING, PLATING

PRESSING No job too small CONSULTATION

All questions answered about Recording, Distribution, Printing, Shipping, Music Publishing, etc.

NATIONAL RECORD PROMOTION & PUBLICITY National disc jockey coverage . . . Trade paper publicity . . . etc. DISTRIBUTION ARRANGED

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SEND US YOUR TAPE . . .

We do the rest!

All speeds, all quantities. Masters, nickel stampers, attractive labels, pressings. Prompt and reliable.

SONGCRAFT
1650 Broadway
N. Y. C. 19

USED COIN MACH. EQUIP., PARTS & SUPPLIES

FOR SALE

USED COIN MACHINES—ALL TYPES for sale, 5% discount for cash. \$300,000 inventory including: vending, shuffles, pool tables, pins, phonographs, etc. Vathis Vendors, P. O. Box 779, Texarkana, Ark. 75501. mh13

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RACK JOBBERS and Record Manufacturers—LE-BO offers you Special Deals Special Promotions

on the most complete line of quality, promotionally priced record racks, accessories and plastic browser divider cards!

See LE-BO representative at Fairmont Hotel, San Francisco, during NARM Show, Feb. 28-Mar. 3, or write for full details.

LE-BO PRODUCTS CO., INC.
33-59 Vernon Blvd.
Long Island City 6, N. Y.

BUSINESS OPPORTUNITIES

LEARN AUCTIONEERING: BIG MONEY, prestige, career. Two-week term in residence or home study (including LP records, operations manual, advertising and sales kit). Internationally recognized diploma. Free catalog. Write today: Missouri Auction School, 1330-56

MISCELLANEOUS

COMPLETE PROFESSIONAL SONG service, melody to your lyrics, copy your song from tape or record, lead sheets, etc. Work guaranteed. Access to several publishing and recording companies. Write to Box 354, Baltimore, Md. mh27

ARTISTS

We will place you on records now at no cost to you.

This is a limited offer. Air mail reply requested.

FACTOR

Pawleys Island, S. C.

USED JUKE BOX 45 RPM'S 12" EACH, R&B, Pop, West. Free postage on orders of 50 or more. New 45's assorted 20¢ each. Free postage on orders of 25 or more. Send cash or money order to: Freitas Music Co., 17 S. San Joaquin St., Stockton, Calif. 95202. On orders of 100 (either offer), 20 free DJ copies. mh13

WANTED—USED VENDO COIN Changers for nickels, 2 nickels for dime and 5 nickels for quarters. Marcello Brothers, Box 106, De Ridder, La.

30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. ch-np

PUBLICATIONS & SERVICES

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Over 125 outstanding contests, comedy, promos, games and ideas are contained in a valuable new book for progressive radio program directors.

Now available from RSI (a division of Billboard) for \$5.95 each postpaid.

"PROFESSIONAL PROGRAMMING VOL. 1"

by DICK STARR and BOB HARRIS
RSI (Record Source Int'l)
165 West 46 Street
New York, N. Y. 10036

INTERNATIONAL EXCHANGE

ENGLAND

ALL ENGLISH RECORDS RUSHED BY airmail. "Beatles for Sale," 14 track album; Rolling Stones' new album, \$6.15 including airmail. Singles, 98 cents. Send 35 cents for catalogs. John Lever, Gold St., Northampton, England. ja15-66

GERMANY

For information on

MUSIC BOX and RECORD BUSINESS IN EUROPE

contact

AUTOMATEN-MARKT

14, Ekbertstrasse

Braunschweig, Germany

Phone: 22900/23115

Telex 09-52 604

CLASSIFIED RATES

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Distributors (Regional) & Employment Advertisers	\$5	\$9	\$15	\$5
Distributors (National)	\$9	\$15	\$25	\$9
Situations Wanted for Individuals	\$2	\$5	\$9	\$5

- Minimum size sold is 1/2", approximately 35 words; 1" 70 words.
- All rates are for EACH insertion. PAYMENT MUST BE IN ADVANCE!
- Advertisements 2" or larger are set in boxed style.
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Please insert the following ad for _____ consecutive issues.

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Set regular classified style. Set boxed classified style.

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PLEASE ENCLOSE YOUR PAYMENT. WE DO NOT BILL FOR CLASSIFIED ADS.

FOR ADDITIONAL INFORMATION AND/OR ASSISTANCE CONTACT: CLASSIFIED ADVERTISING MANAGER, Billboard, 165 West 46th St., New York City 10036. ADVERTISING RATES INTERNATIONAL EXCHANGE Classified: Per line \$1. Minimum 4 lines per insertion. DISPLAY: Per inch \$14. Minimum 1 inch.

Above prices are for one insertion in one issue. Cash or check with order. Lower rates for 12, 26, 52 insertions in a one-year period.

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BULK VENDING news

TRADE SURVEY

Most Lucrative 1964 Location

Fourth in a series of reports based on the findings of Billboard's annual year-end survey of the bulk vending business. Response to a confidential questionnaire mailed to operators throughout the United States was 10 per cent.

By RAY BRACK

CHICAGO — The generic name is food market: Call it supermarket, grocery store or what you will, it is the location genre which bulk vending businessmen reported most profitable in 1964.

Slightly more than half (52 per cent) of the firms answering Billboard's late 1964 poll responded to the question: "What do you consider your best type of location?" with "supermarket" or "grocery."

Operators so responding had,

on the average, 63 per cent of their machines in supermarket and grocery store locations.

No. 2 Location

Department and discount stores were named by 15 per cent of those answering the questionnaire as their most lucrative 1964 location type.

On the average, however, this category of operator had only 20 per cent of machines in department store-class locations.

Confectionery and drugstores were called most profitable by 10 per cent of the survey subjects. Operators in this category had 30 per cent of their equip-

ment in either candy or confectionery stores.

About 8 per cent of the poll answerers said amusement parks paid off best during the year, compared to other types of locations. These operators had, on the average, only about 10 per cent of their machines in amusement park locations, however.

Other location genres getting incidental mention as most profitable were restaurants, shoe-shine parlors, bars, bowling alleys, military posts, laundromats, service stations, office buildings and industrial plants.

Next week: A second look at locations.

BUSINESS PROFILE

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Donruss Co. Wins Suit Against U. S.

MEMPHIS — The Donruss Co., sixth largest manufacturer in the U. S. of ball gum and candy for vending operators, won its second suit in three years against the U. S. Government last week on the issue of accumulated earnings.

The Federal Court jury deliberated five hours before finding that the Donruss Co. did not permit its earnings or profits for the fiscal years 1960 and 1961 to accumulate beyond the reasonable anticipated needs of the company for the purpose of avoiding income tax payments by Don Wiener, the company president and owner of all the stock.

U. S. Charged

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Bulk Banter

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SAM ABBOTT

SCHOENBACH COMPANY

Distributor for Oak Manufacturing Co., Inc.

715 LINCOLN PLACE
BROOKLYN 16, N. Y.

President 2-2900

PHONE or WRITE FOR PRICES



Direct Low Factory Prices

Bubble Ball Gum, 140, 170 & 210 ct. & Giant Size... 30 1/2¢ lb.
Chicle Ball Gum, 130 ct... 38 1/2¢ lb.
Clear-Vend Ball Gum... 43 1/2¢ lb.
Clear-Vend Chicks, 320 ct... 43 1/2¢ lb.
Chicle Chicks, 320 & 520 ct... 29¢ lb.
Bubble Chicks, 320 & 520 ct... 31 1/2¢ lb.
Tab (short stick), 100 ct... 40¢ box
5-stick Gum, 100 packs... \$2.00
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS

40 years of manufacturing experience
4th & Mt. Pleasant
Newark, N. J. 07104

Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vender (as illustrated) as well as other Northwestern machines.



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COMPANY.....
ADDRESS.....
CITY.....
Fill in coupon, clip and mail to:
BIRMINGHAM VENDING COMPANY
520 Second Ave., North
Birmingham, Alabama
Phone: FAirfax 4-7526

Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vender (as illustrated) as well as other Northwestern machines.



NAME.....
COMPANY.....
ADDRESS.....
CITY.....
Fill in coupon, clip and mail to:
RUSS THOMAS VENDORS DIST. CO.
622 Madison Ave., Memphis 3, Tenn.
Phone: (Area Code 901) 525-1918
Member National Vending Machine Distributors, Inc.

when answering ads...

Say You Saw It in

BILLBOARD, March 6, 1965

Adventure, Travel Career Training
... In the new Atomic Navy. See your local recruiter for full details.

NAVY

3 yrs. (156 weeks) \$35.
 2 yrs. (104 weeks) \$25.
 1 yr. (52 weeks) \$15.
 1 year via air mail (USA) \$45.

Name _____ (PLEASE PRINT)

Address: Home Business _____

City _____ State or Province _____ Zip Code _____

Country _____

Nature of Business _____ Title _____

Payment Enclosed Bill Me Later New Renewal

Your Signature _____ 4000

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Europe, Great Britain, Ireland, Scandinavian Countries (via AIR CARGO) \$26

Hawaii, Alaska, Puerto Rico (via Air Dispatch) \$26

Australia, Japan, New Zealand (via Air Dispatch) \$39

Caribbean, and Pan-American (via Air Dispatch) \$45

South America, South Africa, Rhodesia, Hong Kong, Singapore (via Air Dispatch) \$65

All Countries Not Listed Above, via Sea Mail \$30

'A TRADE METABLE

you with your advance planning for the association convention here April 1-4, Bill-venient listing of days and hours when when business sessions will be convened. sessions will be in the Sheraton-Chicago n Avenue.

t Hours	Business Sessions
n. to 12:30 p.m.	Board Meeting
n. to 6:30 p.m.	8:30 p.m.
n. to noon	1:15 p.m. to 3:00 p.m.
n. to 6:30 p.m.	1:15 p.m. to 3:00 p.m.
n. to noon	and show
n. to 6:30 p.m.	ay night)
n. to noon	none

tion program will appear in Billboard the vention.

an NVA member may obtain a _____ of the meet.

TO: National Vendors' Association
134 North LaSalle Street
Chicago, Ill.

Enclosed is my check for _____ covering _____ registrations for complete convention package deal.

NAME _____ NAME _____

ADDRESS _____ ADDRESS _____

CITY _____ STATE _____ CITY _____ STATE _____

G. R. SCHREIBER

CHICAGO — G. R. Schreiber, editor and publisher of Vend magazine, will be a featured speaker during the Friday business session of the April 1-4 National Vendor's Association convention.

Recognized as one of the vending industry's foremost authorities, Schreiber participated in the founding of Vend magazine in 1946. Vend is now the leading business publication covering the vending industry exclusively.

Schreiber is the author of a number of national magazine articles and has written several books, including "Automatic Selling" and "The Bobby Baker Affair."

A Vend article written by Schreiber is credited with exposing the allegedly irregular activities of Robert G. (Bobby) Baker, ex-secretary to the U. S. Senate majority.

For that and succeeding articles on Baker, Schreiber was awarded the 1963 Jesse H. Neal Award for Outstanding Journalism.

The topic of Schreiber's NVA speech has not yet been announced.

VICTOR'S NEW TOPPER "66"

Now Vends Capsules \$15.50 ea.

The most durable and dependable machine ever built. New and attractive design. Vends "V" capsules at 5c, 10c or 25c. Also vends 210 and 100 size gum. Machine specially designed to accommodate new, attractive styrofoam display panel.

NEW CASH BOX. Snap-in cash box makes collections quick and easy. Ends spilled coins. Cash Box optional, 50c ea.

NEW VICTOR CAPSULES. Victor introduces a brand-new all-clear capsule. Features: Capsules have added capacity, are easier to fill and grip tighter. Three sizes for larger sales.

"V-1" Capsules \$4.50 per M (5M Lots)
"V-1" Capsules \$8.00 per M (5M Lots)
"V-2" Capsules \$13.50 per M (2M Lots)

Styrofoam Display Front (without merchandise) for new Victor Topper "66." Ea. .10

LOGAN DISTRIBUTING, INC.
1850 W. Division St., Chicago, Ill. 60622
Phone: (312) HU 6-4870

New Products

This form is designed for the convenience of bulk operators

LEAF BRANDS

PAL BUBBLE GUM in four flavors is now available and will vend from the new bulk square-wrapped gum machines. Wrapped with the gum are comics, fortunes and premium offers. The flavors offered are grape, orange, cherry and lemon, with all the assorted flavors shipped in each box.

MONSTER BALLS, item number 156, are available at \$6.30 per case on orders of 15 cases or more. (Order can be combined with other Leaf products to make sufficient weight.) The 1,800-count bubble gum balls are century size. Leaf Brands, Inc., 1150 North Cicero Avenue, Chicago, Ill.

MODERN COIN

MONSTER HEADS which adhere to head, hands, etc. Available for 1-cent or 5-cent capsule vending. The 1-cent item is packed 1000 per bag and priced at \$9 per thousand, with 10 display cards. The 5-cent capsules are packed 250 to the bag with display card \$16 per thousands or \$4 per bag. Modern Coin Mfg. Co., 585 McAlpin Avenue, Cincinnati, Ohio 45220.

NORTHWESTERN

Model 60 Bulk-Pak

Will not skip or jam because of specially designed wheel and housing. Holds 1,000 individually wrapped FLEER'S DUBBLE BUBBLE TAB GUM, the most popular in bubble gum. Wrappers include comics, fortunes and premium redemption. Bulk loading.

Write, Wire or Phone.

H. B. HUTCHINSON, JR.
Southeast Distributor for Victor
1784 N. Decatur Rd., N.E.
Atlanta 7, Ga. DR 7-4300

Viets Get Jupiter

PARIS — Jupiter, the fast-selling French-made juke box, will soon grace officer clubs of the South Viet Nam Air Force. The Jupiter company is shipping 10 boxes to South Viet Nam as the firm's private win-the-war contribution.

Jupiter, which is noted for its aggressive sales promotion, is acting in response to a wish voiced by the chief of the South Vietnamese Air Force, Air Vice Marshal Nguyen Cao Ky, an ir-repressible juke box fan.

Northwestern

MODEL 60 BULK-PAK

THE POPULAR MODEL 60 . . . NOW ADAPTED TO VEND WRAPPED CONFECTIONS



The BULK-PAK will not skip or jam because of a specially designed wheel and housing.

Model 60 BULK-PAK delivers the dependability, high quality and low cost that you've grown to expect from all Northwestern vendors. BULK-PAK holds one box (1,000 pieces of individually wrapped gum. BULK-PAK . . . priced at \$18.95 ea.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS.

Northwestern

CORPORATION
2351 Armstrong St. Morris, Ill.
Phone: WHitney 2-1300

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.99
N.W. Deluxe, 1c or 5c Comb.	12.99
N.W. 10-Col. 1c Tab Gum Mach.	18.00
N.W. Model 233, 1c Porc. Converter for 10c. B.G.	4.80
Atlas 1c & 5c 100 Ct. Ball Gum	12.00
Mills 1c Tab Gum	13.00
Acorn 8 lb. Globe	18.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.66
Cashew, Whole	.82
Cashew, Butts	.79
Peanuts, Jumbo	.45
Spanish	.33
Mixed Nuts	.57
Baby Chicks	.35
Rainbow Peanuts	.33
Bridge Mix	.36
Boston Baked Beans	.33
Jelly Beans	.33
Licorice Gems	.33
M & M, 500 ct.	.48
Hershey-ets	.47

Rain-Bo Gum, 72 ct.	.33
Malt-ette, 100 ct., per 100	.38
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.33
Rain-Bo Ball Gum, 100 ct.	.34
300 lb. minimum prepaid on all Rain-Bo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

CHARMS AND CAPSULES. Write for complete list. Complete line of Parts, Supplies, Stands, Globes, Brackets.

Everything for the operator. One-third Deposit, Balance C.O.D.

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VICTOR SCRIPTO PEN VENDORAMA



Write for Beautiful Illustrated Circular and Prices.

Stamp Folders, Lowest Prices, Write

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NORTHWESTERN

SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L'ongacre 4-6467

YOU COUNT MORE WITH OAK

WRAPPED GUM VENDOR

This new concept in vending dispenses paper wrapped merchandise without stacking. Think of the time you save in service. Just 'dump in' merchandise the same as you would ball gum, nuts or charms. Attractively designed with all the popular features of the Vista Model machines, the new wrapped gum vendor accommodates any of the many wrapped items soon to hit the market. The dispensing unit is precision engineered and crafted of long life Teflon which assures you trouble-free operation. Oak's wrapped gum vendor measures 16 3/4" high, 8" wide, and 8" deep. Wt is 7 1/2 lbs.

18.95
F.O.B. Los Angeles



oak MANUFACTURING CO., INC.
650 SOUTH AVENUE 21, LOS ANGELES, CALIFORNIA 90031

Most Lucro

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10

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CINCINNATI, OHIO



BUSINESS PROFILE

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SAM ABBOTT



Direct Low Factory Prices

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Clear-Vend Chicks, 320 ct. . .	43 1/2¢
Chicle Chicks, 320 & 520 ct. . .	39¢
Bubble Chicks, 320 & 520 ct. . .	31 1/2¢
Tab (short stick), 100 ct. . .	40¢
5-stick Gum, 100 packs . . .	\$2.00
F.O.B. Factory 150 lb. lots	

AMERICAN CHEWING PRODUCTS
40 years of manufacturing experience
4th & Mt. Pleasant
Newark, N. J. 07104



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NAME
COMPANY
ADDRESS
CITY
Fill in coupon, clip and mail to:
BIRMINGHAM VENDING COMPANY
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Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vender (as illustrated) as well as other Northwestern machines.

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Fill in coupon, clip and mail to:
RUSS THOMAS VENDORS DIST. CO.
682 Madison Ave., Memphis 3, Tenn.
Phone: (Area Code 901) 525-1914
Member National Vending Machine Distributors, Inc.

when answering ads . . .
Say You Saw It in
BILLBOARD, March 6, 1965

COME OUT OF THE VENDING WOODS with . . .

SQUEAKY THE CLOWN
(Copyrighted)

MULTI-COLORED FOR KID SALES APPEAL. NEW CONCEPT IN BULK VENDING

VENDS complete bulk merchandise line. All coin denominations from penny up to and including 25 cents. One price on all coin denominations.

OPERATORS: It will pay you to investigate this new machine. Try one, two, three or 10 on your low yield locations and see the gross rise. A trial will convince you.

Distributors' Inquiries Invited.

Write **TODAY** for free color photo and single and quantity prices.

MERDEAN CORPORATION
Executive Offices and Showrooms:
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Phones: (Area Code 213) 466-4253

Adventure, Travel Career Training

In the new Atomic Navy. See your local recruiter for full details.

NAVY

NVA Package Plan: \$7.50 Total Fee

CHICAGO—One \$7.50 registration fee will grant traders admission to all business and social events scheduled for the April 1-4 National Vendors' Association Convention here.

The fee obtains for the convention his official exhibit badge, entrance to all business sessions, his ticket to the Friday evening hospitality gala and the big banquet and floorshow on Saturday night.

Ladies registering for the package will also receive a ticket for the ladies' party on Saturday.

Free Passes

NVA members or operators and distributors sponsored by an NVA member may obtain a

one-time-only free pass for the exhibits.

Individual tickets may be purchased for specific convention functions. All operators and distributors must register in order to attend business sessions, however, according to reservation chairman Laretta Cooke.

Advance registration may be secured by filling in the adjacent form and sending it with a check to: The National Vendors' Association, 134 North LaSalle Street, Chicago, Ill.

Persons mailing in their registrations will find their badges and tickets ready for them at the convention registration desk in the Sheraton-Chicago Hotel, site of the meet.

VEND EDITOR- PUBLISHER TO ADDRESS NVA



G. R. SCHREIBER

CHICAGO — G. R. Schreiber, editor and publisher of Vend magazine, will be a featured speaker during the Friday business session of the April 1-4 National Vendor's Association convention.

Recognized as one of the vending industry's foremost authorities, Schreiber participated in the founding of Vend magazine in 1946. Vend is now the leading business publication covering the vending industry exclusively.

Schreiber is the author of a number of national magazine articles and has written several books, including "Automatic Selling" and "The Bobby Baker Affair."

A Vend article written by Schreiber is credited with exposing the allegedly irregular activities of Robert G. (Bobby) Baker, ex-secretary to the U. S. Senate majority.

For that and succeeding articles on Baker, Schreiber was awarded the 1963 Jesse H. Neal Award for Outstanding Journalism.

The topic of Schreiber's NVA speech has not yet been announced.

Viets Get Jupiter

PARIS — Jupiter, the fast-selling French-made juke box, will soon grace officer clubs of the South Viet Nam Air Force. The Jupiter company is shipping 10 boxes to South Viet Nam as the firm's private win-the-war contribution.

Jupiter, which is noted for its aggressive sales promotion, is acting in response to a wish voiced by the chief of the South Vietnamese Air Force, Air Vice Marshal Nguyen Cao Ky, an irrepresible juke box fan.

TO: National Vendors' Association
134 North LaSalle Street
Chicago, Ill.

Enclosed is my check for _____ covering _____ registrations for complete convention package deal.

NAME _____ NAME _____

ADDRESS _____ ADDRESS _____

CITY _____ STATE _____ CITY _____ STATE _____



VICTOR'S NEW TOPPER "66" Now Vends Capsules \$15.50 ea.

The most durable and dependable machine ever built. New and attractive design. Vends "V" capsules at 5c, 10c or 25c. Also vends 210 and 100 size gum. Machine specially designed to accommodate new, attractive

styrofoam display panel.

NEW CASH BOX. Snap-in cash box makes collections quick and easy. Ends spilled coins. Cash Box optional, 50c ea.

NEW VICTOR CAPSULES. Victor introduces a brand-new all-clear capsule. Features: Capsules have added capacity, are easier to fill and grip tighter. Three sizes for larger sales.

"V" Capsules . . . \$ 4.50 per M (5M Lots)
"V-1" Capsules \$ 8.00 per M (5M Lots)
"V-2" Capsules \$13.50 per M (2M Lots)
Styrofoam Display Front (without merchandise) for new Victor Topper "66." Ea.10

LOGAN DISTRIBUTING, INC.
1850 W. Division St., Chicago, Ill. 60622
Phone: (312) HU 6-4870

New Products

This form is designed for the convenience of bulk operators

LEAF BRANDS

PAL BUBBLE GUM in four flavors is now available and will vend from the new bulk square-wrapped gum machines. Wrapped with the gum are comics, fortunes and premium offers. The flavors offered are grape, orange, cherry and lemon, with all the assorted flavors shipped in each box.

MONSTER BALLS, item number 156, are available at \$6.30 per case on orders of 15 cases or more. (Order can be combined with other Leaf products to make sufficient weight.) The 1,800-count bubble gum balls are century size, Leaf Brands, Inc., 1150 North Cicero Avenue, Chicago, Ill.

MODERN COIN

MONSTER HEADS which adhere to head, hands, etc. Available for 1-cent or 5-cent capsule vending. The 1-cent item is packed 1000 per bag and priced at \$9 per thousand, with 10 display cards. The 5-cent capsules are packed 250 to the bag with display card \$16 per thousands or \$4 per bag. Modern Coin Mfg. Co., 585 McAlpin Avenue, Cincinnati, Ohio 45220.

FREE SAMPLES

Toys and novelties for your 10c capsule vending machines.

SAVE by buying direct from importer.

AVAILABLE in bulk or Victor capsules.

Write to:
NU PRODUCTS COMPANY

Toy Division
2620 Colfax Avenue, South
Minneapolis, Minnesota 55408.
Phone: (612) 374-3793

HERE'S NVA TRADE SHOW TIMETABLE

CHICAGO—To help you with your advance planning for the 1965 National Vendors Association convention here April 1-4, Billboard is printing this convenient listing of days and hours when exhibits will be open and when business sessions will be convened. All exhibits and business sessions will be in the Sheraton-Chicago Hotel, 505 North Michigan Avenue.

Date	Exhibit Hours	Business Sessions
Thurs., April 1	10:30 a.m. to 12:30 p.m. 1:30 p.m. to 6:30 p.m.	Board Meeting 8:30 p.m.
Fri., April 2	9:30 a.m. to noon 3:30 p.m. to 6:30 p.m.	1:15 p.m. to 3:00 p.m.
Sat., April 3	9:30 p.m. to noon 3:30 p.m. to 6:30 p.m. (Banquet and show Saturday night)	1:15 p.m. to 3:00 p.m.
Sun., April 4	10:00 a.m. to noon	none

Note: A complete convention program will appear in Billboard the week before the convention.

Northwestern

MODEL 60 BULK-PAK

THE POPULAR
MODEL 60 . . . NOW
ADAPTED TO VEND
WRAPPED
CONFECTIONS



The BULK-PAK will not skip or jam because of a specially designed wheel and housing.

Model 60 BULK-PAK delivers the dependability, high quality and low cost that you've grown to expect from all Northwestern vendors. BULK-PAK holds one box (1,000 pieces of individually wrapped gum. BULK-PAK . . . priced at \$18.95 ea.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS.

Northwestern

CORPORATION

2351 Armstrong St. Morris, Ill.
Phone: WHitney 2-1300

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.00
N.W. Deluxe, 1c or 5c Comb.	13.00
N.W. 10-Col. 1c Tab Gum Mach.	18.00
N.W. Model 233, 1c Porc. Con- verted for 100 ct. B.G.	4.80
Atlas 1c & 5c 100 Ct. Ball Gum	12.00
Mills 1c Tab Gum	13.00
Acorn 8 lb. Globe	18.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.66
Cashew, Whole	.83
Cashew, Butts	.79
Peanuts, Jumbo	.43
Spanish	.33
Mixed Nuts	.57
Baby Chicks	.35
Rainbow Peanuts	.33
Bridge Mix	.36
Boston Baked Beans	.33
Jelly Beans	.33
Licorice Gems	.33
M & M, 500 ct.	.48
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	.33
Malt-ette, 100 ct., per 100	.30
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.33
Rain-Blo Ball Gum, 100 ct., 300 lb. minimum prepaid on all	.34
Rain-Blo Ball Gum	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

CHARMS AND CAPSULES. Write for complete list. Complete line of Paris, Supplies, Stands, Globes, Brackets.

Everything for the operator.
One-third Deposit, Balance C.O.D.

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Write for Beautiful Illustrated Circular and Prices.

Stamp Folders, Lowest Prices, Write

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NORTHWESTERN

Model 60 Bulk-Pak

Will not skip or jam because of specially designed wheel and housing. Holds 1,000 individually wrapped

FLEER'S
DUBBLE
BUBBLE
TAB GUM,

the most popular in bubble gum. Wrappers include comics, fortunes and premium redemption.

Bulk loading.

Write, Wire or Phone.

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Southeast Distributor for Victor
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Atlanta 7, Ga. DR 7-4300

YOU COUNT MORE WITH OAK



WRAPPED GUM VENDOR

This new concept in vending dispenses paper wrapped merchandise without stacking. Think of the time you save in service. Just 'dump in' merchandise the same as you would ball gum, nuts or charms. Attractively designed with all the popular features of the Vista Model machines, the new wrapped gum vendor accommodates any of the many wrapped items soon to hit the market. The dispensing unit is precision engineered and crafted of long life Tufflon which assures you trouble-free operation. Oak's wrapped gum vendor measures 16 1/4" high, 8" wide, and 8" deep. Wt is 7 1/2 lbs.

18.95
F. D. B. Los Angeles



oak MANUFACTURING CO., INC.
650 SOUTH AVENUE 21, LOS ANGELES, CALIFORNIA 90021



A SPECIAL REPORT



The Willy-Nilly World of Game Laws Chaos in Jersey—Letter From a Games Operator

EDITORIAL

Stigma of Disrepute

One of hundreds of letters received to date in response to a Music Operators of America request for local amusement games law data is the following from William Cannon, president of the New Jersey Council of Coin Machine Operators and an MOA vice-president. More than a deftly written wrap-up of the State's incredible game law imbroglio, the letter is an eloquent statement of the basic business problems common to amusement game operators in many States. The letter is reprinted in full.

January 14, 1965

Mr. Fred Granger
M.O.A.
228 N. LaSalle Street
Chicago, Ill.

Dear Fred:

This is in answer to your request for information concerning amusement game legislation in New Jersey.

We have three levels of government to be concerned with: the State, the 20 counties and various forms of municipal governments within the counties. Inasmuch as we have 567

municipalities (cities, towns, townships and boroughs) in New Jersey, each with its own autonomous governing body, it would be a monumental, if not impossible, job to give you every item of legislation affecting coin machines. Also the situation is not static, as new legislation is introduced in some of the 567

(Continued on page 61)



BILL CANNON

"He is a favorite whipping boy," writes Bill Cannon of the game operator in a letter appearing in this issue of Billboard.

"Like operators everywhere, he has lived so long under the stigma of disrepute that he acts as if he believes the adverse publicity himself."

In gathering material for this special report on amusement game legislation, Billboard staff members were confronted with scores of examples of the attitude described by the dynamic young president of the New Jersey Council of Coin Machine Operators.

Pessimism and defeatism are common enough operator traits to be termed a trade complex—a malady inhibiting not only action on the legislative front but weakening the business in other vital areas as well.

The whipping boy complex squelches pride in occupation. It hampers aggressiveness. It kills civic spirit and alienates the game operator from the business community. It complicates the recruiting of competent help. And it inevitably contributes to the second-class business image deplored by all of us close to the trade.

The ground swell in the games business today toward action on adverse legislation could, even with limited success initially, inspire new self confidence and respect among the trade. Many of the industry's most competent people have complimented Billboard on the support we are lending this movement. We favor a total industry campaign to open markets closed to skill equipment.

But the liberalization of punitive laws will not be wrought by bludgeon. Bombast and stern demands have frequently worked against trade associations. Each market—as this and other special reports will show—is fraught with its own problems and troublesome officials. Thorough preparation, careful presentation, polite petition and unlimited patience and perseverance will show results.

"Tact and tenacity are the keys to success," one of the trade's young executives suggested recently. We agree.

And what could do more to dispel the "stigma of disrepute" than a few resounding successes on the legislative front?

WILLY-NILLY WORLD

Operator Sides With Minneapolis Trade

By ROY WIRTZFIELD

MINNEAPOLIS — Efforts to amend Minneapolis' pinball ordinance to lower the legal playing age from 18 to 16 have died, due to lack of support for the measure, according to the city alderman who introduced the proposal.

Last December, Alderman Donald Risk introduced the amendment upon learning that the proprietor of Rifle Sport, downtown arcade, had been arrested on a generally unknown provision that prohibits anyone under 18 playing coin-operated amusement devices.

A \$50 fine was paid. Risk called the provision unfair and noted that if it were enforced operators would be put out of business, since teens are prime pinball patrons.

His amendment was referred to the city ordinances and legislation committee, but Risk said, "No one came forward to speak for the proposal and I couldn't carry it alone. So, for

lack of interest it was finally tabled and nothing has been done since."

Parent or Guardian

The section of the City Code under which the fine was imposed is Chapter 369, Section 150, which declares: "No owner of any amusement device or owner or operator of any establishment where such device is located, shall permit any person under the age of 18 years to play or operate any amusement device unless such person is accompanied by his parent or natural guardian."

The prohibition duplicates those found on the books in a number of major coin-machine market cities. Attempts at liberalizing these minor-restriction clauses have met with only limited success. One of the reasons for this has been, as illustrated by the experience of Alderman Risk here recently lack of wholehearted support from the business segment it would most benefit.

WILLY-NILLY WORLD

Detroit Plucks Playfield Clean

DETROIT—Detroit had little difficulty adjusting to the compact car craze but it has yet to accept the amusement game rollover as legitimate part of mechanized Americana.

Which attitude, of course (particularly when held by police and city council), tends to inhibit the operation of pinball bowling and shuffle bowling games in this city.

With traditional ingenuity, however, bowler and shuffle bowler manufacturers have engineered around the problem, thus salvaging some income for

the amusement game operator in the Motor City.

Pin games remain anathema. The "rollover" problem, trade veterans here explain, stems from the inordinate city council-police department fear of "anything on the playfield."

As a result, any game okayed for the Detroit market is plucked clean of roll-overs, pins, holes, bumpers, switches, poppers etc. No single type of game per se is legal here. Each game is judged on its own merits by a special committee from the police commissioner's office.

This screening has authorized some 125 specific games for local placement, including target games, pool tables, shuffleboards and bowlers without rollover switches.

Article XI, section 5-11-1 of the city code gives blanket but vague authorization for such equipment. It reads: "Any game or device used for amusement purposes only, including miniature pool tables of not over 50 inches by 90 inches and miniature bowling alleys, but shall not include or permit the

(Continued on page 59)

Introducing

the Diplomat

MUSICONSOLE

a brand-new phonograph
by ROWE® AMI



THE REASON *THE DIPLOMAT* MAKES FRIENDS SO READILY is easily seen. Its smart, distinctive, go-everywhere styling enhances the most discriminating location. Just look at the distinctive grille panel, the dramatic full-width backlighted location panel, the attention-getting album display panel, the intriguing star-pattern color wheel.

The Diplomat gives you everything you want for increased play and profits. Big selection keys. Easy-to-read, easy-to-select titles. Room-filling, self-contained Stereo Round.* Versatile programming that lets you switch, on the spot, to 200, 160 or 100 selections. It's designed to play and play and play with a minimum of fuss and servicing, but when you want to take a look at it, access was never easier.

Here's just what you need to make better friends in your present locations, make new friends in new locations. See it. Hear it. Put it to work making friends—and profits.

Rowe

AC
MANUFACTURING
Troy Hills Road
Whippany, New Jersey

Rowe Expanding Training Set-Up

WHIPPANY, N. J. — Rowe AC Manufacturing is expanding its factory training program to provide operator instruction on vending equipment.

According to Jim Abato, director of field services, the vending school facilities will be located here in a special building. Acquisition of equipment for the school and preparation of the curriculum is now going on.

Tentative plans call for a school much on the order of the famed Little Red Schoolhouse at the firm's Grand Rapids, Mich., plant, where hundreds of operators have received instruction on music equipment.

Abato said that he hoped the first class could be enrolled late in March or early in April. As is customary at Rowe AC, the

classes will be limited to about 15 trainees, thus affording most efficient utilization of instruction time.

Enrollment and financial policies for the factory school are not fully worked out yet, Abato said.

The frequency of training sessions at the Grand Rapids school has been dictated by operator demand. It is likely that initially the vending training schools will be conducted on the same basis. Length of the schools will be five or six days.

Currently Rowe AC has 13 field engineers on the road throughout the U. S. for special



BELGIAN BILLIARD BALL MAKER, Roger Delmotte (left), predicted billiards boom in 1957 interview with Billboard's Ken Knauf. Here he talks product with S. H. Berger, of the Dynaball Co., accessories supplier.

service to distributors and operators on vending and music equipment.

World Wide Offers Free Consultants

CHICAGO—The services of two commission consultants is being offered free to Illinois operators by World Wide Distributors, regional outlet for the Seeburg Corp.

According to an announcement by the firm's Harold Schwartz, the two sales specialists will be available to go "anywhere, anytime for the purpose of getting better music commissions for the operator."

Consultant for Chicago will be Tom Higdon who, according to Schwartz, has been trained

expressly for this type of work and has assisted operators in negotiating many new contracts with their music locations.

Similarly trained and experienced, and at the disposal of downstate operators, is World Wide salesman Art Wood.

Schwartz and World Wide President Nate Feinstein underscored the fact that Higdon and



TOM HIGDON: Location Man

Wood will assist operators in negotiations with their present locations only.

Asked if World Wide intends to provide similar assistance in amusement games location commission and front money negotiations in the manner promised by Williams Manufacturing sales manager, Bud Lurie, in talks to Philadelphia operators recently Schwartz and Feinstein told Billboard that such an expansion of the consultant service is probable.

Key St. Louis Operators Endorse Game Minimums

By EARL PAIGE

ST. LOUIS—Norwood E. Veatch, who recently assumed full ownership of Central Distributors, Inc., here, was host Feb. 20 to a group of area operators invited to a luncheon meeting held to discuss \$5 game-location minimums and total conversion to 10-cent play.

Here to head the discussion held at the DeVille Motor Hotel was Bud Lurie, sales manager of Williams Electronics Manufacturing Corp.

Lurie, along with Veatch and Ed Grempler of the Central staff, found a very interested audience which included Harry and Seymour Raiffie, Walter and Sydney Morris, Ernie Browning, Ken Chasen, Gordon Meyer, and Harry Dreyfus. Also participating in the discussion was Lou Morris of Morris Novelty Co. here, distributors for the Gottlieb line in the area.

With the ever-increasing num-

ber of added features on amusement games the panel was in general agreement that operators must begin contracting for a minimum guarantee and further, that 10-cent play on games has to be introduced, especially where new equipment is being spotted on routes.

Another closely related problem described by Lurie was that of rotating older games, which in many instances should be scrapped. "If the distributors' warehouses become clogged with these obsolete games," Lurie explained, "there will simply be no market value in used equipment. Especially," he added, "since the foreign game market is now faced with the same obsolescence headache we're having."

The meeting ended on a note of accomplishment with unanimous agreement that a solution to the problems facing game operators has to begin at some definite point and that the Williams program is a good start.

Bally's New Game Solves Coin Problem

CHICAGO — Versatility in coin acceptance design of Bally Manufacturing Co.'s new Border Beauty bingo game will, company officials feel, help circumvent the coin shortage present in many areas of the country.

The product is equipped with two coin chutes, one accepting nickels and the other quarters. Players may deposit a nickel for each play or a quarter for a single play and four credits on the replay register.

"In this manner," said company president Bill O'Donnell, "the game attracts play even when the location is low on nickels, which appear to be the coin in shortest supply."

The game is also available with a dime-only mechanism and with single or double coin mechanisms suitable for coins of many countries.

Rosen Export Surge Soon?

PHILADELPHIA — Trade circles are observing with interest the international negotiations currently being undertaken by David Rosen, Inc., one of the largest export distributors in the field.

David Rosen, president of the company, left Sunday (28) for Italy. The week previous, Rosen was in Los Angeles for a series of conferences which followed an earlier trip to England and the Continent.

Rosen is expected to remain in Italy for 10 or 12 days for negotiations with various facets of the industry.

While Rosen would not comment on his plans before leaving, he indicated a formal announcement will be made on his return about details of his negotiations. It is expected that the present negotiations will intensify greatly the firm's global activity.

Gorman Upped At Rock-Ola

CHICAGO—Hugh Gorman has been named general sales representative of Rock-Ola Manufacturing and will handle all phonograph and vending sales programs for the Chicago-based firm.

Assuming Gorman's former position as sales co-ordinator will be Sal Cordaro, who joined the company last October.

SEEBURG HIT-MAKER AWARD TO BENNETT

CHICAGO — Tony Bennett received the Seeburg Corp.'s first juke box Hit-Maker Award juke box Hit-Maker Award at a press party here last Wednesday (24).

Emblematic of the award was a plaque, presented to the Columbia Records artist by Joe Marsala, Seeburg vice-president of music.

The plaque's inscription: "A special award to Tony Bennett in appreciation for his hit-making records on American juke boxes, from 'Because of You' to 'If I Ruled the World.'"

The award will be presented by Seeburg periodically to artists whose impact is great in the coin-operated phonograph field, Marsala said.

Postpone MOA New York Meet

CHICAGO — The meeting of Music Operators of America officials with record company executives in New York tentatively scheduled for March 5 has been postponed for about a month, according to MOA managing director, Fred M. Granger.

The change of plans was made necessary by the conflict for a number of executives resulting from the NARM convention on the West Coast.

Our modern new Factory is devoted exclusively to manufacturing

SCHMELKE
QUALITY CUE STICKS

Professional Design—Long Life

Write for details.

SCHMELKE MFG. CO.
SHAKOPEE, MINNESOTA

FLIPPER PIN GAMES			
Arrowhead	\$425	Jalopy	\$125
Atlas	175	Jockey Club	95
Brite Star	150	King Pin	225
Bo Bo	150	Kewpie Doll	195
Captain Kidd	185	Kismet	215
Club House	125	Lancer	350
Continental	125	Lightning Ball	165
Cross Cross	125	Miss Annabelle	150
Circus Wagon	135	Melody Lane	250
Calorama	365	Music Man	250
Double Action	185	Mademoiselle	215
Double Barrel	225	Majestic	125
Darts	150	Nags	165
Fiesta	185	Oklahoma	350
Flying Chariot	295	Olympic	295
Gaucho	275	Queen of Diamonds	165
Gigi	275	Preview	375
Grand Tour, new	395	Picnic	135
Golden Gloves	125	Race Time	185
Hi Diver	150	Rocket Ship	135
Harvest, new	295	Royal Flush	125
Highway	150	Rocket	\$125
Hot Rod	125	Skill Ball	150
		Seven Seas	225
		Straight Shooter	150
		Straight Flush	125
		Stiffin' Pretty	150
		Space Ship	215
		Star Jet	350
		Sunset	350
		Spot Pool	125
		Spot a Card	175
		Sunshine	140
		Sweetheart	350
		Swing-a-Lons	275
		Top Hat	125
		Ten Spot	175
		Trade Winds	250
		Texan	250
		Whirlwind	165
		Wagon Train	175
		Vagabond	250
		Viking	240

BOWLERS

Playtime	\$295
Duplex	275
Advance	250
Teammate	250

SHUFFLES

Big Bonus	\$250
Crystal	395
Niagara	175
Six Game	295

CLEVELAND COIN International

2029 PROSPECT AVE. CLEVELAND 15 OHIO
All Phones, Tower 1 6715

OPERATORS: NCMDA trade association members observe our **CODE OF CONDUCT** . . . which also assures OPERATORS of maximum deals and friendly co-operation.

EXPORTERS do business with NCMDA members with complete confidence.

Members of NCMDA represent the major manufacturers. NCMDA members believe in working together for the "**COMMON GOOD**" of ALL segments of our industry.

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BOB SLIFER
Executive Director

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THE NATIONAL COIN MACHINE DISTRIBUTORS ASSOCIATION

30 North LaSalle Street, Chicago 2, Illinois Phone: STate 2-6096

Our 17th Year

DISCOTHEQUE RECORDS

Selected for Operator Programming

The following single records have been selected by the Billboard Review Panel and are recommended to operators for discotheque programming.

HOT 100

TITLE	ARTIST	LABEL
YOU'VE LOST THAT LOVIN' FEELIN'	Righteous Brothers	Philles 124
THE NAME GAME	Shirley Ellis	Congress 230
SHAKE	Sam Cooke	RCA-Victor 8486
TELL HER NO	Zombies	Parrot 9723
BYE, BYE BABY	Four Seasons	Phillips 40260
LEMON TREE	Trini Lopez	Reprise 0336
EIGHT DAYS A WEEK	Beatles	Capitol 5371
STOP! IN THE NAME OF LOVE	Supremes	Motown 1074
JERK AND TWINE	Jackie Ross	Chess 1920
GO NOW	Moody Blues	London 9726
DID YOU EVER	Hullabaloo	Roulette 4593
COME ON HOME	Bill Black's Combo	Hi 2085

SPOTLIGHTS

DO YOU WANNA DANCE	Beach Boys	Capitol 5372
DO THE CLAM	Elvis Presley	RCA-Victor 8500
FIND MY WAY BACK HOME	Nashville Teens	London 9736
BE MY BABY	Dick & Dee Dee	Warner Bros. 5608
NOWHERE TO RUN	Martha and The Vandellas	Gordy 7039
GAME OF LOVE	Wayne Fontana & The Mindbenders	Fontana 1503
LET'S TWINE	Dee Dee Sharp	Cameo 357
MOD SOCKS	The Grasshoppers	Warner Bros. 5607



A SPECIAL REPORT



• Continued from page 56

operation of any gambling or gaming device or any device susceptible or adaptable to or for gaming purposes . . ."

At that last phrase is where pinball games apparently meet disqualification.

This interpretation has, of course, been challenged. A number of Detroit operators will tell you that going to bat in court for their livelihood is the story of their lives. The law banning pin games has been carried to the State Supreme Court without success. Aroused church, social and educational agencies kicked off a newspaper crusade that proved crucial in a recent defeat.

Here in the city council, the manner in which pinball law liberalization petitions are turned down has become a ritual.

Operator and counsel, having traversed the labyrinth of red tape, have secured a hearing. The nine aldermen appear sympathetic. But before a vote the police commissioner is asked to comment.

"May I remind you," he re-

minds them, "that we haven't had any coin machine trouble in this town for a long time with the laws as they now stand."

The implication is obvious and damaging. Paralyzed, presumably by memories of the mob, the city council preserves the status quo on amusement games.

"They're afraid to stick their necks out," a long-embattled game operator confided to Billboard recently.

Further discouraging game operators here is the ordinance forbidding locations of amusement devices where persons under 18 years of age "habitually congregate." Games, therefore, are limited to bars, with a few exceptions. And on this point, Billboard was notified recently that this city's last two old-fashioned arcades have bit the dust. It is technically illegal for arcades to operate here.

Adding insult to financial injury, Detroit requires that applicants for operators licenses be fingerprinted. This detested feature was instituted, because city ordinances technically forbid persons convicted of a felony from operating coin machines in Detroit.

This requirement was tested in Circuit Court some time ago however, with a ruling favorable to the aspiring operator. The ex-con has a right to make a living in the coin machine industry, the court said.

The overbearing problems of operating in this town have many older operators ready to toss in the towel as far as achieving law relaxation.

"Maybe we'd just better let well enough alone," is a line heard frequently by this correspondent. "If we got pin games legalized, the public might get aroused and who knows what the final outcome for the trade might be. After all, there are 125 models we can operate in this city. We've spent thousands of dollars trying to get others okayed with no luck."

There is a new guard, however, who, for reasons beyond the profit potential of relaxed ordinances, stand ready to resume the struggle for a more congenial market here. To have their wrists slapped for the myths and misbehavior of the past doesn't set well with them. Punitive laws hurt their image—and, more important, their pride.

Chicago Will Support 50 Theques: Gersh

CHICAGO—One of the Midwest's foremost authorities on 'theque-type stereo sound systems, Atlas Music Company executive vice-president Sam Gersh, estimates that about 50

such coin-operated music locations is all the market will bear in Chicago.

"I'm talking about after the



SAM GERSH: Sound Estimate

fad wears off," Gersh told Billboard. "Then Chicago operators will experience steady profits with about half a hundred discotheques built around coin-operated phonographs."

Gersh speaks with the authority of a sound engineer who has followed closely the technical and business aspects of the record-dance trend from its early stages. He was consultant on all the big non-coin-operated disc-dance installations in Chicago which antedated the coin-operated adaptation of the concept—e.g., the Whiskey A Go Go, Bistro A Go Go, Gigi A Go Go and Bucanier A Go Go.

In recent weeks Gersh and Atlas Music have been making numerous disc-dance locations in Chicago and vicinity utilizing Rowe AMI phonograph and sound system accessories. Six installations are now in operation in the area with six others on order.

Opening Party

BELLEVUE, Wash. — The M. J. Stanley Co. will mark its move into new headquarters with a two-day party March 12-13.

According to firm president Mike Stanley, the new building will afford 3,000 square feet of display space.

The new address is 309 112th, N.E., here.

Junior Juke Box Aimed at Home Rental



JUKE BOX JUNIOR

CINCINNATI—A pint-sized juke box designed for the rental market was displayed at the ninth annual meeting of the American Rental Association here last week.

Manufactured by Juke-Box Junior, Inc., of Norwalk, Conn., the product packs 50 seven-inch 45 r.p.m. records which may be played on a continuous pre-selected program or individual mechanical selection.

According to Cesare Valetti, firm president, the unit answers a growing demand on rental agencies for party juke boxes.

With the compact product, the company is providing special record packages embracing pop, Latin American, European and c&w product.

Market research indicates, Valetti said, that the units can be rented for from \$10 to \$25 per night.

The product, will also be offered at retail by those

(Continued on page 60)

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Marvin Stein Honored in Philly

PHILADELPHIA — A most inspiring evening was staged by the Amusements Machines Association of Philadelphia last Tuesday night as Marvin Stein was honored by both the association and by the Philadelphia Allied Jewish Appeal. The occasion was the annual dinner of the AJA's Coin Machine Division, of which Stein is the chairman, and a representative assembly of industry and community leaders were present to pay tribute to one of the best liked men in the business.

Stein is a partner and treasurer of Eastern Music Systems Corp., Seeburg distributor. Indicative of the esteem in which Stein is held by all was the impressive list of persons at the head table at the dinner held in the Warwick Hotel.

Joseph Silverman, executive

secretary of the trade association, who was chairman of the dinner, introduced the following persons at the head table: Joseph Levin, president of Blue Ribbon Vending Co., who is chairman of the board of the association; Samuel Stern, president of the association; J. Harrison Jones, president of the Broad Street Trust Company, which has strong financial ties with the industry; Harry K. Rockower, co-chairman of the AJA Trade Council; Rabbi Samuel K. Wohlgelemer, of Congregation Beth El Suburban, who delivered the invocation; Dr. Howard Adelson, of City College of New York, who was a guest speaker; Albert K. Rodstein, president of Macke Vending Co.; Sylvan M. Cohen, chairman of AJA Trade Council; Raymond Erfle, executive vice-president of the Lincoln National Bank, who has provided strong financial support to the industry for several decades; Ralph W. Pries, executive vice-president of Berlo Vending Co., affiliate of ABC-Consolidated Corp., and William F. Adair, executive vice-president of Seeburg Corp.

Other Prominent Guests

There were also many prominent industry figures in the audience, such as Harry A. Wexelblatt, prominent industry attorney; Max S. Mayer, who heads the certified public accounting firm which represents many industry firms, and many out-of-towners, including Louis Schwartz, who came in from Boston, where he is president of W. S. Distributing Corp., Seeburg distributor in New England.

Many industry leaders who

could not attend because of conflicting engagements sent telegrams of personal congratulations. Among these were telegrams from Delbert W. Coleman, chairman of the board, and Jack Gordon, president of the Seeburg Corp.

Also present were the members of Stein's family—his wife, two sons and two daughters, and Melvin Sonier, partner with Stein and vice-president of the Eastern Music Systems Corp.

The Humanitarian Award of the Allied Jewish Appeal was presented to Stein by Ralph W. Pries, who is also vice-chairman of the AJA Trade Council. He recounted how Stein started in the industry as a supply clerk, worked industriously until he became office manager.

"When there was an opportunity for a major music machine distributorship in this territory," said Pries, "the company sought out the best available man. And it did not have to look far to find Marvin Stein. While his financial resources were very limited, his friends were numerous. Moreover, he had two of the most valuable assets that any manufacturer would seek for in a distributor. He had character and integrity—assets far more valuable and precious than money."

Pries also paid tribute to Stein's leadership of the Coin Machine Division of the Allied Jewish Appeal for many years—this year serving as its chairman. He also pointed out that Stein has served for three terms as vice-president of his synagogue, Congregation Beth El Suburban.

The award to Stein carried the inscription that it was being given "in recognition of his humanitarian services and his dedication to many Jewish causes."

Stein was also presented with an ink portrait of himself, the work of the noted artist Perskie. It was the symbol of appreciation from the Amusement Machines Association of Philadelphia.

Seeburg to Keep New England Organ Plant Open

LACONIA, N. H. — The Laconia plant of the Seeburg Corp. will continue in operation, Mayor Hugh H. Bownes has been informed by John Stewart, vice-president and general manager of the facility, which manufactures electronic organs.

There had been considerable speculation in the area about the future of the local plant, now employing approximately 200.

General Manager Stewart noted that the plant has been in operation here for 18 months and that its position was reviewed at a conference in Chicago, where the corporation president, J. Cameron Gordon, authorized him to make the favorable report.

Production of electronic organs will be continued at the plant, which was purchased a year and a half ago from Earle V. Kinsman, who founded the company under his name. Even an expansion of activities is indicated, according to Stewart.

Junior Juke Box

Continued from page 59

rental agencies authorized to so deal. Retail price suggested is \$429.50. The units are offered to rental firms at \$299.50 f.o.b. factory.

Juke-Box Junior, Inc., 7 Connecticut Ave., Norwalk, Conn.



MARVIN STEIN, holding plaque presented him with the Humanitarian Award of the Philadelphia Allied Jewish Appeal, is presented an ink portrait of himself by Joseph Silverman, executive secretary of the Amusement Machines Association of Philadelphia. Looking on are Ralph W. Pries (left), executive vice-president of Berlo Vending Co.; Bill Adair (second from left), executive vice-president of the Seeburg Corp.; Harry K. Rockower (second from right), vice-chairman of the AJA Trade Council, and Joseph Levin, chairman of the board of the Amusement Machines Association.

Irv Blumenfeld Dies



I. F. BLUMENFELD

BALTIMORE—I. F. Blumenfeld, 61, who would have celebrated his 40th wedding and business anniversaries this month, died suddenly in his home here Wednesday evening (24).

A partner with Harry Hoffman and George Goldman in General Vending Sales Corp. here since 1925, Blumenfeld made countless friends throughout the trade over the years and gained the respect of business associates and customers alike for his integrity and gentleness.

Blumenfeld had suffered from a heart condition and for the past month, according to business associates, had complained of deteriorating health.

Leaving the office Wednesday evening, he drove to his home in suburban Pikesville and while waiting in the living room for dinner to be served lapsed into unconsciousness. He was pronounced dead a short time later.

Blumenfeld is survived by his widow, Betty, who found him unconscious; a son, Lawrence, who is an executive with WTOP-TV in Washington, D. C.; a daughter, Brenda (Mrs. George Hess), and a grandson, Jonathan.

The funeral was held on Friday (26) at the Armacost Funeral Home here. Interment was to be at the Arlington Cemetery here. At press time Billboard was informed that General Vending Sales officials were sending out scores of telegrams to Blumenfeld's friends throughout the country. It was expected that a veritable who's who of the coin machine industry would attend the funeral.

Blumenfeld devoted time to many community and business-advancing interests: was chairman of the board of the Associated Jewish Charity in Baltimore; past president of the Middle Atlantic Distributors' Assn.; a director of the National Coin

Machine Distributors' Assn. and was a 32d degree Mason.

As a veteran music and amusement game jobber, Blumenfeld was one of the country's first coin machine distributor executives to recognize the great value of automatic merchandising in terms of the traditional coin machine operator and took the vending diversification initiative in the Middle Atlantic region.

General Vending Sales offices were closed here last Thursday and Friday.

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A SPECIAL REPORT



Chaos in Jersey—Letter From a Game Operator

• Continued from page 56

municipalities with such frequency as to be appalling.

A conservative estimate of the number of laws licensing, taxing and restricting amusement games would be well over a thousand.

Before the formation of our council about a year ago there was no collective action State-wide. The four regional associations had no intercommunication, resulting in widely differing conditions in the different sections of the State. In general, the northern, most thickly populated area has the worst conditions, and the southern area, while the conditions are not good, is a great deal better.

Our council's efforts at this time are concentrated on the game situation. Our goal is to bring about a State-wide consistency under which we can operate peacefully and profitably through State legislation. In recent years the local governments have been getting increasingly demanding, so our efforts to date have been to fight increases in licenses, taxes and regulation. We have had encouraging successes.

I will try to give you as clear a general picture as possible of the situation as regards amusement games.

ON THE STATE LEVEL:

Free-play pin games are operating in almost all of the State, but under precarious conditions. There are two legal precedents

in courts of equal jurisdiction, one for, one against. The most recent was against and when a county prosecutor is so inclined, or a local authority needs a scapegoat, this contrary precedent is brought forth. There is a very good chance that a test case might be decided in our favor, but the responsibility of jeopardizing the present tolerance (and the operators' livelihood) is too great to chance it. We are approaching the problem through additional legislation.

The State has recently passed legislation requiring the municipalities to tax all tangible property used in business at the local rate used on real estate. This includes all tangible property used in the coin machine business, of course. The amounts of these taxes are unknown at present, but according to last year's real estate rates there is no doubt that they will be very high. Also the work in filling out returns for each municipality is tremendous. For instance, my company has to file returns in 61 municipalities.

The State Alcoholic Beverage Control Board does not allow any game of the nature of a pin game to operate in a tavern and allows no game of any kind to award a replay or extended play. Pool tables, shuffles, bowlers, baseball, etc., games, guns are permissible in taverns, without free games. Shuffles and bowlers may award a weekly small prize under certain conditions, but all attempts at promoting this advantage have not been successful as the public shows little interest.

There are no State licenses or taxes for music or amusement machines.

There is a corporate income tax.

ON THE COUNTY LEVEL:

Our form of government is such that most regulation and all county revenues come from municipalities so we have, to my knowledge, no county licenses or taxes.

ON THE MUNICIPAL LEVEL:

This is the area where the chaos exists to an almost unbearable extent. I can only point out the types of adverse legislation and estimate the extent of it; I am sure that laws exist in some areas of which I am not aware.

Some few of the 567 municipalities have no regulation, licenses or taxation other than the aforementioned tax on tangibles.

A small percentage have licenses in the \$5, \$10, \$15 range. The largest percentage is in the \$25 area. A small percentage charges \$50 and \$100. At this price some games operate, but the number of them is highly restricted because only top locations can support such fees.

One municipality charges \$35, but you must buy at least 10. Others charge \$25 with a minimum of 10, and a \$200 operator's license. Another has an operator's license of \$200 plus \$50 per game. Another has a \$100 operator's license plus \$50 for any game and the operator must be a resident of the city. There are some with \$1,000 operator's licenses plus various fees for each game. One charges \$2,000 for an operator plus various fees for each game. There is one with an operator's license of \$3,000 plus \$5 per game. Games are operating in these places with these high operating licenses but with only one operator in the \$3,000 one and a very few in the large municipalities with lesser but still exorbitant licenses.

There are many with intermediate amounts within these extremes.

I am sure any operator in New Jersey could add many local adverse ordinances. Those I have listed are just from memory, so please do not consider this as a complete statement.

All amusement games suffer from the stigma of association with gambling devices. Many of the municipalities use an exorbitant per game license fee to prohibit the games. They range from \$100, which greatly reduces the games in those municipalities, to \$250, \$500 and even \$1,000, which, of course, no one can pay.

Some have ordinances which specifically prohibit pinballs, a few prohibit pool tables.

Excluding the prohibitive taxes, which no one can pay, the average is about \$25. Of course, many, many more games would be in operation except for the prohibitions and restrictions.

The pinball machine brings about the majority of these fees and all games suffer from being included in the classification.

Aside from their undetermined legality the major legal restriction is that many municipalities restrict the age of the pinball player, some to 14 or over, to some of 18 or over (in some cases this applies to all amusement games). There is a general public opinion that they are an evil, hence there are many obstacles and pressures which restrict their operation.

The accumulation of these opinions probably results in even more of a disadvantage than the monetary burden and the legislation. The end result is that the operation of free-play pin games is not pleasant or stable.

Pool tables are generally accepted. However, their operation in places frequented by teenagers has resulted in some adverse local legislation when the premises became hangouts. In some cases ancient laws govern-

ing pool rooms were resurrected and interpreted as applicable. There is always a danger of a widespread use of such interpretations, but our associations have been effective in convincing most operators to do everything possible to avoid such disreputable operations. Some municipalities have passed ordinances restricting the number of all coin-operated devices in one location to three or four because of these conditions.

There are many bizarre ordinances, like the municipality which recently passed an ordinance licensing "ballyhoo and bagatelle" machines, or the township that claims any place which has a coin-operated pool table is a pool parlor and no minor may enter, or the borough which doesn't allow any minor to play any coin-operated amusement machine. One town prohibits persons under 16 playing even a music machine.

Then there are the unwritten laws in many towns. Some governing bodies take many months to process a license. Others require the police chief, the building inspector and the fire chief to approve an application. Some police departments decide, arbitrarily, that certain machines may not operate in their municipality.

And so on, ad infinitum,

through hundreds of ordinances, written by bitter people with no knowledge of the coin machine business and passed by petty and narrow municipal officials, the great majority of whom are part-time. Almost invariably the operator is a nonresident of the municipality, hence is not a voter. He is a favorite whipping-boy and cannot or will not defend himself. Like operators everywhere, he has lived so long under the stigma of disrepute that he acts as if he believes the adverse publicity himself.

In summary, the fees and restrictions involved in operating in New Jersey are a considerable burden. The operations of all amusement games has been suffering badly because of the many years of accumulated adverse legislation.

This is a perfect example of what can happen when there is no organization. The condition grows so burdensome and complex that no legislation can correct these abuses without an explosion of public and municipal indignation. We are working on it by segments so as to avoid as many repercussions as possible.

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March 16—Associated Buyers Club of Chicago meeting; Gunnell's Restaurant, Rand and Elmhurst roads; Mount Prospect, Ill.

March 20—Connecticut Automatic Merchandising Council meeting, Hartford, Conn.

March 27—Minnesota Vendors Association annual meeting, Minneapolis.

March 28, 29—Music and Vending Association of South Dakota, business and social meeting, Ward Hotel, Aberdeen.

April 1-4—National Vendors Association annual convention: Sheraton-Chicago Hotel, Chicago.

April 3—Georgia NAMA Council annual meeting; Midtown Holiday Inn, 174 Piedmont Avenue, Atlanta.

April 10—Maryland NAMA Council annual meeting; Sheraton-Belvedere Hotel, Chase & Charles streets, Baltimore.

April 14—St. Joseph Valley Music Operators monthly meeting; South Bend, Ind.

NAMA Sponsors Methods Talks

CHICAGO — At each of the 11 spring meetings sponsored by the National Automatic Merchandising Association, a two-hour presentation entitled "How to Manage Time to Realize Extra Profits Potential" will be featured.

NAMA President J. Richard Howard said the presentation will deal with standards for measuring efficiency, personnel control methods, profitable allocation of sales and service time and financial controls for vending operators.

COINMEN in the news

PHILADELPHIA

It was another granddaughter for Albert K. Rodstein, president of Macke Vending Co., through the courtesy of his daughter, Mrs. James J. Ginsberg. The son-in-law is president of the Banner Specialty Co., Wurlitzer distributors here.

David Rosen, president of David Rosen, Inc., Rowe AMI and records distributors, keeps jumping continents. The week previous he was in London, England, while last week he crossed this continent for business meetings in Los Angeles.

It was literally a home-coming for William F. Adair, who came in from Chicago to attend the Allied Jewish Appeal industry dinner honoring Marvin Stein, Seeburg distributor. Bill, who is now executive vice-president of Seeburg Corp., was at one time the local Seeburg distributor before he joined the factory, and has many local friends.

Hy Roseman, Lancaster, Pa., operator who heads the American Music Co. upstate, was in Temple Hospital here for medical treatment. Harry A. Wexelblatt, prominent industry attorney, has a weekend in New York City coming up now that his wife was able to get two tickets to see "Fiddler on the Roof"—only the tickets are for a performance six months hence.

It was a "farewell" party for Howard Hamilton, although he is still staying with the company. The service manager for Macke Variety Vending Co. here, he has been named general manager of the Jacksonville, Fla., branch of the parent company, Macke Vending Co.

Wexelblatt, by the way, filed the necessary papers with the Department of State giving corporate status to the vending, amusement and music machine operations of the Mida Amusement Co., Inc., and Broad Amusement Co., Inc. . . . The new offices and showrooms of the Scott-Crosse Co. at 1618 North Broad Street will also quarter the new Progressive Vending Co. which has been established by William Witsen. . . . The operation, management and servicing of vending machines is included in the functions of the new Miller's Food Service, Inc., which set up shop here. Local attorney Peter A. Galante filed the articles of incorporation. . . . Richard Conway, who drives a vending service truck for the M G Vending Co., told police this week that someone broke into the cab of his truck and made off with \$2,500 in coins while he was servicing a machine location. He discovered the cab door had been forced open and 24 canvas money bags missing.

MAURIE H. ORODENKER

DETROIT

Frank's Music, operated by the father and son team of Frank Alluvot Sr. and Jr., is reading a new building to serve as salesroom and shop at Eight Mile Road and John R. Street, about two miles from the site on McNicholas Road, where the firm has been located for about a quarter century. Mrs. Alluvot Sr. has been on the sick list.

HAL REVES

Big Park Plans Please Hot Springs Operators

HOT SPRINGS, Ark.—Plans for a huge \$6 million amusement park which will be built here were greeted enthusiastically by operators last week as a development which will provide a great number of location spots.

Operators Phil Marks, Phil Marks Amusement Co., J. Earl Gill, Gill Amusement Co., and W. E. Lewis, Lewis Novelty Co., said the park would inevitably draw large crowds of tourists.

Articles of incorporation for the project, Theme Park, Inc., were filed last week in the Secretary of State's office. Before filing, directors of the corporation met with Gov. Orval Faubus to tell him their plans. He wished them success.

Like Disneyland

S. H. Byerly of Hot Springs, president of the corporation, said the park would be along the lines of Disneyland near Los Angeles.

Designers of the park will be Erdco, Inc., of Los Angeles. It will be called Enchanted Hills.

John W. McGoodwin, presi-

dent of Erdco, said it would be twice as big as the famous Six Flags Over Texas Park and provide complete family recreation and entertainment. The park will be on a 130-acre site.

Major financing will come from Republic Investors Life Insurance Co. Glen A. Jordan of East Moline, Ill., chairman of the insurance company, will be board chairman of Theme Park, Inc.

Hot Springs is famous for its baths, horse racing during February and March each year and casino gambling. Gambling was closed in March 1964 by Governor Faubus but reopened last week under a new "private club" set-up. Only time will tell whether it will be permitted to continue.

Phono Product Radio Promo In Southeast

ATLANTA—A veteran one-stopper and a knowledgeable label promo man have formed an independent record promotion firm here, specializing in product from the coin-operated phonograph manufacturers via contracting record companies.

Called Burkap Associates, the firm teams up Bernie Kaplan, formerly operator of Ponderosa Distributors, Columbia, S. C., and Don Burger, well-known Southeastern promo man.

Though the firm handles all types of product, it specializes in country and western. Offices are in Suite 501, 330 Peach Tree Building, N.E., Atlanta.

N. C. Assn. Officers—Former and Newly Elected



MUSIC OPERATORS ASSOCIATION OF NORTH CAROLINA elected Fred Ayers, of Fred Ayers Music Co., Greensboro (seated center), president at recent meeting. Seated at left is Julius Nelson, of Vemco Music Co., Fayetteville, new secretary-treasurer, and at right Keith Prevette, of Carolina Music Co., Salisbury, third vice-president. Standing at right is Garland Garrett, of Cape Fear Music Co., Wilmington, outgoing president, and on left retiring secretary, J. F. Reynolds, of Reynolds Music Co., Clinton. Not pictured are newly elected second vice-president Jack Wallas, of J. F. Wallas Music Co., Asheville, and first vice-president David Smith of S.&F. Amusement Co., Fayetteville. Directors will be elected and committees appointed at a meeting Sunday, May 16, in Charlotte.

BILLBOARD, March 6, 1965

New Blonde proves a joy to the jet set...

**A real
goer
with the teens**

It's the stunning, new 100-selection Wurlitzer. The cabinet is blonde. The sound is sensational. The Golden Bar feature has no equal anywhere for promoting play. Early installations have proved the 2910-A a real blue chip investment. The Wurlitzer Company • 109 Years of Musical Experience • North Tonawanda, New York.

WURLITZER 2910A



**Greatest
of all
Automatic
Entertainers**

ALBUM REVIEWS



Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



POP SPOTLIGHT

ELLA AT JUAN-LES-PINS
Ella Fitzgerald. Verve V-4065 (M); V6-4065 (S)

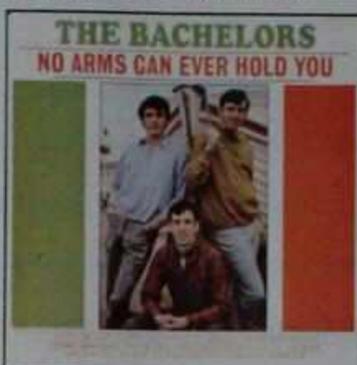
Recorded in outdoor concert at Juan-les-Pins, a resort village in France, this album offers outstanding performances, featuring great Fitzgerald vocals and ad-lib humor. Ella has tremendous versions of "The Lady Is a Tramp," "St. Louis Blues" and a stirring and moving reading of "Summertime." Arrangement of "How High the Moon" is a classic.



POP SPOTLIGHT

NO ARMS CAN EVER HOLD YOU
The Bachelors. London LL 3418 (M); PS 418 (S)

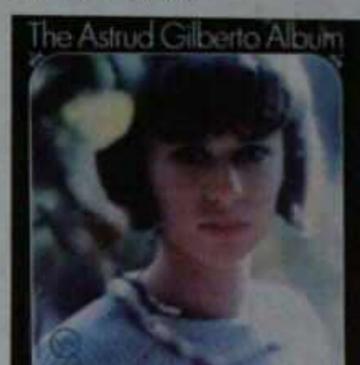
Featuring their current hit single, "No Arms Can Ever Hold You," the popular English group take 11 other songs in the same vein and come up with another winning album. Standouts include "I'm Getting Sentimental Over You," "I'm Yours" and a novelty version of "Skip to My Lou."



POP SPOTLIGHT

THE ASTRUD GILBERTO ALBUM
Verve V 8608 (M); V6-8608 (S)

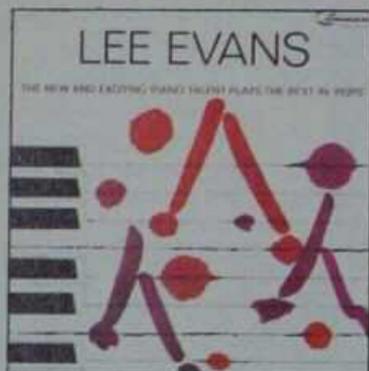
The "Girl From Ipanema" sings a dozen pieces of off-beat material in the smooth, effortless and fascinating style that has won her a multitude of fans. This is her solo album debut and she's backed on guitar by Antonio Carlos Jobim and the top arrangements of Marty Paich. Jobim joins her vocally on "Agua De Beber," "Meditation" and "How Insensitive."



POP SPOTLIGHT

HAVE YOU HEARD
Greenwood County Singers
Kapp KL 1422 (M); KS 3422 (S)

For their second album, the group of seven have chosen a program of folk-oriented material done in pop choir arrangements. The vocal and instrumental versatility of the group is made clear in the variety of their songs. Standouts include Lee Hays' plaintive "Seven Daffodils," the spirited and clever "Anne," plus an exciting rendition of the traditional "Blow Ye Winds."



POP SPOTLIGHT

LEE EVANS . . . PLAYS THE BEST IN "POPS"
Command RS 87B (M); RS 87B SD (S)

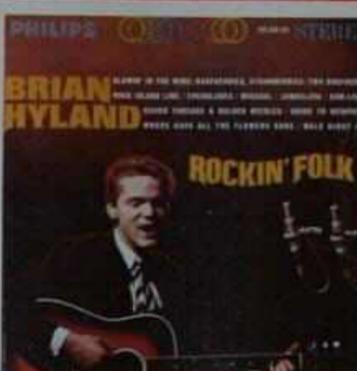
Lee Evans, with first-rate backing from his orchestra, takes standards that have been recorded to death and makes them exciting. His treatment of "Never on Sunday" is imaginative, and nobody's ever played "It Don't Mean a Thing" the way Evans does.



POP SPOTLIGHT

SILVER DOLLAR—ACE IN THE HOLE
Mike Minor. Dot DLP 3615 (M); DLP 25615 (S)

Impressive album debut of the newcomer. He displays a unique, distinctive style containing a warm quality and versatility for rhythm offered in "Silver Dollar" and "Ace in the Hole." Pop arrangements of evergreens are by Billy Vaughan and Milt Rogers.



POP SPOTLIGHT

ROCKIN' FOLK
Brian Hyland. Philips PHM 200-158 (M); PH5 600-158 (S)

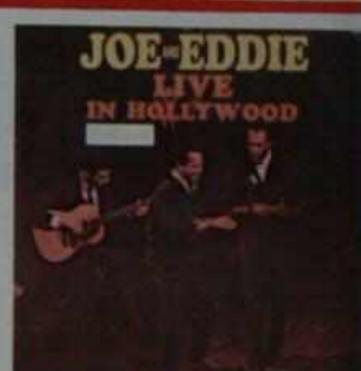
The pop performer displays a natural flair and feel for folk and country music. With the know-how of a vet, the 19-year-old plays and sings "Where Have All the Flowers Gone" with sincerity and authority. He captures all of the rhythm of Lonnie Donegan's "Rock Island Line" and Hank Williams' "Jambalaya." Well-produced package.



POP SPOTLIGHT

SONGS AMERICA LOVES
Eileen Farrell. London 5920 (M); OS 25920 (S)

An outstanding package of well-chosen popular songs are given thrilling performances by Miss Farrell. Her magnificent voice enhances such greats as "You'll Never Walk Alone," "Bless This House," "If I Loved You" and "Climb Every Mountain." The beautiful background features the London Festival Orchestra and Chorus conducted by Robert Sharples.



FOLK SPOTLIGHT

JOE AND EDDIE—LIVE IN HOLLYWOOD
Crescendo GNP 2007 (M)

Next best thing to witnessing an in-person performance of Joe and Eddie is this album, their best to date. The package captures all the professional drive, vigor and sensitivity of this powerful duo. Their renditions of "You Can Tell the World," "All Night Long" and their famous "There's a Meetin' Here Tonight" are electrifying.



COUNTRY SPOTLIGHT

TURN THE LIGHTS DOWN LOW
Marty Robbins. Columbia CL 2304 (M); CS 9104 (S)

A change of pace album for Marty which features a program of dreamy mood ballads. The outstanding Robbins style is enhanced by a smooth vocal group, and the result is fine listening enjoyment. Several pieces of the country material has definite potential in the pop field as well.



COUNTRY SPOTLIGHT

BURNING MEMORIES
Kitty Wells. Decca DL 4612 (M); DL 74612 (S)

A powerful package of some of the best country material written by Buck Owens, Bill Anderson and Tommy Cash, to name a few. Kitty's heartfelt renditions can't miss. Her reading of the pop, "Everybody Loves Somebody," is also a standout.



COUNTRY SPOTLIGHT

BREAKIN' IN ANOTHER HEART
Hank Thompson. Capitol T 2274 (M); ST 2274 (S)

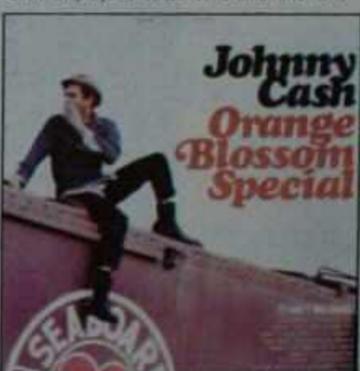
The tunes are all pop standards performed in the warm country style of Hank Thompson and his Brazos Valley Boys. The blending of the sentimental pop and tender country rhythm and arrangements makes for a highly listenable album. Selections include "Paper Doll," "Till Then," "September in the Rain."



COUNTRY SPOTLIGHT

ORANGE BLOSSOM SPECIAL
Johnny Cash. Columbia CL 2309 (M); CS 9109 (S)

Cash is in fine form here and he has been coupled with a great choice of material. There are train songs like "Orange Blossom Special," country songs like "The Long Black Veil," revival-type material such as "Amen" and his hit "It Ain't Me Babe." Cash displays a sense of drama and wit.



JAZZ SPOTLIGHT

YOU BETTER KNOW IT!
Lionel Hampton. Impulse A 78 (M); A5 78 (S)

Hamp at his best . . . surrounded by outstanding sidemen: Clark Terry (trumpet), Ben Webster (tenor sax), Hank Jones (piano), Milt Hinton (bass), Osie Johnson (drums). Hamp's vibraphone is as vibrant as ever and, as a bonus, he sings on three cuts. Solid musicianship and the lighthearted touch that experienced veterans can bring to jazz are both evident.



CLASSICAL SPOTLIGHT

OPERATIC ARIAS
Renata Tebaldi. London 5912 (M); OS 25912 (S)

Here is Tebaldi singing the arias in her grand and powerful style that made her so famous. Her voice flows with beauty and skill. Especially fine are "In Questa Reggia" and "Signo di Doretta," in which she displays an amusing Magda.



CLASSICAL SPOTLIGHT

BELLINI: NORMA (3-12")
Joan Sutherland. RCA Victor LM 6166 (M)

An excellent addition to the record version of the Bellini lyric tragedy. Miss Sutherland, who certainly is no stranger to the works of Bellini, shares the spotlight with Marilyn Horne, John Alexander and Richard Cross and the London Symphony Orchestra and Chorus. Included is an impressive booklet providing the English-Italian libretto, a Bellini biography, photos and story.



CLASSICAL SPOTLIGHT

FAVORITE ROMANTIC WALTZES
Philadelphia Orchestra (Ormandy). Columbia ML 6087 (M); M5 6687 (S)

A sparkling array of well-known three-quarter time warhorse selections enjoy a lustrous performance. Commercial appeal of the numbers coupled with the popularity of the artists make this an assured sales winner.



CLASSICAL SPOTLIGHT

BACH & VIVALDI: DOUBLE VIOLIN CONCERTOS
Nathan Milstein/Erica Morini. Angel S 36006 (S)

A brilliant reading of two chamber works excellently recorded enhances this album's strong acceptance by the current baroque-minded market.



CLASSICAL SPOTLIGHT

MOZART: THE MAGIC FLUTE (3-12")
Philharmonia Orchestra (Klemperer). Angel C/L 3651 (S)

Elisabeth Schwarzkopf, along with a glittering line-up of voices, and the presence of Otto Klemperer on the podium, make this an outstanding performance of the well-known opera. This package will emerge as another operatic winner.