

Billboard

The International Music-Record Newsweekly

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



"IT HURTS TO BE IN LOVE" may be the title of Gene Pitney's current Musicor Records smash, but the smiles on the faces of Gene and his distaff admirers indicate that they couldn't be happier with the way it's climbing the charts. (Advertisement)

P.O. May Ask Congress to Up Mail Rates on Phonos

By MILDRED HALL

WASHINGTON — The post office may ask Congress to slap higher rates on mailings of phonograph records. Records are now mailed under the 4th-class rate as special educational materials, which include films, books, sound recordings, etc. In a recent study of its receipts vs. costs, the post office found that

record mailings have increased sharply, due to club subscriptions and "premium" sales by non-record industries.

Postmaster General John A. Gronousky has reported to Congress that in 1953, records constituted only 5 per cent of all 4th-class mailings (10 cents first pound, 5 cents each additional pound or fraction there-

of). By 1964, it was 19 per cent. Volume increase in record mailings between 1953 and 1964 has gone up 206 per cent, the report states.

On the basis of a survey made [\(Continued on page 8\)](#)

Heart Attack Kills Iversen



ROBERT P. IVERSEN

NEW YORK — Robert P. Iversen, 52, executive vice-president and director of Peer International Corporation and Southern Music Publishing Company, died Sunday (6) of a heart attack while visiting his sister, Monique Peer Morris, at Tahoma, Calif., on Lake Tahoe.

Born in England, Iversen served in the British 8th Army and was wounded at Salerno. He came to the U. S. in 1947 and took charge of all domestic and foreign affiliated companies of the vast international publishing complex.

The Peer organization was founded and headed by Ralph S. Peer who died in 1960. Peer's widow, Monique, who married David Morris, is president of Peer. Another Peer executive, Jack Newman, died a year ago.

Surviving, besides Iversen's sister, are his widow, Mrs. Winifred A. Golding Iversen, and a son, Robert S. Iversen, who attends Cornell University's Graduate School of Business.

Funeral services were held Friday (11) at Forest Lawn Cemetery, Glendale, Calif.

MERCURY BUYS MUSICAL FOR \$150,000

CHICAGO — Mercury Records President Irving Green has invested \$150,000 in the new musical, "I Had a Ball," thus securing for the label its first Broadway original cast album. Show will feature Buddy Hackett, Richard Kiley, Karen Morrow, Luba Lisa and May Barns.

Joseph Kipness is producer, Stan Freeman is the composer, with lyrics by Jack Lawrence and book by Jerome Chodorov. "Ball" opens in Detroit's Fisher Theater in late October, moves to Philadelphia's Forest Theater for two weeks, and bows on Broadway in mid-December.

Outlets Charged With False Ads

LOS ANGELES — Charges that 13 Los Angeles record outlets are advertising products in deference to the Federal Trade Commission's guidelines against deceptive pricing have been filed with FTC Commissioner John R. Reilly by Howard Judkins Sr., president of the National Association of Retail Record Dealers.

Along with a formal letter to the commissioner, Judkins, a Garden Grove dealer, sent 43 ads which have appeared in local newspapers by the 13 stores. Judkins charges these ads are misleading and violate "the letter and spirit of the pamphlet 'Guides Against Deceptive Pricing' issued Jan. 8, 1964."

Singled out as "violators" are the White Front Discount chain, Discount Records, Discount Center Stores, Music Haven,

ABC Stores, Consumer City, CMA Discount Department Stores, Crown Discount Department Stores, Fantastic Fair, Leonard's Discount Department Stores, Thrifty Drug Stores, Zody's Discount Department Stores and the May Company Department Stores.

Judkins says the ads accompanying his letter show that the stores are advertising records at former list price, regular list prices and at discounts of up to 60 per cent off list when he contends none of the stores has "sold records at these prices for at least three years or more. Neither are they sold at list price in over 95 per cent of all stores in the area," Judkins' letter states.

The veteran retailer asks Reilly to bring the matter to the attention of John Benton, head

of the FTC's Fair Practices Committee, for proper action.

"The ads are, of course, all Los Angeles ads," he writes, "but the same condition exists all over the country, and any action taken should be nationwide."

Judkins says he will ask dealers around the country to send him ads from outlets in their areas which show violations of the FTC's guidelines which he will bring to the government's attention. He says the Record Dealers bulletin next month will carry this request.

"I'm going to send in so many ads to the FTC that the advertisers will have to quit their tactics," Judkins emphasized. He said he anticipated receiving an answer from the FTC within one week and hoped the action would prompt an investigation.

TV Themes Get Prime Time From Disk Firms

By MIKE GROSS

NEW YORK — The record companies will be tuning in on TV this season more than ever before. Although the new TV season has yet to be launched, a number of major manufacturers already have committed themselves to album tie-ins with new shows, and talks are continually going on in New York and Hollywood between the disk companies and the TV producers concerning a recording-video parlay.

The disk industry's interest in TV product is based wholly on the element of "exposure." The record company executives figure that a TV show of any stature draws a viewership of between 20 million and 30 million people, so there's bound to be a rub-off on a record album that's tied in with a particular show.

Some record company executives admit that they are taking a "calculated risk" with a commitment for an album of a new TV show before the ratings are in, but they say it has become a bullish market and they have to move fast and first. Also, companies like RCA Victor, which is leading the pack in the new season's TV sweepstakes, has men both in New York and Hollywood with their antennae attuned to new shows and

their hit potential. "We try to keep informed on all the new shows," says Steve Sholes, vice-president in charge of pop artists and repertoire at Victor, "and then we take our pick."

RCA Picks Pay Off

Victor's picks in the past have paid off handsomely considering such picks as "Peter Gunn," "Mr. Lucky" and "Bonanza." For the new season, Victor has "picked" such new TV'ers as "The Rogues" and "Daniel Boone."

Also in line with its TV pitch is Victor's latching on to Gene Barry with "Burke's Law," Allen Ludden, the "Password" emcee, and an extension of its "Bonanza" click with Lorne Green's "Welcome to the Ponderosa."

Victor also is developing a tie-in with the new TV season's crush on "monster" shows. Upcoming is an album called "Dracula's Greatest Hits," which Sholes admits is an LP shot aimed at such scheduled TV shows as "The Munsters," "The Addams Family," and the like.

More closely in line with the "horror" picture is Decca Records which is coming out with an album titled "The Munsters," tied in with the upcoming CBS-TV series. Decca calls it a "TV-inspired" album and has created a vocal group [\(Continued on page 8\)](#)

Williams Buys Cadence Tapes

By ELIOT TIEGEL

HOLLYWOOD — Andy Williams has purchased the entire Cadence catalog from Archie Bleyer for a six-figure amount as a protective move so that "Joe Blow won't sell Andy Williams' albums for 90 cents," according to the singer's manager, Alan Bernard.

Bernard said he was not sure at this point what will be done with the Williams masters. "We are not planning to give anything away," he said. Indications are that the Williams tracks will be sold to Columbia Records, but no deal has been made at press time.

Cadence will be dormant. At this moment, the Williams combine does not know what will be done with the other masters, including hits by the Everly Brothers, Johnny Tillotson, and the "First Family" LP. Also included in the catalog are recordings by the Chordettes, Julius La Rosa and Johnnie Ray.

"BELL OF FREEDOM" BY KIP TYLER
RED "SOUND BARRIER"



SEE PAGE 25

ALLAN
SHERMAN | **ARTHUR**
FIEDLER

|| **THE MASTERS OF MUSICAL SATIRE** ||
IN A LIVELY NEW SINGLE ||

45 RPM

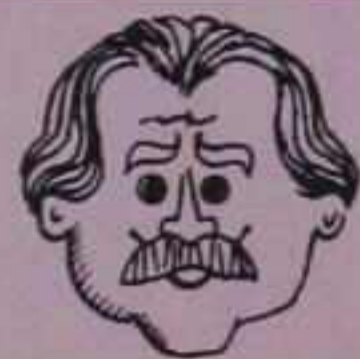
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47-8412



ALLAN
SHERMAN

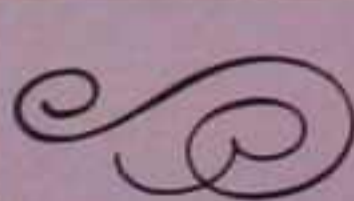


BOSTON POPS



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FIEDLER

Conducting Allan Sherman's New Highly Hilarious Composition





The End of a **SYMPHONY**
("Schubert Schwomped") ("Mozart Mangled")



COMING SOON! ALLAN SHERMAN/BOSTON POPS, ARTHUR FIEDLER L.P. ALBUM

#8412

RCA VICTOR

 The most trusted name in sound 

Diversification Keyword In Expansion at Vee Jay

LOS ANGELES—Expansion into every area of music is the operating philosophy at Vee Jay, currently emerging from its strict rhythm and blues groove.

"The challenge for a record company is to try and do everything without biting off too much to chew," explained Executive Vice-President Jay Lasker. Since moving here from Chicago last spring, the label has been slowly expanding into new unexplored avenues, capped by the recent release of 30 LP's in the folk, country and western, comedy and lush instrumental fields.

Vee Jay follows up this massive release—just like a major—with 21 LP's in October.

"We have been emphasizing more diversification in our product," Lasker stated, "to hit every kind of musical market. Without this variety no record firm can reach major status."

A super "International Battle of the Century," featuring Beatles and 4 Seasons' repackaged material, with a suggested \$7.96 list price, has already passed the 50,000 unit mark, Lasker said, in just two weeks.

The LP expansion saw the label release the 10-package World's Fair series of foreign folk packages, the folk-rock special "Hoyt Axton Explodes"; a c&w entry, "Hello Trouble," by



JAY LASKER, executive vice-president at Vee Jay: "A record company has to try new things to be effective."

Orville Couch; the comedy patter of Mason Williams in "Them Poems" and lush instrumentals by Gordon Jenkins, Victor Feldman and Victorio Valdez.

In the singles field, Vee Jay's recent sales surpassed "\$4 million," according to Lasker's calculations, based on hits by the Beatles, 4 Seasons, Betty Everett and Jim Hughes, among others.

Having run out of Beatles' material, Vee Jay is maintaining

pace with the English rock wave through the acquisition of the Honeycombs, whose first hit single, "Have I the Right," will produce a cover LP for the parent company's recently launched foreign subsidiary, Interphon. As a follow-up to the Honeycombs' disk, Interphon will release "Do the Blue Beat," by Dinah Lee, secured from Viking in New Zealand.

In line with its domestic expansion, Vee Jay is also planning greater strength overseas, with Lasker and controller Mark Sands departing for the Far East Sept. 20 to visit licensees, meet publishers and secure material for Interphon. Vee Jay is also negotiating for new licensees in other areas. The two plan returning about Oct. 7.

In searching for new, fresh ideas, Vee Jay released "Delicious Together," with Jerry Butler and Betty Everett, along with "Jimmy Reed at Soul City," "Live at the Whiskey Go Go" (done in Belgium) and "Dick Gregory for President."

New product set for October will include eight spiritual LP's, three foreign folk packages, instrumentals by Harry (Sweets) Edison, Mango Jones and Bill Marx, and vocals by Georgia Carr, John Lee Hooker, Little

(Continued on page 8)



DOUBLE AWARD WINNERS are Peter, Paul and Mary, who were voted the top vocal group in both the Billboard Disk Jockey Poll and in the Billboard Music on Campus Poll. Presenting the plaques symbolic of the group's leadership among disk jockeys and collegians is Aaron Sternfield, Billboard editor.

Clef Gets New Lines

LOS ANGELES—Clef Distributors has taken over the lines formerly handled by Allied Music Sales. A relatively new distributorship run by Ray Shevin. Clef has taken a major stand in becoming a key independent distributor through this acquisition.

It now represents Jubilee, Stereo Oddities, Folkways, Starday, Music Minus One, Artia, Mobile Fidelity, Monitor, Cook, CRI, Baroque Tikva, Period, Discos Columbia, Fuentes, Horizon, Montilla, Seeco, Gema, Peter Pan and Continental, among others.

Besides handling Latin material, Allied carried several tape lines, which Clef now handles, including Dot, Prestige, Reprise, UA, Electra, Hi Fi, Vee Jay, GNP, Everest, Concertape, AF, Atlantic, Command, Kapp, MGM, London, Mercury, Philips, WB and World Pacific, among others.

Koenig Label Up Overseas

LOS ANGELES — Overseas sales of Contemporary and Good Time Jazz catalog products have perked up sharply during the past few months, reports owner Les Koenig, who estimates the foreign market now accounts for 50 per cent of his sales.

Koenig is set to release a new Fire House Five LP next month to add new fuel to the overseas sales fires currently built on catalog merchandise. Koenig says the orders cover Barney Kessel to Kid Ory and have come from New York exporters and outlets in South America, the Orient and Europe. Executive explains the healthy pull in Japan to the number of American performers appearing there in recent months. "Generally people overseas take jazz more seriously than the public does here," Koenig stated.

Columbia Debuts '360 Stereo'

By FRANK LUPPINO

NEW YORK—Columbia Records last week introduced a new phonograph, the "360 Stereo System," at a press conference here.

Columbia's president, Goddard Lieberson, introduced Dr. Peter C. Goldmark who developed the system at CBS Laboratories. Goldmark, creator of the long-playing record in 1948, developed the mono "360" phonograph for Columbia in 1952. It was called the first compact high fidelity consumer phonograph for monaural records.

The new "360 Stereo System" is the stereo counterpart of the monaural model and will be called a "system," not a phonograph, by the Columbia organi-



zation in its trade and consumer promotion. It is four-speed and will retail for \$250.

The Stereo 360 uses a Garrard AT5 changer equipped with a CBS "Floating Sound" tone arm and pickup cartridge.

Tracking is at 2 grams. According to Columbia, it is the first cartridge and tone arm combination to track at this weight. Columbia claims that its method of suspension practically eliminates all record damage if the arm is dropped accidentally or by heavy floor vibrations.

There are two styli, one 0.5 mil for stereo; the other 1 mil for all monophonic albums and for 78 r.p.m. records. The CBS tone arm-cartridge system has been licensed world-wide and has been used on Philco phonographs.

The Stereo 360 can fill a room with quality sound. All sound is radiated from the single instrument which uses six

(Continued on page 37)

DRIVE ON TO MAKE SONG ITALY ANTHEM

TAORMINA — Italian press at "Songs in the World" at Casino here launched a movement to have Domenico Modugno's song from the musical show, "Rinaldo on the Battlefield," which is entitled "The Flag" adopted as Italy's national anthem. Since the formation of the new republic, a hymn without words, known simply as "Mameli's Hymn" has been the accepted anthem.

Words of the Modugno song explain the derivation of the green, white and red colors of the flag from every corner of Italy. During the run of the show it was hailed by critics and the public as an appropriate anthem, but up to now no official action had been taken.

Bourne Co., Taylor Split

NEW YORK — Larry Taylor and the Bourne Company have called it quits. Taylor had been general professional manager of Bourne and its affiliate music publishing companies for the past three years.

The stock purchased by Bonnie Bourne, who heads the Bourne company, in Larry Taylor Music (ASCAP) and Jimskip Music (BMI) will be re-assigned to Taylor in accordance with an agreement when he was hired by Bourne. The Jimskip firm, incidentally, had the recent hit, "Midnight Mary."

A number of major publishing firms have been meeting with Taylor about heading their operations, but, at press time, no deal has been set.

'POPPINS' LP IS SMASH FOR DISNEY

HOLLYWOOD—The "Mary Poppins" soundtrack LP shipments have gone past the 100,000 point, to break it as the all-time best selling Disney disk product, according to Jimmy Johnson, the Disney label president. Over 10,000 copies were moved in Los Angeles in two weeks, with Hart Distributors reordering three times, Johnson said.

The healthy disk sales here are being stimulated by the record box-office success the film is enjoying at the Chinese Theater, where the gross two weeks ago topped \$57,000, breaking the \$52,000 mark set by "The Carpetbaggers." Over 35 per cent of the audience has been kids paying 90 cents admission, said Johnson.

Billboard BACKSTAGE Record Retailing Today

"We are now preparing what we intend to be the most comprehensive study ever attempted in the retailing field by any business paper. It will appear in the form of a supplement issue, 'Record Retailing Today.' This will be the definitive analysis to date of the retailing facet of the record business—the pay-off point of the business where the product moves to the consumer."

I'm quoting from the assignment memo issued by our editor to all his staff members and correspondents. It sums up the purpose and aims of a new Billboard Service Issue to be distributed with our Oct. 10 number.

What is a Billboard Service Issue?

During the past 12 months, we at Billboard launched two major issues—the award-winning WORLD OF COUNTRY MUSIC and the equally important MUSIC ON CAMPUS issue.

Each singled out a vital segment of the record-music industry, and each provided an in-depth study of its respective field, thus generating interest and action in high profit areas of our industry.

Why a Special Service Issue on RECORD RETAILING TODAY?

The past several years have witnessed a dramatic revolution in the marketing of records. Concepts have been developed in moving product across that pay-off point. Numerous dealers within a given market compete for the consumer's dollar. Some are highly successful, others are not. Why?

Within the covers of a single supplement issue, our complete editorial corps will strive to pinpoint the answer. There will be profiles of the successful retail operations across the country, ranging from the strong, individual service-minded independent dealer, to the mass volume outlets. In addition, the supplement will feature a full array of fall-winter album products from all labels.

All agree that the dealer is still the backbone of our business. This new Billboard Service Issue will be dedicated to the all-important segment of our industry which has made it all possible.

Hal B. Cook PUBLISHER



FORMER MITCH MILLER songstress, **Diana Trask**, now residing in Australia, has recently been signed to five-year pact by CBS Records. Miss Trask rehearses with CBS a&r manager Sven Libaek. Her album will be on the market Christmas.

Lipsin, Drimer Form Firm

MONTREAL — Two veterans of the record distribution industry in Canada have formed their own distribution company, Almada Corporation, with headquarters here. The new firm will distribute records and accessories imported from the U. S. and Europe, with a portion of the product to be pressed in Canada.

Principals of Almada are Aaron Lipsin, formerly national sales manager of Musimart of Canada, where he'd been for 16 years, and Marvin Drimer, formerly manager-controller of Musimart, who had been with Musimart 10 years. Harold S. Smith Associates has been named consultants and special representatives. Smith was a top executive with Capitol in Canada for nine years before forming his own firm. Sales manager for Quebec is Denis LaPointe, who was Montreal branch manager for Capitol for eight years. Sales representative here is Robert Trush. Sales manager in Ontario is Harry Dunnette, also ex-Musimart.

NEW SINGLE BY SATCHMO

CHICAGO — Mercury Records is rushing out a single by Louis Armstrong titled "So Long Dear," from the Broadway show "Hello, Dolly!" Armstrong will do the tune on the Ed Sullivan show Oct. 4. The disk was cut by Mercury's long-time a&r great Quincy Jones. A Mercury spokesman said an album will probably follow the single. The Armstrong pact was negotiated by Irving B. Green, Mercury president and Joe Glazer, Associated Booking Corporation head.

Smash Master

CHICAGO—Smash Records last week picked up the master of "I See You," by Cathy and Joe, from Larry Kane, Houston TV personality. The record is reportedly a break-out in the Houston area. The disk was produced by Jimmy Duncan.

Negotiations for the purchase were conducted by Charlie Fach, label topper.

Amusement Spending in Italy Hits Record High

By SAM'L STEINMAN

ROME — Phonograph record sales and juke box collections are soaring in Italy, according to figures released last week by the Italian Society of Authors and Editors, an association which collects all music performance royalties, authors' rights in all fields, and all amusement taxes for the government.

One category, which groups phonograph record sales, juke boxes, amusement machines, dances, fairs, exhibitions and go-cart establishments, had gross total receipts of \$58,000,000 last year, an increase of nearly 30 per cent as compared with the previous year.

Record sales and coin machine collections accounted for most of this total.

Only TV and radio came within distance, with an increase of 19.3 per cent. While films, with \$205,000,000, topped

all entertainment lists, its total gain was slightly less than the total in the record-games section, remarkable as a statistic in itself.

Figures are compiled annually by Antonio Ciampi, the society's secretary-general.

Average individual expenditures were highest in Northern Italy, with greatest outlays per individual in Milan, Bologna, Florence, Modena, Bergamo and Turin. Rome was far down the list with two-thirds the receipts of Milan, Naples and Palermo were far under these figures with the average expenditures per year running under \$5 per person.

In making his report, Ciampi said, "The exceptional spread in consumption which has characterized the balance of the Italian national economy in 1963 reflected itself in entertainment expenditures which increased to \$432,800,000 from

\$384,643,000 in 1962. This in an increase of 12.5 per cent which is greater than the percentage increase of 7.3 which was showed in the two year period of 1961-62."

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Editorial Office

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Editor-in-Chief Lee Zhito
Editors Paul Ackerman, Aaron Sternfield
Managing Editor Frank Luppino Jr.

Department Editors, New York
Music Editor Paul Ackerman
Associate Editor Mike Gross
Chief Copy Editor Robert Sobel
Radio-TV Programming Gil Faggen
Coin Machines Aaron Sternfield

Department Editor, Chicago
Equipment Editor Nicholas Biro

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Coin Machine Ad. Mgr., Richard Wilson

Circulation Sales, New York
Circulation Manager, Milton Gorbulew

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Chicago, Ill. 60601, 188 W. Randolph
Area Code 312, CE 6-9818
Hollywood, Calif. 90028, 1520 N. Cower
Area Code 213, HO 9-5831
Nashville, Tenn. 37203, 728 16th, So.
Area Code 615, 244-1836
Washington, D. C. 20205, 1426 G. N.W.
Area Code 202, 393-2580

International Offices
European Office, Andre de Vekey, Dir.
15 Hanover Square, London W.1
Hyde Park 3659
Cable: Billboard London
Brazilian Office, Mauricio Quadrio, Dir.
Rua Visconde de Gavea 125
Rio de Janeiro
Argentine Office, Ruben Machado, Dir.
Lavalle 1783, Buenos Aires

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The company also publishes Vend, the semi-monthly magazine of automatic vending; one year, \$7 in U. S. A. and Canada; Amusement Business, the weekly magazine of amusement management; one year, \$10; High Fidelity, the magazine for music listeners; one year, \$7; American Artist, one year, \$7; Modern Photography, \$5, and the Carnegie Hall Program. Postmaster, please send Form 3579 to Billboard, 2160 Patterson St., Cincinnati, O. 45214.

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Schmidt Label

NEW YORK—Carl Schmidt, a veteran of the Canadian record industry, is launching a label in the U. S. to be known as Danco Records. It's Schmidt's intention to introduce Canadian talent to the American market via this new label. He'll also add American talent to the Danco roster which already includes Danny Villa, Heather Waugh, Carl Danco and Dean Cooper.

Lesley to Europe

CHICAGO — A European promotion trip is being scheduled for Mercury's Lesley Gore prior to the songstress beginning her college career at Sarah Lawrence College this fall. Lesley was slated to arrive in Paris Aug. 30, where she was also to record several sides in

French Sept. 1-8. Lesley was scheduled to stay in London as guest of Philips Records, Ltd. The remainder of her stay through Sept. 17 was to be spent in Italy, Germany and France.

Stereoddities

NEW YORK — Fletcher Smith, president of Stereoddities, Inc., will devote his efforts to new product for his label and has appointed Amos Heilicher's Soma Records of Minneapolis as national distributor of the Stereoddities label. Smith plans issuance of two albums by Woody Woodbury each year.

Orange-Empire

ORANGE, Calif. — Orange-Empire Records and Music have been formed by Trudy Hudgings and Gary Bookasta. The L.A.

suburban company will begin with singles in the pop and rock fields. The company plans as its first release the theme from the film "The Wandering Wind" which opened in New York Labor Day. Offices are located at 1818 West Chapman Avenue, Orange.

Avant on Coast

NEW YORK — Clarence Avant, president of Avant-Garde Enterprises, has expanded his operations with the opening of a West Coast office.

Reason for the move, according to Avant, is the growing number of motion picture soundtrack assignments being offered his clients, among whom are Jimmy Smith and Lalo Schifrin.

Scratchy Distrib

NEW YORK—Atlantic Records has set up national distribution of "Scratchy," by Travis Wammack on the Ara label. Record is getting sales action in the South and Southwest which prompted Jerry Wexler, vice-president of Atlantic, to work out the distributing arrangement with Wayne Todd, Ara's president.

Valiant Disk

HOLLYWOOD — The Redcoats have come to Valiant, Four Star TV's disk wing. Manager Billy Sherman has secured the group's single of "I'm Only as Good" to cash in on the current English rock wave.

Valiant will also release the single "Wonderful" and "Pipes for Keith" by Shelby Flint. Both tunes are owned by Four Star's new publishing house, Radford Music.

Fuhrman Upped

HOLLYWOOD — Mel Fuhrman, assistant branch manager at Liberty's New York outlet has been promoted to the position of East Coast divisional sales manager, according to Lee Mendell, Liberty's branch operations director.

Len Levy Promoted By Epic Records

NEW YORK—Len (Leonard S.) Levy has been upped to vice-president - general manager of Epic Records. It's the first time in the history of Epic, a subsidiary of Columbia Records, that its chief will report directly to the head of the parent company.

Levy now will be directly responsible to Goddard Lieberson, president of Columbia Records. Lieberson, in making the appointment, said that Epic is now a fully integrated label through Levy's efforts in building up the label in all "major areas of recorded entertainment."

Levy joined Epic in 1961 as national sales manager and two years later was promoted by Bill Gallagher, Columbia's vice-president of marketing, to the post of Epic's general manager.

During Levy's tenure at Epic such artists as Bobby Vinton, George Maharis, the Village Stompers, Buddy Greco, Rolf



LEN LEVY

Harris, Cliff Richard, Godfrey Cambridge, the Dave Clark Five and Major Lance (via the Okeh subsidiary) were developed.

THE **LIFE** ALBUM YOU'VE HEARD
SO MUCH ABOUT

THE **LIFE** ALBUM OF PRESIDENTIAL CAMPAIGN SONGS



**SING ALONG
WITH
MILLARD
FILLMORE**

CL 2260

AVAILABLE TO THE PUBLIC
FOR THE FIRST TIME
ON COLUMBIA RECORDS 

Find Tape Splices Disk Sales

HAMBURG — West Germany's phonograph record industry believes that the world disk trade is facing a "crisis of competition" from tape recorders and "leisure-time product" industries.

German diskeries reach this conclusion in an analysis why disk sales are stagnating in this country. At a time when German prosperity is reaching new levels, the disk trade is suffering a steady erosion of sales.

The industry organization, Bundesverband der Phonographischen Wirtschaft E.V., states flatly in analyzing the disk decline that the industry is stagnating.

Half-year sales figures show disk sales slipped 3.2 per cent in 1964 compared with last year, and the 1963 first half-year was down 11.8 per cent from 1962. Taking into account an increase in LP sales, the German industry is barely standing still.

Bundesverband takes a hard look at the industry's platter plight and implies the situation will probably become worse before it improves — and that other countries are due for disk slippage.

Bundesverband's evaluation accuses radio stations and tape recorder producers of constituting an unholy alliance, depressing disk sales.

"The great popularity of the tape recorder is influencing unfavorably the sale of record

players," Bundesverband finds, "and aside from this fact it is to suspect that phonograph records played over the radio are being tape-recorded in considerable volume and played back in lieu of buying records."

Bundesverband is wary, however, of singling out a chief villain. The forces depressing disk sales are subtle and complex, and the German disk industry organization treats them accordingly.

It notes that increasing leisure time in this country (the work week has declined in the last decade from 48 to about 42 hours) has created competition as well as opportunity for the disk industry.

"There has been a rapid expansion of industries devoted to the production of goods and the supplying of services calculated to fill leisure-time needs, and those industries are offering very strong competition to phonograph records," Bundesverband states.

Meanwhile, analysis of German tape recorder production seems to establish that recorders are the major factor in declining disk sales. Record sales appear to slump in almost direct ratio to the rise in tape recorder sales.

At the present rate of sales, about 5 million tape recorders will be in private German hands by 1965. West Germany boasts the Continent's biggest recorder production and its leading manufacturers.

The stagnation in disk sales has revived controversy over GEMA's drive to collect a so-called "taping royalty" from the owners of tape recorders.

GEMA has achieved little in this drive so far, but the performing rights society has generated lively interest in the merits of tape recording versus buying records. Disk executives charge that the copyright society is undermining its own position and that of the phonograph record industry by, in effect, publicizing music taping.

GEMA indignantly denies the charges and pledges fealty to the diskeries. But at the same time it concedes that at least 5,000 so-called "Tonbandfreunde" — friends of tape recording — have voluntarily paid the society the \$2.50 annual music taping fee it is demanding.

Whatever GEMA's ultimate aims and its primary motivation, the copyright society, in the opinion of diskery executives, is helping depress disk sales by the constant focusing of attention on the utility and economy of music taping.

GEMA is being pressed to dismantle its so-called "Zentralstelle fuer Private Ueberspielungsrechte" — Central Office for Private Tape Recording Authorization. This office is under fire for serving, in effect, as a publicity office to promote the taping of music.

The Prodigal Son Comes Home



COLUMBIA RECORDS' ANDY WILLIAMS voices his appreciation in a speech on Fountain Square, Cincinnati landmark, during Andy Williams Day celebration there last Tuesday (8). The former Cincinnati was honored with a parade, a motorcade, the key to the city, special ceremonies on Fountain Square and a guest shot on the Ruth Lyons "50-50 Club" on the Crosley three-city TV-radio hookup. Shown on the stand with Andy here are, left to right: U. S. Congressman Robert A. Taft Jr.; John T. Murphy, Crosley president and general manager; Chuck Moore, Cincy promoter of Columbia; Jack Lameier, Columbia salesman; Don Stanaford, salesman; Bill Kelly, Columbia's Cincy territorial sales manager; Barry Mag, Columbia salesman of Indianapolis, and Peter Grant, WLW and WLW-T personality and newsmen.

Plant Changes At Capitol

HOLLYWOOD — Forrest Dyer has been appointed plant manager, and Lee Simpson, plant engineer, for Capitol's new \$2 million facility under construction in Jacksonville, Ill. Dyer was formerly plant superintendent at the label's Scranton, Pa., location. Simpson was formerly plant engineer at Capitol's Los Angeles location.

Both officials are already at Capitol's site and will be there during the entire construction period, explained George R. Jones, Capitol's engineering and manufacturing vice-president. The plant will be ready sometime next spring, Jones added.

Filling the two engineer posts are Joseph Ruda and Richard Burkett, at Scranton and L.A., respectively. Both have been with the company in other posts at their respective locations.

Remaining as plant managers are Dave Lawhon in Scranton and Tom Hawkins in L.A., with Kurt Kendall remaining as L.A. superintendent.

Owners of Supreme Off To London

HOLLYWOOD — Paul and Jo Mickelson, owners of Supreme Recordings, depart Monday (7) for a month's taping activity in London. They will tape performances by organist Mickelson himself, vocalist Ronnie Avalone plus several large orchestral packages at the Pye studios.

The trip will be the seventh to Europe for the couple. Freelance engineer Bob Auger, who will handle the sessions for Supreme which specializes in sacred material, will join the Mickelsons in London. He has been working on a project in Israel.

While in London the Mickelsons will meet with representatives of Livingston Recordings of London and Hemmets Herald Records of Sweden with whom they have releasing agreements. Mrs. Mickelson explained they hoped to expand the religious market on the Continent through acquiring increased distribution outlets.

RCA INKS PIATIGORSKY

NEW YORK — RCA Victor Records has signed cellist Gregor Piatigorsky to an exclusive contract. The three-year pact calls for a minimum of two recordings a year.

The cellist has frequently appeared with violinist Jascha Heifetz on the concert stage.

Set for September release is a new Heifetz-Piatigorsky album containing the works of Haydn, Beethoven and Miklos Rozsa. Pianist Jacob Lateiner will be a participating artist in the initial Dynagroove release.

Clark Five Itinerary

LONDON — Complete itinerary was announced for the Dave Clark Five's next North American tour.

The group will open at New York's Paramount Oct. 31, star on the Ed Sullivan TV show Nov. 1, and will telerecord a spot for a subsequent show.

The Five will then visit Toronto (2), London, Ontario (3), Chicago (5), Indianapolis (6), Elkhart (7), Kansas City (8), Denver (10), Albuquerque (11), Temple (12), Tucson (13), San Diego (14), Sacramento (18), San Francisco (19), Los Angeles (20 and 21), Seattle (24), Portland (25), Vancouver (26), Minnesota (27) and Las Vegas (28).

In December, the group will play St. Louis (1), Tulsa (2), Wichita (3), Omaha (5), Oklahoma (6), Dallas (7), San Antonio (8), Houston (9), Jacksonville (11), New Orleans (13), Milwaukee (15), Fort Wayne (16), Cleveland (17), Detroit (18) and New York (20).

Marcie Downer

NEW YORK — Marcie Downer, mother of Bill Downer, general professional manager of Northern and Champion Music Publishing companies (subsidiaries of Decca Records), died at her home in Arlington, Va., Aug. 30 after a short illness. Two other sons and a daughter survive.

Rudolph, at 16, Still Sleights 'Em

NEW YORK — This is the 16th year for "Rudolph, the Red-Nosed Reindeer" and its song-writing creator, Johnny Marks. It may well be their biggest. Current plans include an NBC-TV color spectacular that will be seen by an estimated 40 million people in the U. S. and Canada, and tie-in record promotions with several labels.

The Dec. 6 hour-long TV show will be sponsored by General Electric as "The General Electric Fantasy Hour's presentation of Rudolph, the Red-Nosed Reindeer." The color show will be in animation. It will feature the voice of Burl Ives as Sam, the Snowman, who will sing three of the eight songs. Seven of the songs are new, according to Marks, who also wrote the special background music.

The show was produced by

Videocraft International, Ltd., the same organization that previously produced a Fantasy show for General Electric, "Return to Oz."

From the background score, Frank Sinatra has recorded "I Heard the Bells on Christmas Day," which is included in a Reprise album featuring Bing Crosby, Sinatra and Fred Waring and the Pennsylvanians, "The Songs of Christmas."

Burl Ives, who sings "A Holly, Jolly Christmas" in the TV spectacular, has recorded the song for Decca. Kapp Records has a single, featuring the Do Re Mi Singers with two songs from the show, "Silver and Gold" and "Jingle, Jingle, Jingle." Four of the show's songs will be included in a Columbia album by the Quinto Sisters, titled "A Holly, Jolly Christmas." The six girls, who have made five ap-

pearances on the Mitch Miller TV series, do the album title song, "We are Santa's Elves," "The Most Wonderful Day of the Year" and "Rudolph, the Red-Nosed Reindeer."

An album of the soundtrack is planned. The label has not been determined.

Meanwhile, "Rudolph" keeps on growing in popularity, and is getting more and more exposure. According to Johnny Marks, "Rudolph" is known throughout the world save possibly Russia. "Last year, for example," he told Billboard, "we had 28 new licenses in Japan alone through the Harry Fox office." Marks estimates there have been more than 300 different records of the song about the reindeer. "I'll have more detailed information in a couple of weeks," he said.

New P.P.&M. Twofer a Hit

HOLLYWOOD — Peter, Paul and Mary's double-set concert LP on Warner Bros. has sold at the same pace as previous one-record packages, reports Bob Summers, national sales manager.

Priced at \$7.98, the in-person spectacular has passed the 223,000 units mark since being released about July 24. This equates to 446,000 records and proves that consumers are willing to pay the \$7.98 price, Summers said.

Executive noted there was initial skepticism in some ranks about a \$7.98 two-LP set, but all distribution outlets are now receiving reorders, which has dispelled this attitude, the sales chief said.



WHEN WLS DEEJAY RON RILEY announced on the air he would take four gals to dinner and the Beatles' "Hard Day's Night" movie afterward, he received over 9,000 replies. Here Ron stands with the four winners selected at random. The gals received a copy of the Beatles' album, "A Hard Day's Night," as bonus.

**Watch this single take off: two great sides from
her top-selling album, "How Glad I Am" (ST-2155)**

Nancy Wilson

I wanna be with you

(from the Broadway musical, "Golden Boy") b/w It's Time For Me



5254

**Coming in October: the original-Broadway-cast recording of
"Golden Boy" starring SAMMY DAVIS...exclusively on CAPITOL**

TV Themes Get Prime Time From Disk Firms

• Continued from page 1

called, obviously enough, the Munsters. The group is made of three guys and a gal and their repertoire is based upon the characters in the series. The songs in the album include such "monster-styled" titles as "Here Comes the Munster Coach" and "The Munster Creep." Decca also is pushing a single disk of the package, which couples "The Munster Creep" and "Make It Go Away."

Columbia in Picture

Although not yet lined up, Columbia seems to have the inside track on "Mr. Broadway," for which Dave Brubeck, a Columbia artist, composed the score, and "The Reporter," with a score by Kenyon Hopkins,

whose TV soundtrack of last season's "East Side-West Side" was released by Columbia.

Also in the running, but with nothing set yet, are record companies with TV-producing affiliations like Colpix, through Screen Gems, 20th Century-Fox, Warner Bros., and United Artists.

An additional factor in the alliance between TV and records is the "special." Although Victor's Steve Sholes says he's mainly interested in "TV series," the potential cannot be discounted of a recording of a Barbra Streisand "special" for Columbia, and a "Cinderella" "special," which stars Jack Jones, for Kapp.

The TV artist, too, has become an increasingly important entity in the disk area. Decca,

for example, has moved with Vince Edwards ("Ben Casey") and Gary Clarke ("The Virginian"). And in the case of Rick Nelson, Decca has used his TV series to introduce his new recordings.

"The wide TV exposure," says Sholes, "gives you a built-in audience and makes breaking a record that much easier."

Book Review

POPULAR MUSIC, Volume 1, 1950-1959 — An Annotated Index of American Popular Songs. Edited by Nat Shapiro, 345 pages, Adrian Press, 550 Fifth Ave., New York, N.Y.—Price: \$16.

This book, the first of a series—each volume to document a decade—is the answer to an a&r man's dream. Artists, composers, publishers, the licensee organizations and everybody else in the music-record-entertainment industries will want to include this among their business libraries. This book can be used as a reference guide, a stimulus for LP selections or as a memory jogger for those who entered the business from 1950 to 1959. It can also be used as a constant source of required information.

The book lists all tunes that became popular in those nine years. Each listing contains the composer, lyricist, publisher, and/or the best selling record, the introduction of the song, and in some cases the origin of the tune, if adapted. If the song came from a movie, Broadway show or TV show, it is also noted. An example listing follows (taken from page 247):

MERRY LITTLE MINUET
Words and music by Sheldon Harnick
Sunbeam Music Corp.
Satire on the atom bomb introduced in 1953 by Orson Bean in "John Murray Anderson's Almanac (revue)." Used as special night club material by comedienne Charlotte Rae until publication in 1958.
Best selling record by the Kingston Trio (Capitol).

Tunes are listed according to year of copyright and alphabetically within that year. For quick reference, tunes are listed alphabetically regardless of year, at the rear of the book. There is also a list of all publishers mentioned. This appears at the end of the book, with the publishers' address and licensee affiliation.

Shapiro has done a masterful job of a huge undertaking and when subsequent volumes are completed — promised at six-month intervals — he will have made a major contribution to the industry.

Shapiro is currently Director of International Recording and Music Publishing Operations for Columbia Records. The book can only be ordered by mail by writing directly to the publisher (name and address appear in credits of this review). A worthy contribution, expertly done.
THOMAS E. NOONAN

Harris Joins Tollie Label

HOLLYWOOD—Ray Harris has switched from Capitol Records to Vee Jay's subsidiary Tollie label as national promotion manager. Harris, a former radio announcer, joined Capitol's sales staff in 1961 and was subsequently promoted to regional promotion manager for the South.



SUCH IS FAME. The Beatles, sculptured in butter, are drawing crowds to the dairy exhibit in the agricultural building at the Canadian National Exhibition in Toronto. The life-size butter statues, displayed in a refrigerated glass case, were created by William Clements, a high school art teacher, and required more than 800 pounds of butter. The exhibit is on till Sept. 7.

Diversification Is Keyword

• Continued from page 3

Richard, Jimmy Reed and show-biz veteran John Bubbles.

Vee Jay's domestic subsidiary, Tollie, enters the LP market with products by Don and Alleyne Cole and instrumentalist Alberto Cortez.

In the merchandising area, Vee Jay's recently launched teen cards will be increased by 12, seven aimed at Christmas, which brings the number to 24.

LOS ANGELES—Vee Jay has reached into far left field as part of its expansion program (see separate story) to secure

distribution rights to products by veteran song and dance man John Bubbles, the surviving half of the team of Buck and Bubbles.

Set for a rush release this week is the LP, "Bubbles, John W. That Is," which introduces the 55-year show business personality as a legitimate vocalist. "For 50 years Bubbles has been telling people he's a great singer," chuckled Jay Lasker, Vee Jay's executive vice-president and chief Bubbles rooster. Lasker admits he was skeptical when the idea of recording Bubbles, close to 70 years old, was presented to him by Dunhill Productions.

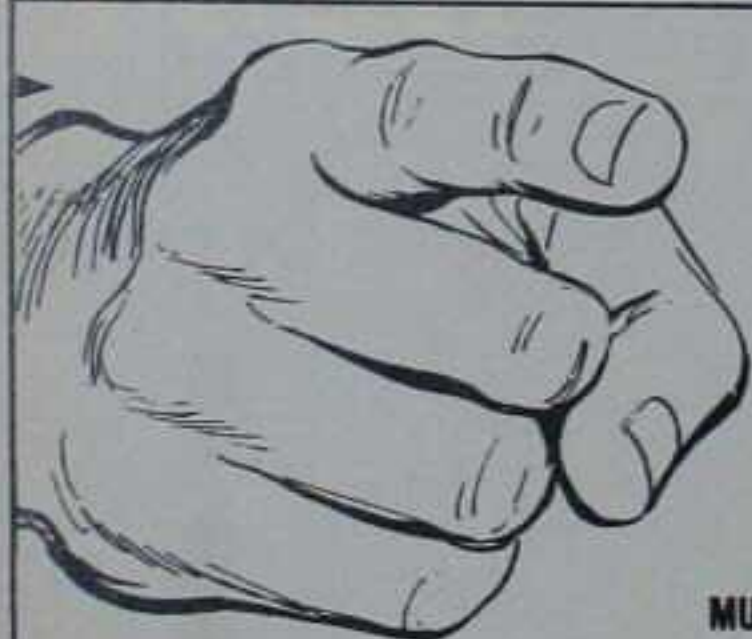
Between now and November Bubbles will appear on approximately 30 national TV shows singing material from the LP, Lasker said. These programs include the Johnny Carson, Danny Thomas and Bob Hope shows.

To promote the debut LP, Vee Jay will excite the entertainment industry itself through special mailing of the LP, a 50th anniversary show business party this week plus a salesman distributor contest, all backed by newspaper advertising.

INTERESTING POSITION in MUSIC FIELD

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P.O. May Ask Congress to Up Mail Rates on Phonos

• Continued from page 1

In September, 1963, the post office found that the three largest record manufacturers account for 10 to 15 per cent of all 4th-class "special rate" mailings. In large part these "Emanate from club subscriptions, but there has been a growing volume of 'premium sales' by companies in other fields. Sales campaigns in newspapers and magazines have included offers of records by manufacturers of cigarets, magazine, paint products, gasoline, and bacon, among others," the department said.

The department says it thinks the "public service subsidy" extended to these record mailings has reached "excessive proportion" both in absolute amounts, and in relation to the total of all public service allowances by the department.

The report gives three possible ways to remedy the situation, one so drastic that Sen. Vance Hartke (D., Ind.) urged fellow senators last week not to permit penalizing one of the "highest forms of educational service" by the post office.

The toughest suggestion by the post office is to exclude from the 4th-class rate all those materials "which consists largely of matter patently designed for entertainment rather than education." The report notes: there

are eight categories of matter that can go under the special rate. The department would exclude any entertainment type "if Congress believes it would be desirable to restrict the volume of these mailings."

Other Possibilities

Two other possibilities are: (1) increase 4th-class rates, particularly for parcels subject to the 1-pound postage minimum of 10 cents, and get a minimum 2-pound rate, or 15 cents, to all points. (The report notes that if this poundage went via parcel post rates, the minimum would be 29 cents for local delivery, and up to 72 cents for an eight-zone haul.) (2) Adopt zone rates in places of the present flat pound rate, which "return no more for coast to coast than for local delivery. This would spread the costs more evenly among all special rate mailings," the report says.

Hartke says that the post office is contemplating the "arbitrary act of revising the postage rate on phonograph records on the grounds that they represent entertainment value only, rather than educational value."

But D. Jamison Cain, deputy assistant to the Postmaster General, says the language of the report does not imply that the post office will act on its own, but will go to Congress for any decision to raise the mailing rates in certain 4th-class categories.

Hartke told the Senate that records are one of the "highest forms of educational service, by presenting the voices of the great in all the performing arts and in politics." He said, "the record business has had a hard economic struggle against TV and radio competition, and has survived that struggle mostly because of the educational values of a permanent nature which it has created."

The senator in displaying album covers any records (a good deal of it club product) manufactured by Victor, Columbia and Mercury plants in his native Indiana. He invited fellow senators to visit the display. The senator entered into the Congressional Record a lengthy statement by RIAA council Ernest S. Meyer on the valuable and indispensable aspects of the recording art.

Atlantic Is Heidi Outlet

NEW YORK—Atlantic Records is handling national distribution of the newly formed Heidi Records label. First release is "It's Such a Shame," by the Willows, a group that has been absent from the music scene for about six years and had a fairly big hit on Warwick with "Church Bells Are Ringing."

Also signed to the label are Barbara and Brenda, and Gary and Gary. Atlantic's promotion head, Bob Altschuler, indicated that both duos would have releases out within the next two weeks.

SAM COOKE

BELTS OUT ANOTHER CHART-STOPPER!

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GOLDNER

PRESENT

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Det.—Gene Silverman
N. Y.—Johnny Halonka
N. J.—Joe Cohen
L. A.—Stan Bly

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HOT 100

★ STAR performer—Sides registering greatest proportionate upward progress this week.

Billboard Award

Table with columns: THIS WEEK, 1 Wk. Ago, 2 Wks. Ago, 3 Wks. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains top 35 songs.

Table with columns: Rank, Title, Artist, Label & Number, Weeks On Chart. Contains songs 36-66.

Table with columns: Rank, Title, Artist, Label & Number, Weeks On Chart. Contains songs 67-100.

HOT 100—A TO Z—(Publisher-Licensee)

Large alphabetical list of songs and artists, including 'Always Together', 'Baby Don't You Do It', 'Candy to Me', etc.

BUBBLING UNDER THE HOT 100

Table listing songs that are bubbling under the Hot 100, such as 'She Knows Me Too Well', 'One More Tear', etc.

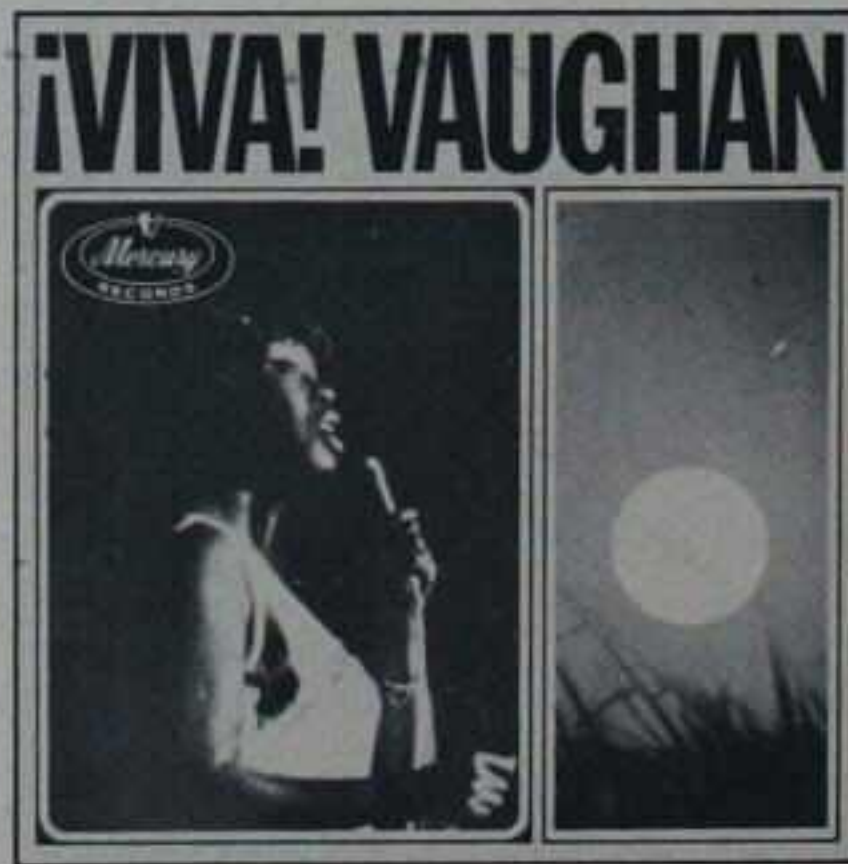
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SARAH VAUGHAN: VIVA VAUGHAN
MG 20941/SR 60941



LESLEY GORE: GIRL TALK
MG 20943/SR 60943

TIMI YURO: THE AMAZING TIMI YURO
MG 20963/SR 60963



THE MITCHELL TRIO:
THE SLIGHTLY IRREVERENT MITCHELL TRIO:
MG 20944/SR 60944



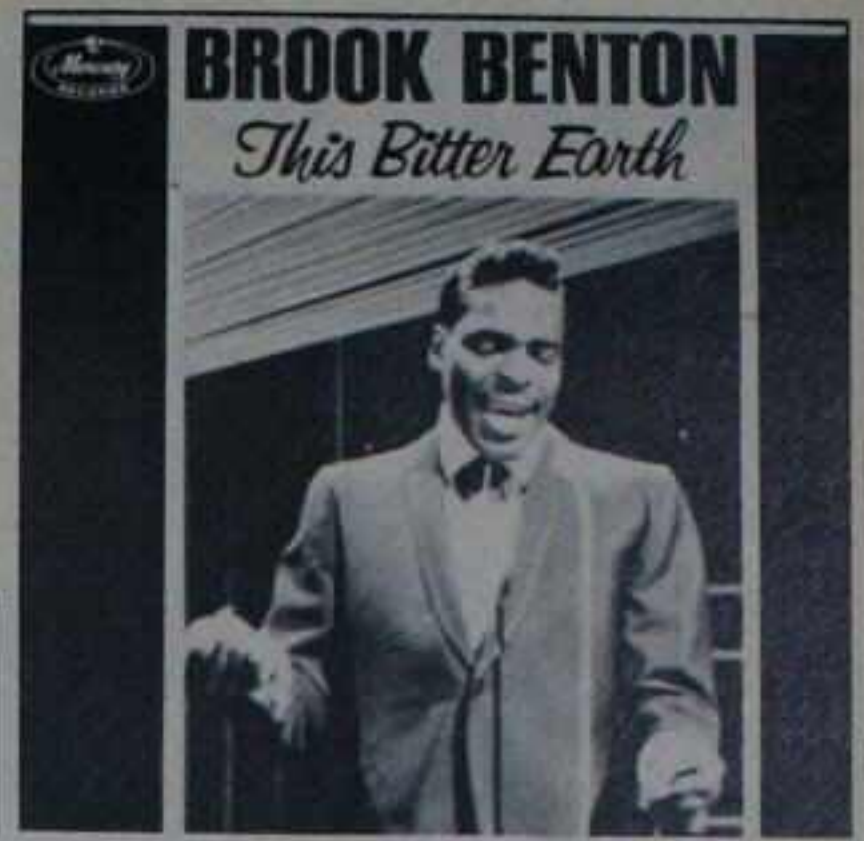
MATHIS ★ **GORE**
VAUGHAN ★ **YURO**
MITCHELL

CHAD JOE MIKE

PLATTERS BENTON ★ KIRK PAGE ★ PETERSON



THE PLATTERS:
TENTH ANNIVERSARY ALBUM
MG 20933/SR 60933



BROOK BENTON: THIS BITTER EARTH
MG 20934/SR 60934

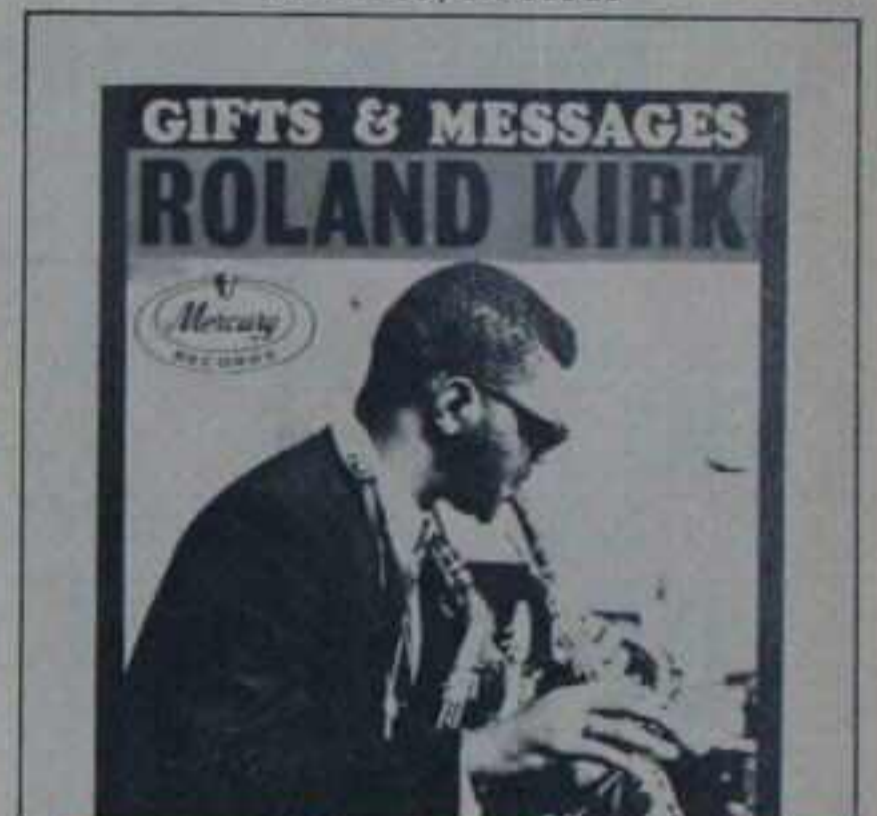
PATTI PAGE: THE NEARNESS OF YOU
MG 20952/SR 60952



OSCAR PETERSON TRIO:
OSCAR PETERSON TRIO + ONE, CLARK TERRY
MG 20975/SR 60975



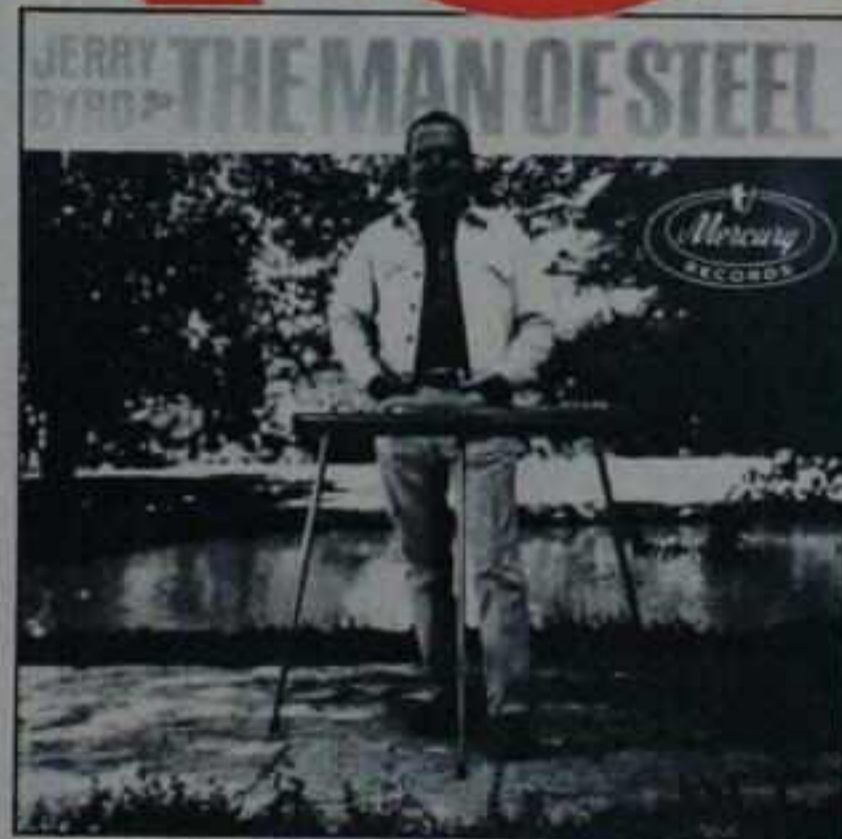
ROLAND KIRK: GIFTS AND MESSAGES
MG 20939/SR 60939



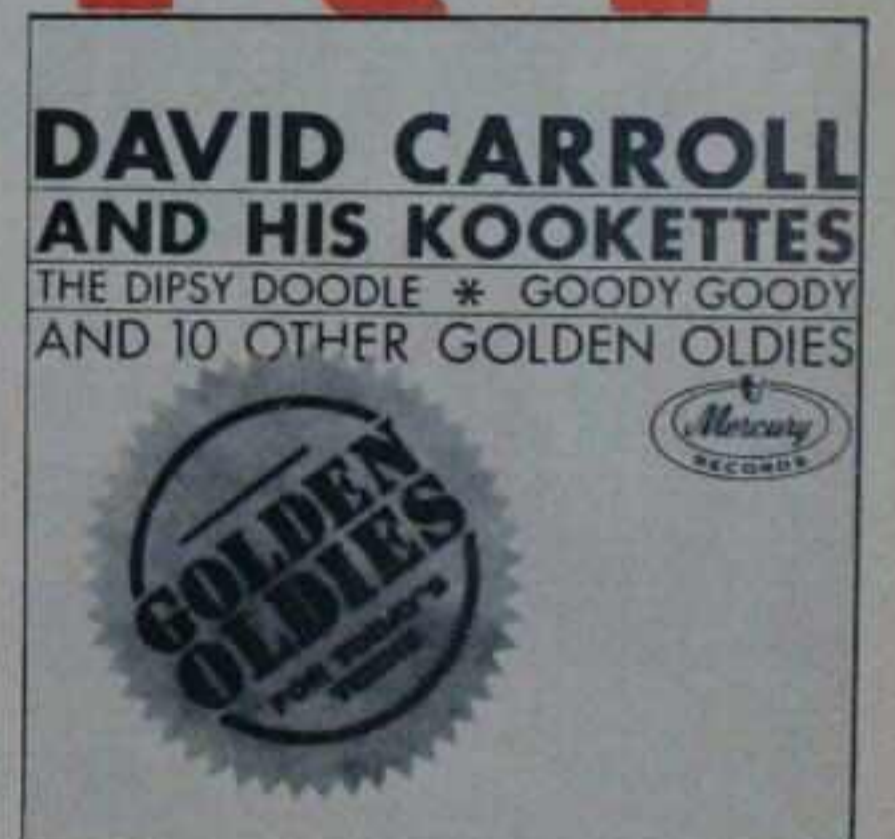
MERCURY



GEORGE JONES: COUNTRY & WESTERN NO. 1
MALE SINGER
MG 20937/SR 60937



JERRY BYRD: THE MAN OF STEEL
MG 20932/SR 60932



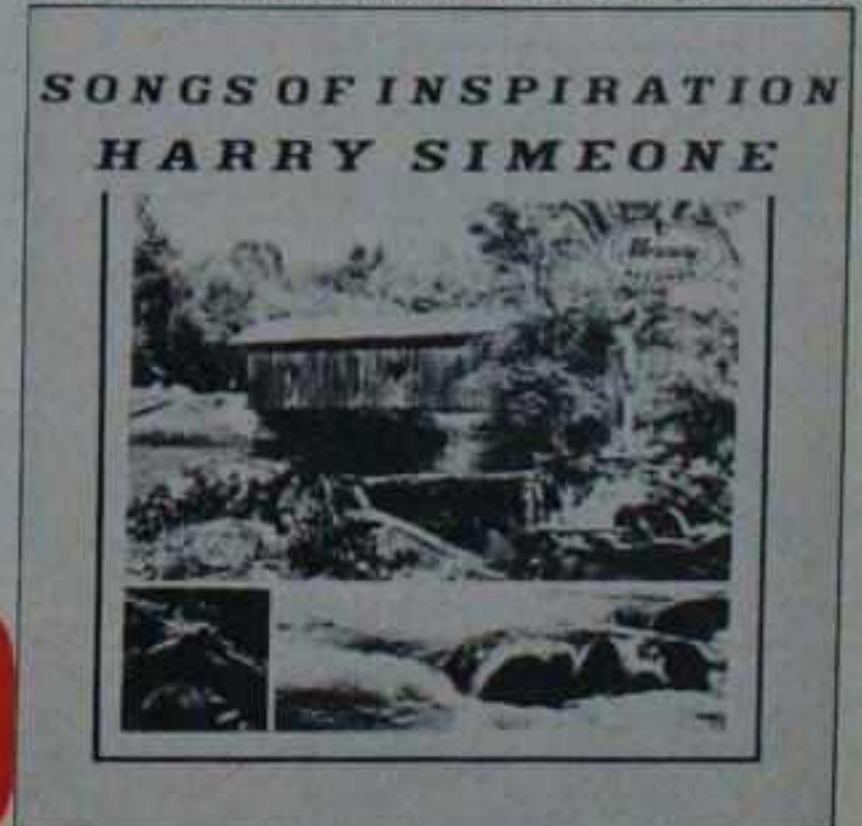
DAVID CARROLL
GOLDEN OLDIES FOR TODAY'S TEENS
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XAVIER CUGAT PLAYS
THE MUSIC OF ERNESTO LECUONA
MG 20936/SR 60936



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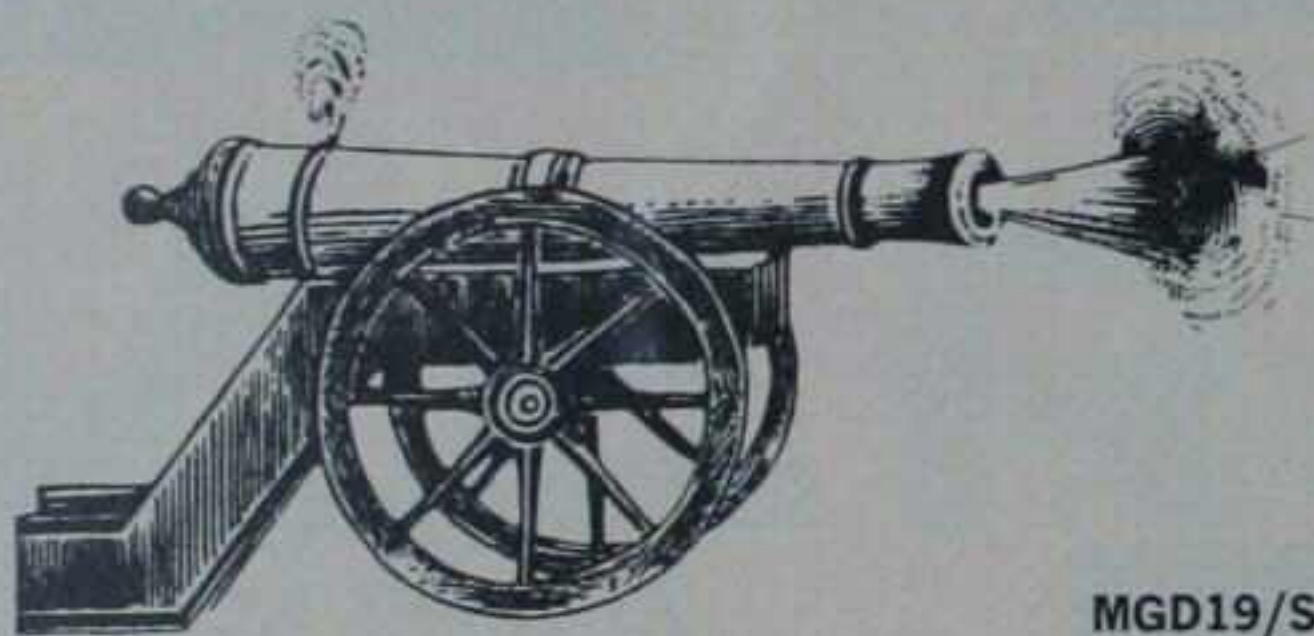
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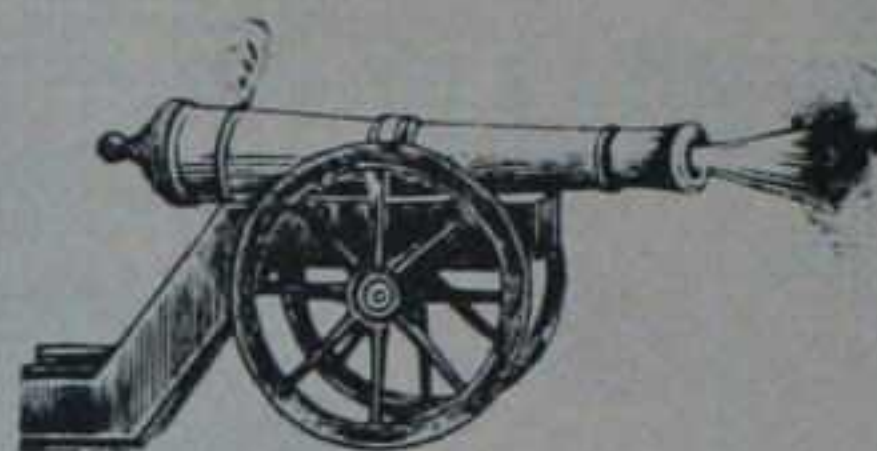
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Wellington's VICTORY

BEETHOVEN
 BATTLE SYMPHONY, Op. 91
 ANTAL DORATI
 London Symphony Orchestra
 6-POUND SMOOTH-BORE
 BRONZE CANNONS &
 12-POUND HOWITZER
 FRENCH CHARLEVILLE MUSKETS
 AND BRITISH BROWN BESS
 MUSKETS



MERCURY

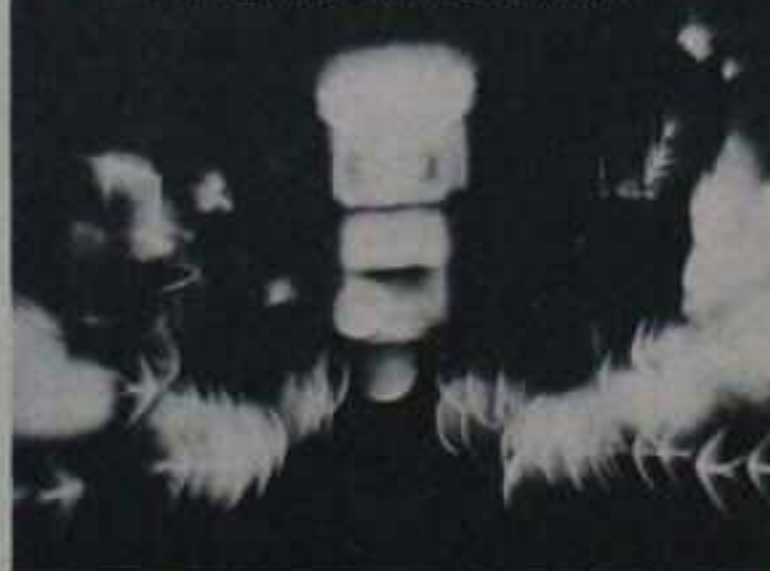
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SONGS OF NEW NATIONS: THE DE PAUR CHORUS
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 STRIKE UP THE BAND TO THUNDER'S / AIN'T DOWN YET GIVE MY REGARDS TO ARDMAN /
 CONSIDER YOURSELF THERE IS NOTHING LIKE A DANCE / WATERGATE FOR PRESIDENT /
 GET ME TO THE CHURCH ON TIME THERE'S NO BUSINESS LIKE SHOW BUSINESS /
 MARCH OF THE SINGERS / CHILDREN / MINISTERS / MERRY / STOUT HEARTED MEN
 THE FENNEL WIND ENSEMBLE



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 MG 50390/SR 90390
 Broadway musical's most renowned marches by the incomparable march king, Frederick Fennell.

MOZART
 HORN CONCERTOS Nos. 1 2 3 4



MOZART: HORN CONCERTOS NOS. 1, 2, 3, 4:
 VIENNA SYMPHONY, BERNARD PAUMGARTNER.
 ERICH PENZEL, HORN
 MG 50407/SR 90407
 Paumgartner, Penzel and the Vienna Symphony combine to give a sweeping, full-bodied performance of Mozart and his love for the horn.

BACH



BACH: PIANO CONCERTOS NOS. 1, 4, 5:
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 RUDOLF BARSHAJ,
 VASSO DEVETZI, PIANO
 MG 50410/SR 90410
 Russia's most renowned musicians in an outstanding performance of Bach at his professional best.

Foremost in fine recording



Martin Getting United Artists' 4-Star Buildup as Performer

NEW YORK — Through the efforts of United Artists Records, George Martin is going to be his own man. After a&r-ing dates in England that produced more than 100 million record sales, Martin is now being groomed by UA here as an artist in his own right. UA's start with Martin isn't bad at all. His single of "Ringo's Theme," out of the Beatles' soundtrack album, "A Hard Day's Night," has passed the 200,000 sales mark and his LP, "Off the Beatles Track," has racked up over 20,000 copy sales to date.

UA is just beginning its work on Martin, who has, as an a&r-

man, recorded Gerry & the Pacemakers, Billy J. Kramer, Cilla Black, Shirley Bassey, and the Beatles, of course. According to a UA executive, the thoughts, right now, are to build up Martin as another Mantovani and/or Percy Faith. The company already has earmarked an album release date for early next year in which Martin will debut with an instrumental, "non-Beatles-type," along the colorful instrumental lines of a Mantovani or a Faith.

Martin was in New York recently, admitted that he still wasn't sure about the album's repertoire, but he did say that UA is giving him complete au-

tonomy to come up with whatever suits his fancy. This is in keeping with the record company's policy of giving a free hand to its producers—a policy which it has adapted from its parent company, United Artists Pictures.

Martin also said that he wouldn't follow the conventional instrumental LP patterns. "Today's market requires something different," he pointed out, "and I'm going to come up with instrumental sounds that accent a beat and that highlights the sounds that are now attracting listening interest." This, he added, will not be done to the detriment of the musical piece whether it be a standard or a composition of his own creation.

As far as composing goes, Martin does quite a bit of it despite the fact that he handles 48 artists through his job as artists and repertoire man at EMI (Electric & Musical Industries) in England. On the composing end, he has no one publishing house affiliation. "I see all publishers," he said, "and even though I'm contracted to United Artists Records as an artist, I've had no talks with their music publishing subsidiaries about an exclusivity on my compositions."

Although Martin may try to emulate the Mantovani pattern on disks, he's still not sure whether he'll concertize in the U. S. as Mantovani does every year. The thoughts along those lines are there, though, and if he does, it'll be under the aegis of Brian Epstein, the young English impresario who brought the Beatles into the world.

PEOPLE AND PLACES

By MIKE GROSS

Goddard Lieberman, president of Columbia Records who is celebrating his 25th year with the company, has the cover story of the September issue of the American Record Guide. . . . **John Gary**, RCA Victor artist, has been appointed to the board of directors of the Thomas A. Dooley Foundation. . . . Columbia Records is going all out on **Robert Yanes**, CBS label's top male star in Argentina, who will be at New York's Chateau Madrid until Oct. 9. . . . **Skip Cunningham**, Coral Records artist, currently headlining Blinstraub's, Boston.

Johnny Carroll, former lead trumpeter with the Stan Kenton orchestra, is undergoing treatment for advanced tuberculosis in the National Jewish Hospital at Denver. . . . **Hamish Menzies** at the Highlander Inn, Portland, Ore., for an indefinite stay. . . . **Richard Pryor**, young comedian, added to the show at the Cafe Au Go Go in Greenwich Village. . . . **Jack Jones**, Kapp artist, signed for the new TV version of Rodgers and Hammerstein's "Cinderella," which will be taped for CBS-TV in Hollywood starting Sept. 28. . . . **Tink Smith** is acting as agent for the following music publishers: Hob & Nob, Jenks Music, Carrie Biggs Music and Manett Music. In Europe, firm has tied in with Ernie Franks Passe-Partout in Belgium. . . . **Emile Gilels**, Soviet pianist, returns to North America in the fall for a series of concerts under the sponsorship of S. Hurok. He'll have four New York recitals—two at Carnegie Hall (Nov. 6-Dec. 29), one at Philharmonic Hall (Nov. 23) and one at Hunter College (Dec. 20).

Ruth Olay at Ye Little Club, Beverly Hills, for an indefinite stay. . . . **Della Reese** has already been picked up by the Flamingo Hotel, Las Vegas, for a date in 1965. . . . **Les Baronets**, three young men from Montreal who've been singing the Beatles' songs in French, were in New York recently negotiating for a label deal in which they will sing in English. . . . **Gordon and Sheila MacRae** come back to the Waldorf-Astoria's Empire Room for the sixth consecutive year Sept. 18. . . . **Rich Little**, the Canadian impersonator who records for Capitol Records, is in negotiation with movie producers DePatie-Frelang Enterprises to create the voices for the forthcoming "Pink Panther" cartoon series. . . . **Thelonious Monk** will be at the Village Vanguard in New York for the next three weeks. . . . **Serenidipity Singer Lynne Weintraub** and TV producer **Bob Kline** will wed in November. . . . **Jim, Jake and Joan**, now at **Fred Weintraub's Bitter End** in Greenwich Village, will do a guest shot on **Phyllis Diller's "Show Street"** on ABC-TV Sept. 19.

Stella Ben Abou Douglas, president of Storytime Record Puzzles for children, left for England last week to record a series of six LP's for international distribution. After a week in London, she'll hop to France and Italy for distribution meetings. . . . **Eberto Landi**, importer of Italian song festivals and stars, will bring the Italian traveling songfest called "Cantagiorno" to New York's Carnegie Hall Oct. 3. . . . Singer **Bernadette Castro** headlines at Long Island's Shell House Sept. 18-19.

R 'n' R Group 'Out-Foxes' The Animals at Paramount

NEW YORK — The Yankee rock 'n' rollers whipped the British Redcoats in the Brooklyn-Manhattan battle for teenage attendance between Murray the K's show at the Brooklyn Fox and the first U. S. appearance of the Animals at the New York Paramount. Estimated gross for 10 days at the Fox is \$180,000 while the Paramount's expectations for the same period borders the \$90,000 mark. Both theaters charge a \$2.50 top for tickets.

The Billboard correspondent at the Paramount reported that the Animals shook up the theater but there were not many fans to be shaken. The Britishers, currently enjoying the top single in the country ("House of the Rising Sun"), were supported by co-stars Jan & Dean Sept. 4, 5 and 6; Bobby Rydell, Sept. 7, 8 and 9; Del Shannon and Chuck Berry, Sept. 10 through 13. Other hot pop record artists on the bill included the Dixiecupps, Ronnie Dove, Ronnie and the Daytonas, the Rag Dolls, Dee Dee Sharp, the Chartbusters and Elkie Brooks. Sam (the Man) Taylor's orchestra backed the groups.

From our Brooklyn correspondent came this: "At show caught (9) the house was approximately three-quarters full and the audience, mostly male, was highly receptive to Murray's jokes. The bill included Marvin Gaye, the Miracles, the Supremes, Martha and the Van-

dellas, the Contours, the Temptations with the Searchers, Jay and the Americans, the Dovells, Little Anthony and the Imperials, New Beats, Shangrilas and the Ronettes.

"Police barricades were up all around the theater to control the lines and there were lots of policemen in the theater with flashlights to keep the peace and keep the kids from rushing on to the stage."

Disk Firms In Germany Honor Strauss

MUNICH—German diskeries are releasing a flood of Richard Strauss recordings in commemoration of the 100th anniversary of his birth.

The result is the finest offering of Strauss' music ever assembled at one period. It has become a matter of prestige for leading German diskeries to release Strauss anniversary LP's and albums.

Electrola, Deutsche Grammophon, and Teldec together account for new recordings of 15 of Strauss' operas. German diskeries' Strauss kick is dramatized by three separate releases of his *Der Rosenkavalier* opera — by Teldec with Kleiber, Electrola with Karajan, and Grammophon with Boehme.

"Arabella" is offered by Teldec with Solti and by Grammophon with Keilberth, and "Die Frau Ohne Schatten," by Teldec with Boehme and Grammophon with Keilberth.

Boehme is the busiest Strauss director. His "Elektra" for Grammophon won the Grand Prix du Disque. Boehme has also directed one of three productions of "Ariadne auf Naxos" (for Grammophon); the other productions being Teldec's (with Leinsdorf) and Electrola's (with Karajan).

Three versions of Salome are scheduled. Teldec has two complete versions, one with Clemens Krauss and the other with Solti, and Electrola will bring out the third Salome this month with Suitner. Electrola has the only production of "Capriccio" (with Sawallisch).

Ariola-Eurodisc is bringing out a Strauss LP, sung by Christa Ludwig and Walter Berry, with scenes from "Elektra," "Der Ro-

SINGER AT COCOANUT GROVE

Peggy Lee Does a Soft-Sell Job

LOS ANGELES — Peggy Lee's gentle way with a lyric glided through the Coconut Grove Tuesday (8) as the show business veteran bowed at this prestige bistro.

Unfortunately for Miss Lee, or because of her, the star-studded front table crowd maintained an attitude of complacent serenity which appeared to affect the entire house. Lacking from Miss Lee's performance was any genuine electricity although she handed both lyrics and rhythm with immaculate verve.

The misty-voiced thrush sang 27 titles, many combined skillfully into medleys which moved briskly. Miss Lee's own quartet, with Lou Levy on piano and Stan Levy on drums, provided a solid foundation, with the Freddie Martin orchestra roaring and swinging in a sympathetic manner.

When the tempo is up and her percussionists are completely in control, as on "My Romance," Miss Lee's voice reaches across with its greatest strength. When she dips into the intimate ballads, which have been a mainstay throughout her career, her

voice retains its throaty, soft quality.

There is a delightfully comic side to Miss Lee, as evidenced by her serious build-up for "Money Can't Buy Me Love" with the orchestra popping up with Beatle wigs and appropriate "yeah" "yeahs."

Known for her love of clowns, Miss Lee offers a funny man medley, with a live clown brooding sadly on stage while the

vocalist softly sang "Things," "Funny Man" and "What Kind of a Fool Am I?" Only a genuine professional could have an actor up-stage her, as was the result of the clown's appearance with subsequent audience attention drawn to him.

Overall, however, the spell cast by Miss Lee's warm feeling for her audience plus her unique vocal quality produced a happy opening albeit without any noticeable excitement.

ELIOT TIEGEL

Signings

Epic Records has signed singers **Paul Evans** and his wife, **Mimi Evans**. Epic plans to release individual recordings of Paul and Mimi as well as coupling them for special tunes.

Jose Feliciano, the singer guitarist who clicked at the recent Newport Folk Festival, has signed with RCA Victor. Feliciano's first Victor single, "Everybody Do the Click," was produced by **Jack Somer**.

Capitol has renewed country and western singer **Buck Owens**. . . . **Karen De-Vol**, singer-guitarist, will debut on the new Danbar label run by **Sal Salvador** and **Bill De Lucca**. . . . After a two-year retirement, vocalist **Sanford Clark** will return to the disk scene via the Warner Bros. label. Before his retirement, Clark recorded for **Jamie Records**.



XAVIER CUGAT will introduce his newest vocalist, Charo de Bru, on his next Mercury album which he'll record after he ends his current engagement at New York's Latin Quarter Sept. 22. Cugat discovered Charo during his recent trip to Spain.

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SINGLES

REVIEWS



HOT POP SPOTLIGHTS

- SAM COOKE—COUSIN OF MINE** (Kags, BMI) (2:27)—The lyrics are too much! Old two-step vaudeville beat. Destined for heavy air play. Soft shoe, anyone? Flip: See R&B Spotlights. RCA Victor 8426
- THE DRIFTERS—I'VE GOT SAND IN MY SHOES** (T.M., BMI) (2:48)—"Under the Boardwalk" sound. Latin-based ballad with seaside lyric. Another sure-fire winner for the group. Flip: "He's Just a Play-boy" (Keetch, Caesar & Dino, BMI) (2:56). Atlantic 2253
- RAY CHARLES & HIS ORK.—SMACK DAB IN THE MIDDLE** (Roosevelt, BMI) (3:15)—**I WAKE UP CRYING** (Belinda (Canada), ASCAP-CAPAC & Quartet, ASCAP) (2:55)—Side one: Old classic gets powerful reading by Charles assisted by his big ork and dee-looping chorus. Lyric is a gas. Flip is an earthy reading on bluesy number. Good r&b stuff. ABC-Paramount 10588
- BEACH BOYS—LITTLE HONDA** (Sea of Tunes, BMI) —It's a drag race now to catch up to the competition. (EP). Capitol R 5267
- GERRY AND THE PACEMAKERS—I LIKE IT** (Gil, BMI) (2:14)—Same bouncy beat and foggy-throated chanting by Gerry and boys that have catapulted them unto best selling chart. Flip: "Jambalaya" (Acuff-Rose, BMI) (2:35). Laurie 3271
- GENE CHANDLER—BLESS OUR LOVE** (Jalynne-Curtom, BMI) (2:35)—Strong follow-up to recent hit "Just Be True." Soulful, dramatic reading of tender love ballad. Great performance! Flip: "London Town" (Aba, BMI) (2:25). Constellation 136
- CASEY KASEM—LETTER FROM ELAINA** (Unart-Maclen, BMI) (3:05)—KRLA disk jockey Kasem effectively relates the story of a gal who experiences one of the more important moments of her life when she gets to hug a Beatle. Schmaltzy enough to register real strong with Beatle set. Flip: See Pop Standard Programming Specials. Warner Bros. 5474

REVIEWED THIS WEEK, 115—LAST WEEK, 124

GUEST PANELIST OF THE WEEK

(NO GUEST PANELIST

THIS WEEK

DUE TO HOLIDAY)

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. An opportunity is also given the guest to publicize his own or station "Pick of the Week."

- VELVETS—NEEDLE IN A HAYSTACK** (Jobete, BMI) (2:29)—Stand aside! Here come those Detroit storm troopers with the clip-clop beat. Movin' vocal, wailin' saxes. A well smasher. Flip: "Should I Tell Them" (Jobete, BMI) (2:48). V.I.P. 25007
- THE LOLLIPOPS—BILLY, BILLY, BABY** (Mansion, ASCAP) (2:25)—Impressive beat, groovy lyric and first-rate performance by group. Hit sound all the way! Flip: "Big Brother" (Northern, ASCAP) (2:07). RCA Victor 8430
- SHIRLEY MATTHEWS—(HE MAKES ME) FEEL SO PRETTY** (Saturday, ASCAP) (2:35)—Big arrangement on this blues rocker. Performance and sound build in intensity. In hot pop-r&b groove so popular today. Flip: "Is He Really Mine?" (Saturday, ASCAP) (2:57). Amy 910
- MAXINE BROWN—OH NO NOT MY BABY** (Screen Gems-Columbia, BMI) (2:29)—R&B play first for this wailer. Tune carries powerful lyric line that should win hearts of kids. Flip: "You Upset My Soul" (Ludix-Flo Marlu, BMI) (2:24). Wand 162

POP STANDARD SPOTLIGHTS

- BAJA MARIMBA BAND—BAJA SKA** (Almo ASCAP) (2:03)—Bright and lively instrumental featuring distinctive Marimba Band sound. Top programming material. Flip: "Samba De Orfeu" (Ross-Jungnickel, ASCAP) (2:55). Almo 211
- BILL MARX—NICE 'N' EASY** (Shaw, ASCAP)—Sophisticated instrumental spotlighting deft piano styling of Marx. Cool arrangement with plenty of strings. Ideal programming. Flip: "Moon Tune" (Conrad, BMI). Vee Jay 61
- LOUIS ARMSTRONG—SO LONG, DEARIE** (Morris, ASCAP) (2:13)—Louis again dips into the score of the hit musical "Hello, Dolly!" This, too, is a lively swinger featuring a rousing Satchmo vocal. Flip: "Pretty Little Missy" (Internat'l, ASCAP) (2:16). Mercury 72338

Album Reviews on Page 48

RHYTHM & BLUES SPOTLIGHTS

- SAM COOKE—THAT'S WHERE IT'S AT** (Kags, BMI) (2:35)—Although initial appeal is r&b, side possesses plenty of pop potential. Flip: See Hot Pop Spotlights. RCA Victor 8426
- BARBARA LYNN—DON'T SPREAD IT AROUND** (Crazy Cajun, BMI)—Classy blues number with easy beat and smooth vocal. Sound pop potential, too. Flip: "Let Her Knock Herself Out" (Nujac, BMI) (2:03). Jaime 1286

COUNTRY SPOTLIGHTS

- PORTER WAGONER—I'LL GO DOWN SWINGING** (Moss Rose, BMI) (2:20)—The deep baritone of hit maker Wagoner rides again from coast-to-coast. Fine lyrics and equally fine performance. Flip: "Country Music Has Gone to Town" (Warden, BMI) (1:52). RCA Victor 8432
- NORMA JEAN—GO CAT GO** (Wilderness, BMI) (2:06)—Another winning side for Norma who registered big on the chart with "Put Your Arms Around Her." This one's a medium tempo cryer. Flip: "Lonesome Number One" (Acuff-Rose, BMI) (2:18)—Norma lets loose on this swinging weeper. Plenty get up and go. RCA Victor 8433
- WILBURN BROTHERS—MAKING PLANS** (Sure-Fire, BMI) (2:21)—Beautiful, tearful ballad tenderly and effectively sung with ethereal chorus as backdrop. Lyrics and arrangement are hard to beat. Flip: "I'm Gonna Tie One on Tonight" (Sure-Fire, BMI) (2:14)—This is snappy, playful side. Decca 31674
- HAL WILLIS—THE LUMBERJACK** (English, BMI) (2:05)—Some mighty fancy vocalizing by Willis who's really in the swing of things. Flip: "Dig Me a Hole" (Lowery, BMI) (2:42).

PROGRAMMING SPECIALS

HOT POP

- THE MUGWUMPS—I Don't Wanna Know** (Bil, BMI) (2:07). WARNER BROS. 5471
- BOBBY SHERMAN—Man Overboard** (Premier, BMI) (2:17)—**You Make Me Happy** (T. M., BMI) (2:22). DECCA 31672
- LOUIS JORDAN—Saturday Nite Fish Fry** (Preview, BMI) (2:28)—**Aln't Nobody Here But Us Chickens** (Pickwick, ASCAP) (2:50). TANGERINE 947
- EGYPTIAN COMBO—Gale Winds** (Gil-Cajun, BMI) (2:40). NORMAN 549
- TRAVIS WAMMACK—Scratchy** (Rolando, BMI) (2:27). ARA 204
- THE CINNAMONS—I'm Not Gonna Worry** (Cause I Know He's Mine) (Bright Tunes, BMI) (2:10). B.T. PUPPY 503
- THE FANTASTICS—Goodbye to Love** (B & B, BMI) (2:22). DMD 103
- THE BRIGHTONES—Swim, Swim, Swim** (Ranger 7-Burbank, ASCAP) (2:03). WARNER BROS. 5472
- VIC THOMAS—Village of Love** (Trianon, BMI) (2:22). PHILIPS 40228
- SARAH COOKE—Hey, Hey** (The Sun's Gonna Shine) (Valley, BMI) (2:00). BIG TOP 519
- LINDA SCOTT—This Is My Prayer** (Chappell, ASCAP) (2:52). KAPP 610
- SHELBY FLINT—Wonderland** (Radford, BMI) (2:19). VALIANT 6052
- HERMAN'S HERMITS—I'm Into Something Good** (Screen Gems-Columbia, BMI) (2:25). MGM 13280
- THE SECRETS—He Doesn't Want You** (Morris, ASCAP) (2:20)—**He's the Boy** (Merjoda, BMI) (2:10). PHILIPS 40222

POP STANDARD

- ROBERT GOULET—My Love Forgive Me** (Amore, Seusami) (Gil, BMI) (2:47)—**I'd Rather Be Rich** (Northern-Barnaby, ASCAP) (2:20). COLUMBIA 43131
- LENNY LEE—Columbus Stockade Blues** (P. D.) (2:01). DECCA 25649
- WILL BRONSON SINGERS—That's Love** (South Mountain, BMI) (2:45). COLPIX 749
- CASEY KASEM—Theme for Elaina** (Burbank, ASCAP) (2:34). WARNER BROS. 5474
- NANCY WILSON—It's Time for Me** (Kacydee, BMI) (1:52). CAPITOL 5254
- SID FELLER & HIS ORK. & CHORUS—I've Grown Accustomed to Her Face** (Chappell, ASCAP) (2:39). ABC-PARAMOUNT 10587

COUNTRY & WESTERN

- GOLDIE HILL—You're Free to Go** (Ross Jungnickel, ASCAP) (2:15)—**Three's a Crowd** (Marks, BMI) (2:48). DECCA 31675
- LEON McAULIFFE—Next Time I Fall In Love** (Central Songs, BMI) (2:05)—**Don't Call Me, I'll Call You** (Lyn-Lou Cimarron, BMI) (2:27). CAPITOL 5266
- ALLEN McCOY—What's the Matter** (Lonzo & Oscar, BMI) (2:12)—**I'm Wondering Who's Feeling Sorry Now** (Lonzo & Oscar, BMI) (2:07). CLARK 215
- BOBBY LEEDS—When I Fell** (Boblo, BMI) (2:23). KING 5928
- GENE WOODS—Little Bitty Heart** (Yonah, BMI) (2:58). CHART 1135
- SAMMY MARSHALL—Please Try** (Manks-Blue Ribbon, ASCAP) (1:48). BLUE-J 1-2
- CHARLIE MOORE & BILL NAPIER—My Dear One** (Lois, BMI) (2:18). KING 5926
- RENO AND SMILEY—Mansion in the Sky** (P.D.) (2:15). KING 5921
- DAVID HOUSTON—Love Looks Good on You** (Forrest Hills, BMI) (2:09). EPIC 9720
- BILLY HENSON—Go Dig Me a Hole** (Lonzo & Oscar-Window, BMI) (2:00). NUGGET 226

RHYTHM & BLUES

- RUFUS THOMAS—Jump Back** (East, BMI) (2:10)—**All Night Worker** (East, BMI) (2:15). STAX 157
- BILLY SOUL—Big Balls of Fire** (Boblo, BMI) (3:15). KING 5929
- WILLIE BOLLINGER—Gotta Hold of You** (Bihn-Diamondette, BMI) (2:24). DELAWARE 1701
- T. C. LEE & THE KING PINS—I'm a Lonesome Rooster** (Sonlo, BMI) (2:38)—**Just Keep on Smiling** (Sonlo, BMI) (2:40). FEDERAL 12525

SPIRITUALS

- THE CONSOLERS—Around God's Throne** (Excellerec, BMI) (2:17)—**Don't Want to Be Lost** (Excellerec, BMI) (2:18). NASHBORO 833
- LITTLE AXE AND THE GOLDEN ECHOES—My Life Is in His Hands** (Lion, BMI) (2:13). PEACOCK 3034
- HI-WAY Q. C.'S—What Makes a Man** (Lion, BMI) (2:45). PEACOCK 3033
- CHARIOT GOSPEL SINGERS—My Friend** (Lion, BMI) (2:25). PEACOCK 3031

JAZZ

- RAY BRYANT—Shake a Lady** (Brynot) (2:45). SUE 108

SACRED

- GRANT TURNER—The Bible in Her Hand** (Peach, SESAC) (2:39). CHART 1130

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlight picks only.

SPOTLIGHT WINNERS OF THE WEEK

Pop singles Spotlights are those singles with sufficient programming and sales potential to achieve a listing in the top 50 of Billboard's Hot 100. For the benefit of broadcasters, Spotlights are broken down into specific programming categories. Across-the-Board Spotlights are records applicable for all program formats. Hot Pop Spotlights are records picked for the contemporary and pop contemporary radio play. Pop Standards Spotlights are geared for pop standard and pop contemporary air play. Programming specials are other records applicable for programming in their specific categories.

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RECORDS

R&B

D.J. ROUNDUP

The information below is reported each week by leading R&B disk jockeys. The Contributing Editor is KAL RUDMAN. NATIONAL BREAKOUTS are those records registering sales in a significant number of regions and can be classified as new hit records.

REGIONAL BREAKOUTS are those records breaking in one or more regions of the U. S. but not in sufficient number of areas to date to be considered national in scope. Individual disk jockey reports give those records that are making their first appearance in the local top 15, the local breakouts, records to watch based on initial action in each market and the Top LP's.

★ JOHN RICHBOURG—WLAC, NASHVILLE

- RECORDS TO WATCH
THEN YOU CAN TELL ME GOODBYE—Johnny Nash, Chess
RANDY—Earl Jean, Colpix
OH NO NOT MY BABY—Maxine Brown, Scepter
MR. HEARTACHE—Freddy Scott, Columbia
TRY ME—Jimmy Hughes, Fame
LUMBERJACK—Brook Benton, Mercury
MY ADORABLE ONE—Joe Simon, Vee Jay
WITHOUT THE ONE YOU LOVE—Arthur Prysock, Old Town

★ E. RODNEY JONES—WVON, CHICAGO

- RECORDS TO WATCH
AIN'T THAT BAD—Pancho Villa, Sue
LOOKING FOR THE RIGHT GUY—Kim Weston, Tamla

★ PAT CARTER FOR DAVE DIXON—KATZ, ST. LOUIS

- FIRST APPEARANCE IN LOCAL TOP 15
I'M COUNTING ON YOU—Freeman Brothers, Amy
- RECORDS TO WATCH
CREEPIN'—Drew Vels, Capitol
BLESS OUR LOVE—Gene Chandler, Constellation

★ JOHN HARDY—KDIA, SAN FRANCISCO-OAKLAND

- BREAKOUT
LOVE COMES AND GOES—Roscoe Shelton, Sims
- RECORDS TO WATCH
SOMETHING YOU GOT—Ramsey Lewis Trio, Argo
I SMELL TROUBLE—Little Johnny Taylor, Galaxy
AFTER LAUGHTER COME TEARS—Wendy Rene, Stax

★ BOB KING—WOOK-TV & RADIO, WASHINGTON

- FIRST APPEARANCE IN LOCAL TOP 15
THE CLOCK—Baby Washington, Sue
LOOKING FOR THE RIGHT GUY—Kim Weston, Tamla
I'M COUNTING ON YOU—Freeman Brothers, Mala
GOTTA GIVE HER LOVE—Volumes, American Artists
MAKE UP YOUR MIND—Anna King, Smash
A SMILE IS JUST A FROWN—Carolyn Crawford, Motown
OPPORTUNITY—Jewels, Dimension
- BREAKOUTS
UNTIL YOU WERE GONE—Betty Everett, Vee Jay
AFTER LAUGHTER COME TEARS—Wendy Rene, Stax
MY ADORABLE ONE—Joe Simon, Vee Jay
JT'S ALL OVER—Ben E. King, Atco
- RECORDS TO WATCH
MR. HEARTACHE—Freddy Scott, Columbia
HEY MR. LONESOME—Carltons, Chess
- TOP LP'S
MAKE WAY FOR DIONNE WARWICK—Scepter (Top band: REACH OUT FOR ME)
WHERE DID OUR LOVE GO—Supremes, Motown (Big band: BABY LOVE)
KEEP ON PUSHING—Impressions, ABC (Top bands: AMEN and KEEP ON TRYING)
DELICIOUS TOGETHER—Betty Everett & Jerry Butler, Vee Jay

★ FRED HANNA—WAME, MIAMI

- FIRST APPEARANCE IN LOCAL TOP 15
I HAD A GOOD HOME—Joe Tex, Dial
SEE THE REAL ME—Impressions, ABC
BO TIME—Mar-Keys, Stax
LAST NIGHT—Jr. Parker, Duke
MY ADORABLE ONE—Joe Simon, Vee Jay
- RECORDS TO WATCH
IT'S ALL OVER—Ben E. King, Atco
AFTER LAUGHTER COME TEARS—Wendy Rene, Stax
DOWN HOME GIRL & FEVER—Alvin Robinson, Red Bird
IT'S TOO SOON TO KNOW—Little Esther Phillips, Atlantic
IT'S SUCH A SHAME—Willows, Heidi
WITHOUT THE ONE YOU LOVE—Arthur Prysock, Old Town
MY LOVE—Buddy Ace, Duke

NEWS OF THE WORLD

LONDON

Jack Good flies here next month to film the Beatles, Cilla Black and Sounds Incorporated for his American ABC-TV weekly series, "Shindig." Live appearances are booked for Adam Faith (Sept. 29), Billy J. Kramer and the Dakotas, and Gerry & the Pacemakers (Oct. 21). Several British TV companies are anxious to buy screening rights to the series. . . . Kathy Kirby will fly to New York early in the new year to appear on Ed Sullivan's TV show. Sullivan filmed the Bachelors and Dusty Springfield here. . . . Cliff

Richard and the Shadows are recording an album of songs from their London Palladium pantomime "Aladdin." Shadows are writing the score. . . . Millie off to Germany Sept. 28 to make short film, then to Amsterdam for two days at the International TV show. . . . Rolling Stones will spend Christmas and the New Year in South Africa, topping an all-British tour. . . . Four Seasons may visit Britain mid-October for promotional radio and TV appearances. . . . Searcher's latest Pye release is Jackie de Shannon's "When You Walk in the Room." . . . Honeycombs likely to appear in a

film musical being written by their managers Ken Howard and Alan Blakely, who also penned chart-topping "Have I the Right." . . . After touring with Rolling Stones, Inez and Charlie Foxx will play a week of solo dates. . . . With four Jim Reeves LP's now in the Top 10, RCA plans to release "The Best of Jim Reeves" and "Nashville Artists on Tour" albums. . . . Copy-righting difficulties delayed Philips releasing Percy Faith, Andre Previn, and Broadway cast versions of "Camelot." . . . Symphonia of Belfast started distributing Prima and King labels for R&B Records. . . . Clancey Brothers touring for Harold Davison beginning Sept. 17. . . . Sue Artists the Soul Sisters are to

- TOP LP'S
DELICIOUS TOGETHER—Betty Everett & Jerry Butler, Vee Jay
MAKE WAY FOR DIONNE WARWICK—Scepter
ROCK 'N SOUL—Solomon Burke, Atlantic
UNDER THE BOARDWALK—Drifters, Atlantic

★ ED (SCREAMIN') TEAMER—WYLD, NEW ORLEANS

- FIRST APPEARANCE IN LOCAL TOP 15
I'VE GOT A THING GOING ON—Bobby Marchan, Dial
MY ADORABLE ONE—Joe Simon, Vee Jay
- BREAKOUTS
LOVE COMES AND GOES—Roscoe Shelton, Sims
OH LORD WHAT ARE YOU DOING TO ME—Big Maybelle, Scepter
STANDING ON THE PIER—Baby Washington, Sue
MAKE UP YOUR MIND—Anna King, Smash
SOMETHING YOU GOT—Ramsey Lewis Trio, Argo
- RECORDS TO WATCH
TOO MANY DRIVERS—Lowell Fulson, Kent
I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent
TROUBLE IN MIND—Jimmy Ricks, Atlantic

★ NOVELLA SMITH—KYOK, HOUSTON

- FIRST APPEARANCE IN LOCAL TOP 15
I JUST DON'T KNOW WHAT TO DO—Tommy Hunt, Scepter
MY ADORABLE ONE—Joe Simon, Vee Jay
MY LOVE—Buddy Ace, Duke
- RECORDS TO WATCH
IT'S TOO SOON TO KNOW—Little Esther Phillips, Atlantic
DOWN HOME GIRL & FEVER—Alvin Robinson, Red Bird
IT'S ALL OVER—Ben E. King, Atco
BLESS OUR LOVE—Gene Chandler, Constellation
DEATH OF AN ANGEL—Kingsmen, Wand
IT'S SUCH A SHAME—Willows, Heidi
A SMILE IS JUST A FROWN—Carolyn Crawford, Motown
POP CORN POP POP—Eldridge Holmes, Alon

★ CHATTY HATTY—WGIV, CHARLOTTE

- BREAKOUTS
SHE'S GOT EVERYTHING—Mystics, Saffice
OH MY HEARTACHE—Art Grayson, Four Corners
AFTER LAUGHTER COME TEARS—Wendy Rene, Stax
FEVER—Alvin Robinson, Red Bird
SERENADE IN BLUE—Gloria Lynn, Everest
- RECORDS TO WATCH
OH NO NOT MY BABY—Maxine Brown, Wand
IT'S ALL OVER—Ben E. King, Atco
DON'T SPREAD IT AROUND—Barbara Lynne, Jamie
I HAD A GOOD HOME—Joe Tex, Dial
IT'S TOO SOON TO KNOW—Little Esther Phillips, Atlantic

★ BURKE JOHNSON—WAOK, ATLANTA

- BREAKOUTS
SOMETHING YOU GOT—Ramsey Lewis Trio, Argo
FEVER—Alvin Robinson, Red Bird
WHAT KIND OF LOVE IS THIS—Little Milton, Chess
IT'S SUCH A SHAME—Willows, Heidi
IT'S ALL OVER—Ben E. King, Atco
I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent
LA DE DA—Inez & Charlie Foxx, Symbol
- RECORDS TO WATCH
OH NO NOT MY BABY—Maxine Brown, Scepter
TRY ME—Jimmy Hughes, Fame
MAKE UP YOUR MIND—Barrett Strong, Vee Jay
YOU'RE THE REASON—Little Esther, Atlantic
I WON'T BE YOUR FOOL ANYMORE—Soul Sisters, Sue
LAST NIGHT—Jr. Parker, Duke
I'M COUNTING ON YOU—Freeman Brothers, Duke
YOU WERE ALL I NEEDED—D. C. Playboys, Chess

★ ERNIE DURHAM—WJLB, DETROIT

- BREAKOUTS
SATAN'S BLUES—Jr. Walker, Soul
FEVER—Alvin Robinson, Red Bird
I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent
- RECORDS TO WATCH
IN A BAD WAY—Freddie Gorman, Ric Tic
I WANNA SWIM WITH HIM—Daisies, Roulette
OH NO NOT MY BABY—Maxine Brown, Scepter
NEEDLE IN A HAYSTACK—Velvettes, V.I.P.

★ ED WRIGHT—WABQ, CLEVELAND

- BREAKOUTS
THEN YOU CAN TELL ME GOODBYE—Johnny Nash, Chess
OPPORTUNITY—Jewels, Dimension
IT'S ALL OVER—Ben E. King, Atco
FEVER—Alvin Robinson, Red Bird
SOMEBODY NEW—Chuck Jackson, Wand
- RECORDS TO WATCH
ADORABLE ONE—Joe Simon, Vee Jay
SOMETHING YOU GOT—Ramsey Lewis, Argo

R&B BREAKING POP

(Strong R&B records now garnering pop radio air-play.)

- FEVER—Alvin Robinson, Red Bird
WITH—Baltimore; WMCA—New York
BLESS OUR LOVE—Gene Chandler, Constellation
WIBG—Philadelphia; WMCA—New York

R&B NATIONAL BREAKOUTS

- I HAD A TALK WITH MY MAN—Mitty Collier, Chess
THAT'S WHAT LOVE IS MADE OF—Miracles, Tamla
BABY DON'T YOU DO IT—Marvin Gaye, Tamla
LOVER'S PRAYER—Wallace Brothers, Sims
BLESS OUR LOVE—Gene Chandler, Constellation
RUNNING OUT OF FOOLS—Aretha Franklin, Columbia
MY ADORABLE ONE—Joe Simon, Vee Jay

R&B REGIONAL BREAKOUTS

(Not Listed in Rank Order)

- AFTER THE LAUGHTER COMES TEARS—Wendy Rene, Stax (Washington-Baltimore, New York, Atlanta, Chicago)
- YOU CAN'T HURT ME NO MORE—Opals, Okeh (Chicago, Baltimore)
- LOOKING FOR THE RIGHT GUY—Kim Weston, Tamla (Baltimore-Washington, Philadelphia)
- SOMEBODY NEW—Chuck Jackson, Wand (Baltimore-Washington, Cleveland, Philadelphia)
- GOTTA GIVE HER LOVE—Volumes, American Artists (Baltimore-Washington, Detroit)
- GOOD BOY GONE BAD—Carole Quinn, MGM (Baltimore)
- THEN YOU CAN TELL ME GOODBYE—Johnny Nash, Chess (Cleveland)
- FEVER—Alvin Robinson, Red Bird (Baltimore, Cleveland, Detroit, Atlanta, Chicago, Houston)
- I CAN'T HELP MYSELF—Gems, Chess (Baltimore, Cleveland)
- SOMETHING YOU GOT—Ramsey Lewis, Argo (Cleveland, Atlanta, New Orleans, Houston)
- I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent (Detroit, Atlanta, Baltimore)
- MAKE UP YOUR MIND—Anna King, Smash (Houston, New Orleans)
- SATAN'S BLUES—Jr. Walker, Soul (Detroit)
- I'VE GOT A THING GOIN' ON—Bobby Marchan, Dial (New Orleans)
- A SMILE IS JUST A FROWN—Carolyn Crawford, Motown (Baltimore-Washington, Cleveland, Houston)
- I HAD A GOOD HOME—Joe Tex, Dial (Miami)

visit Britain for a week of TV, radio and club dates from Nov. 10. Sue distributed here by Island Records. . . . Lesley Gore arrived for a fortnight of TV and radio dates here and on the Continent.

Independent record producer Mickie Most scored a hat-trick. With Herman's Hermits' version of "I'm Into Something Good" rocketing into the charts, Most produced the Animals' "House of the Rising Sun"—a chart-topper on both side of the Atlantic. Then followed the Nashville Teens' "Tobacco Road," which reached No. 4 here. Most has also waxed another hot release—Brenda Lee's "Is It True"—"What'd I Say?"

Promoters George Cooper and Larry Parnes booked the Dixie Cups to tour with the Hollies from Oct. 23 to Nov. 8. TV spots are also being lined up for the group, being brought over by Dick Katz of Harold Davison Ltd., part of the Grade Organization. . . . Potential chart-toppers the Kinks were added to Billy J. Kramer's autumn tour for Arthur Hawes. . . . Max Bygraves booked for 15-week concert tour of South Africa, Australia and New Zealand, probably starting March 22. . . . Kenny Ball will fly to Japan on Nov. 3 for a five-week Far East tour. . . . The Snobs set to tour Scandinavia from Sept. 5 to 13. . . . New Robert Stigwood signing, singer Simon Scott, paying promotional visit to U. S. in October. . . . Dusty Springfield confirmed for British tour with Brian Poole and the Tremeloes, opening Nov. 14. . . . Polydor released its first British-made disk for several years—"March of the Voomins"—"If You Don't Come Back" by the Voomins. The group has been signed by the Grade Organization. . . . Brian Epstein's latest signing, the Rustiks, had their first single, "What a Memory Can Do" released by Decca on Sept. 4. . . . Booked for ATV's networked "Sunday Night at the London Palladium" are Frank Ifield (Sept. 20), Shirley Bassey (27), Erroll Garner (Oct. 4), and Freddie and the Dreamers (25). . . . Reprise released "Hello Dolly" single by Frank Sinatra with Count Basie Orchestra. . . . Sales of Rolling

Stones' "Five By Five" EP nearing 500,000.
GEORGE TREMLETT

SYDNEY

Electro Accoustic Products of Malaysia will release the two City Slickers' albums "Dancing Aussie Style" and "Dancing Only." Both of these albums are enjoying good sales in Australia and they should be welcomed on the Malaysian market, especially among Australian servicemen stationed there. . . . Johnny Chester's "Bye Bye Johnny" has been released in the United States by Interphon, a division of Vee Jay Records.

W & G introduced their revolutionary Blue Label Series LP's. These economy-priced albums with top quality artists. Marty Angus, W & G sales chief, reports good acceptance by dealers who claim that this type of merchandise is helping against the myriad record clubs that have taken control of dealer sales.

Frederick C. Marks, Festival's executive director, recently back from Tokyo, after contractual agreements with King Records, stated that he had arranged for the release in Japan of the single "Little Treasure of Japan," the English version of the Japanese million-plus seller "Kon Nichi Wa Akachan" by Noleen Batley. The Japanese song was originally performed by Miss Michiyo Azusa gaining for King Records Japan's highest award, the Disque Grand Prix. Both versions have been released in Australia by Festival. Marks said that right now, recordings sung in English are breaking big in Japan. . . . 20th

(Continued on page 31)

Congratulations and Thank You

R&B D.J.'s in Baltimore, Washington and Detroit for the Billboard R&B Regional Breakout

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GOODBYE GIRL / I'd Do Anything by Ritchie Dean (102)

SIXTEEN TONS / I'm Gonna Lose My Mind
by Harry Nilsson (103)

tower
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...“DEARIE” SURPASSING “DOLLY” IN RACE FOR
NO. 1 SPOT...RECORDED SEPTEMBER 3...FIRST
1/5 MILLION ORDERS SHIPPED SEPTEMBER 9...



SO LONG, DEARIE



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FROM THE FABULOUS
BROADWAY SHOW

'HELLO, DOLLY'

**LOUIS
ARMSTRONG**



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CLASSICAL SPOTLIGHT

HENZE: ELEGIE FÜR JUNGE LIEBENDE

Hans Werner Henze, Deutsche Grammophon SLPM 138876 (S)

DDG has come up with another first with this package, the first recording of the Hans Werner Henze opera. Impressive and penetrating performances by a top-notch cast consisting of Martha Modl, Dietrich Fischer-Dieskau, Thomas Hemsly, Catherina Gayer and others. Henze conducts. Complete text included.



CLASSICAL SPOTLIGHT

RAVEL: PIANO CONCERTO IN G MAJOR/FALLA: NIGHTS IN THE GARDENS OF SPAIN

Philippe Entremont, piano; Philadelphia Orch. (Ormandy). Columbia ML 6029 (M); MS 6629 (S)

There are, of course, a number of first-rate recordings available of the Piano Concerto in G Major. However, the album spotlights the fine talent of Entremont, a rapidly rising pianist. Under the direction of the Master, Eugene Ormandy, both the Ravel and Falla works are justly and most effectively treated. The coupling of the well established and the new should prove successful.



CLASSICAL SPOTLIGHT

BEETHOVEN: QUARTET IN B FLAT, OP. 135/GROSSE FUGUE, OP. 133

Fine Arts Quartet; Concert-Disc M 1249 (M); CS 249 (S)

A truly fine work. The Grosse Fugue is made greater by the quartet. This is a must for chamber music devotees who wish to hear the fugue and Opus 35 performed with technical brilliance and compassion.

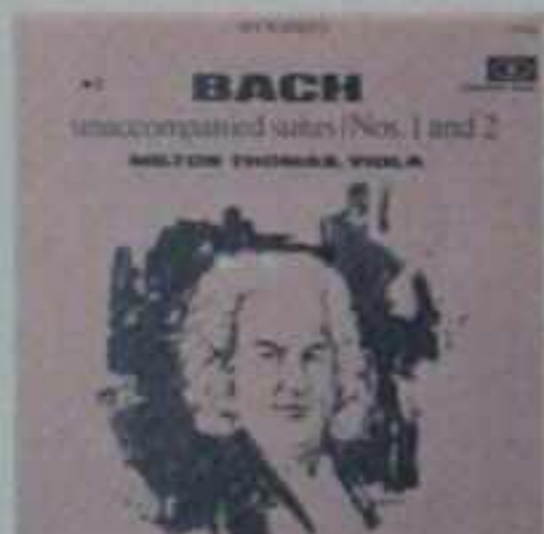


CLASSICAL SPOTLIGHT

MENDELSSOHN: QUARTETS IN A MINOR & D MAJOR

Juilliard String Quartet. Epic LC 3887 (M); BC 1287 (S)

This is the only available recording in either mono or stereo of the two works. It should be a welcome addition to any classical music library.



CLASSICAL SPOTLIGHT

BACH: UNACCOMPANIED SUITES, NOS. 1 & 2

Milton Thomas. Concert-Disc 1246 (M); CS 246 (S)

This series is a tour de force for the performer. Thomas displays great technical skill in the six suites (on 3 LP's) which master the problem of harmony for an unaccompanied string instrument. Bach composed the works around 1770.



LOW PRICE SPOTLIGHT

LIVING STRINGS AND LIVING VOICES WITH A HAPPY BEAT

RCA Camden CAL 837 (M); CAS 837 (S)

Another fine album in the series. The most listenable Living Strings and Living Voices blend with a gentle beat that makes for ideal listening or dancing. A few of the smoothies included are "Sweet and Lovely," "Mack the Knife," "Crooked Little Man."



CLASSICAL SPOTLIGHT

THOMAS: MIGNON

Choeur Raymond St. Paul/Orchestre Lamoureux, Paris (Fournet). Deutsche Grammophon SLPEM 136279 (S)

This stereo album is perhaps the most comprehensive version recorded thus far of "Mignon." The highlights are offered completely in French, another interesting aspect for many classical record collectors.



LOW PRICE SPOTLIGHT

DIXIELAND AT ITS BEST

Various Artists. RCA Camden CAL 838 (M); CAS 838(e) (S)

This is Dixieland at its finest, and all recorded "live" in New Orleans. It's hard to give out special plaudits on individual performances because everyone does such an outstanding job. There's enough variety here to suit every Dixieland lover's taste.

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

WHERE DID OUR LOVE GO

Supremes. Motown MT 621 (M); S 621 (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.

R. F. D . . .

Marty Robbins, Columbia CL 2220 (M); CS 9020 (S)

LESTER LANIN PLAYS FOR DANCING . . .

Philips PHM 200-132 (M); PHS 600-132 (S)

MY KIND OF FOLK SONGS . . .

Gale Garnett, RCA Victor LPM 2833 (M); LSP 2833 (S)

I WISH YOU LOVE . . .

Andre Kostelanetz & His Ork, Columbia CL 2185 (M); CS 8985 (S)

ELLINGTON . . .

Duke Ellington, Reprise R 6122 (M); RS 6122 (S)

MY FAIR LADY . . .

Ferrante & Teicher, United Artists UAL 3361 (M); UAS 6361 (S)

GREAT THEMES FROM HIT FILMS . . .

Enoch Light & His Ork, Command RS 871 (M); RS 871 5D (S)

MILES DAVIS IN EUROPE . . .

Columbia CL 2183 (M); CS 8983 (S)



LOW PRICE SPOTLIGHT

I DON'T WANT TO GO TO BED

Jim Dukas & Kay Lande. Harmony HL 9549 (M)

If you have a boy or girl, or both, this record will give you and the kids a big chuckle. Based on the best selling children's book, this disk offers delightful entertainment. Jim Dukas and Kay Lande are authentic as parents. Adaption is by Lois Wyse.



LOW PRICE CHILDREN'S SPOTLIGHT

LET'S HAVE A PUPPET SHOW

Paul & Mary Ritts. Harmony HL 9547 (M)

Plenty of sound effects, amusing voices and characterizations. The little youngsters will be delighted with the stories and presentation as well as the lively songs.



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

PETER NERO PLAYS SONGS YOU WON'T FORGET

RCA Victor LPM 2935 (M); LSP 2935 (S)

Nero's treatment of the standards, including the oft-heard "Hello Dolly," carry enough conviction to make this album a strong seller on any dealer's shelf. It's a real good commercial sound, with Nero's piano gymnastics backed up by a swinging combo. He plays it safe with his selection of standard material, and that's playing it safe at the cash register.



POP SPECIAL MERIT

BOBBY VINTON'S GREATEST HITS

Epic LN 24098 (M); BN 26098 (S)

The wrap-up of such previous Bobby Vinton clicks is a natural to attract many album buyers. It will be hard for them to resist songs such as "Mr. Lonely," "Blue Velvet," "Blue on Blue" and others.



POP SPECIAL MERIT

MORE JUNGLE DRUMS

Morton Gould & His Ork. RCA Victor LM 2768 (M); LSC 2768 (S)

It's great blending, Morton Gould with a follow-up to his previous Jungle Drums album with Dynagroove for good measure. Loads of listening and programming entertainment here as the "Peanut Vendor," "Brazil," "Siboney," "España Cani" and other top Latin tunes get the delightful touch of Gould.



POP SPECIAL MERIT

SOUNDS OF THE GREAT BANDS IN LATIN, VOLUME 9

Glen Gray Casa Loma Orchestra. Capitol T 2131 (M); ST 2131 (S)

Although Glen Gray is dead, his Casa Loma Orchestra continues recording for Capitol with continuing success. This is the ninth album in a series that utilizes top musicians, like Skeets Herfurt and Shorty Sherock, big band arrangers Van Alexander, Billy May and Larry Wagner, and features big hits like "A String of Pearls" and "Frenesi," done up in the original band style (Miller, Shaw, Ellington, etc.) and adds a slight Latin touch. Top adult appeal and programming fare.



CLASSICAL SPECIAL MERIT

STRAWINSKY: LE SACRE DU PRINTEMPS

Berliner Philharmoniker (Von Karajan). Deutsche Grammophon SLPM 138920 (S)

Herbert Von Karajan and the Berlin Philharmonic Orchestra give a masterful performance of the Stravinsky masterpiece. Le Sacre Du Printemps is a challenging piece, but the Berlin maestro is up to the challenge.



CLASSICAL SPECIAL MERIT

TCHAIKOVSKY: SWAN LAKE, SLEEPING BEAUTY & NUTCRACKER BALLETS

Philadelphia Orchestra (Ormandy). Columbia M3E 306 (M); M3S 706 (S)

A package marked with much commercial appeal. Three most popular ballets are represented in stereo. Ormandy and the Philadelphia have a mono coupling of two of the ballets and a stereo version of one. Despite this, the package should register well with the buyer.



CLASSICAL SPECIAL MERIT

MOZART: KLAVIERKONZERTE D-MOLL KV 466, B-DUR KV 456

Camerata Academica des Salzburger Mozarteums Leitung und am Klavier (Anda). Deutsche Grammophon SLPM 138917 (S)

This is Anda's third album of Mozart Piano Concerti. No. 18 in B flat major, K 456, is a stereo first with this release. It is expertly performed. No. 20 in D Minor, K 466, is already well represented by outstanding mono and stereo recordings that may overshadow this one.



FOLK SPECIAL MERIT

THE JUDY COLLINS CONCERT

Elektra EKL 280 (M); EKS 7280 (S)

Judy Collins is one of the more important female folk artists around today, and this recording of a concert performed in New York's Town Hall last March ably shows why. She's distinctive and meaningful all the way through.



POLKA SPECIAL MERIT

M.R. B's POLKA PARTY

Ray Budzilek. Epic LN 24108 (M); BN 26108 (S)

And a fine album it is for parties, too! Ray, long the "King of the Polka" in Cleveland, has now spread his talent throughout the country to where he is ranked among the top polka outfits anywhere. There's plenty of fun songs for singing and dancing—all expertly performed.



LOW PRICE SPECIAL MERIT

MUSIC FOR DANCING

Living Strings. RCA Camden CAL 835 (M); CAS 835 (S)

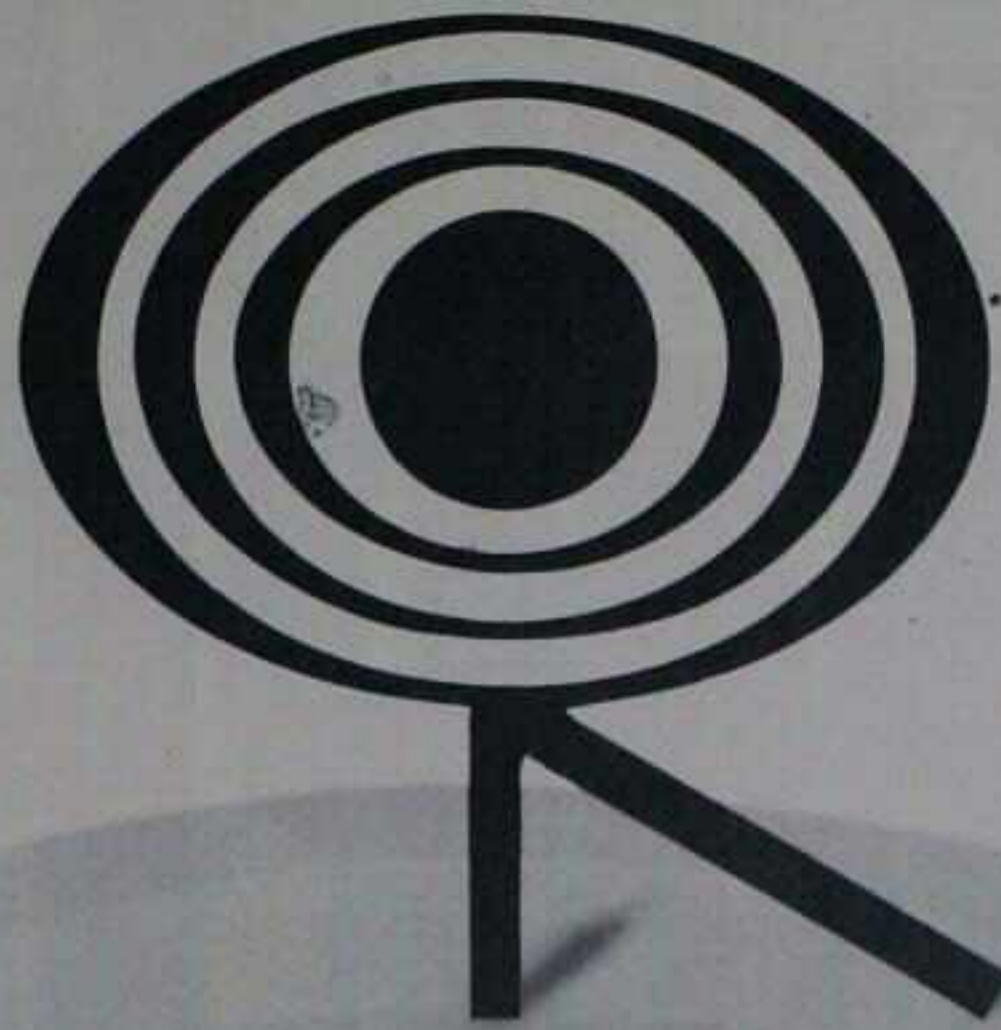
Those Living Strings lead the sales line for the budget-priced Camden label, and this is *(Continued on page 25)*

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.

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TRUMPET**

c/w

**ALMOST
THERE**

31666

From the Ross Hunter Production
"I'd Rather Be Rich"
A Universal Picture

on

DECCA



naturally

ALBUM REVIEWS

Continued from page 22

another in a series of albums that is bound to find plenty of buyers. The back liner calls the album "A Delightful Dance Program in Discotheque Style," and all the dance rhythms from Fox Trot to Mambo are done in great big band style. Great for station change of pace programming without flipping discs, too!

★★★★
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

COMMAND PERFORMANCE! LES & LARRY ELGART PLAY THE GREAT DANCE HITS
 Columbia CL 2221 (M); CS 9021 (S)

DANCE WITH THE JET SET!
 Various Artists, Crescendo GNP 2002 (M)

GO, TEAM, GO!
 Norman Luboff Choir, RCA Victor LPM 2924 (M); LSP 2924 (S)

LIVE AT THE AD-LIB CLUB OF LONDON
 The Aztecs, World Artists WAM 2001 (M)

THE UNBEATABLES AT PALISADES AMUSEMENT PARK
 Fawn LP 5050 (M)

ALLEN LUDDEN SINGS HIS FAVORITE SONGS
 RCA Victor LPM 2934 (M); LSP 2934 (S)

CLASSICAL

BACH: THE ART OF THE FUGUE, CONTRAPUNCTI XII THROUGH XIX, INCLUSIVE
 Fine Arts Quartet/New York Woodwind Quartet, Concert-Disc M 1250 (M); CS 250 (S)

DVORAK: QUINTET IN A—OPUS 81
 Fine Arts Quartet/Frank Glazer, Piano, Concert-Disc M 1251 (M); CS 251 (S)

MOZART: STREICHQUARTETTE G-DUR KV 387 und A-DUR KV 464
 Amadeus Quartett, Deutsche Grammophon SLP 138909 (S)

FOSS: TIME CYCLE
 Improvisation Chamber Ensemble, Epic LC 3886 (M); BC 1286 (S)

FAURE: REQUIEM/CANTIQUE DE JEAN RACINE
 Philippe Caillare Chorale/The National Orchestra of Monte Carlo Opera (Fremaux), Epic LC 3885 (M); BC 1285 (S)

MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM/ITALIAN SYMPHONY
 Philadelphia Orchestra (Ormandy), Columbia 6928 (M); MS 6628 (S)

COUNTRY

SQUARE DANCE HOOTENANNY
 Buddy Durham with Ben Smathers & the Stony Mountain Cloggers, Columbia CL 2217 (M); CS 9017 (S)

LOW PRICE CHILDREN'S

GALLOPING ON MY DINOSAUR & OTHER FUN SONGS FOR CHILDREN
 Larry Thor, Harmony HL 9548 (M)

FOLK

TEAR DOWN THE WALLS
 Joe & Eddie, Crescendo GNP 2005 (M)

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

POPULAR

SOMETHING WONDERFUL HAPPENS.
 Frankie Fanelli, RCA Victor LPM 2898 (M); LSP 2898 (S)

FOLK

TIM MORGAN SINGS MARIA
 Fink 1005 (M)

THE WAYFARERS AT THE WORLD'S FAIR
 RCA Victor LPM 2946 (M); LSP 2946 (S)

JOLLY JOE AND HIS JUG BAND
 Piedmont PLP 13160 (M)

SPIRITUAL

LITTLE JIMMY DEMPSEY
 Sing MFLP 8055 (M)

REV. ROBERT WILKINS
 Piedmont PLP 13162 (M)

YESTERDAY TODAY FOREVER!
 Nyack Missionary College Choirs, Quartet & Band, Word W-3323 (M)

CLASSICAL

BRAMMS: RHAPSODIEN OP. 79; CAPRICCI OP. 76 NR. 1 & 2; INTERMEZZO OP. 76; FANTASIEN OP. 116
 Wilhelm Kempff, Deutsche Grammophon SLP 138903 (S)

LATIN

QUE CHEVERE, VOL. II
 Orlando Marin & His Ork. Alegre LPA 831 (M)

INTERNATIONAL

IRMA SERRANO
 Columbia EX 5125 (M)

Ava Promo Mgr.

HOLLYWOOD — Jack Magraw has joined Ava as national promotion manager. He was formerly with Reprise. His appointment strengthens the executive staff, which includes president Glen Costin, who bought the company several months ago; a&r vice-president Jackie Mills, singles head Joe Saracino plus business consultants Joe Lee and Clyde Carson.

BOSMANS DIES IN BRUSSELS

BRUSSELS — Robert Bosmans, 50, well-known Belgian music publisher, died in Brussels Aug. 18.

Bosmans was head of the publishing house of Bens. He represented Spanka Music, Aldon Music and other important catalogs in Belgium. His widow and two children survive.

3 Named to NARAS Bd.

HOLLYWOOD—Pete King and F. M. Scott have been elected to the national board of trustees of NARAS by the local chapter's board of directors. Re-elected was Mack David with Van Alexander and Dave Cavanaugh retiring. Other trustees are Les Brown, Sonny Burke, John Trotter and Paul Weston.


KIP TYLER

"THAT BELL OF FREEDOM"

#710



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September 4, 1964

Mr. Sumner Ahlbum
 Public Relations Dept.
 Radio Free Europe
 345 E. 46th Street
 New York 17, New York

Dear Mr. Ahlbum:

I have just heard the record, THAT BELL OF FREEDOM, by KIP TYLER and I've been following the national ad campaign in the trades. I understand that Kip Tyler had dedicated his artist royalties from the sale of this record to the RADIO FREE EUROPE FUND, a cause which I enthusiastically favor, and that R.F.E. is considering a tie-in promotion.

In my opinion, this record has a tremendous message and still it has the sound of a commercial hit to it. The lyrics are definitely in good taste and the singer's voice is exceptionally good, unlike most other singers of today who must rely upon a gimmick to make it.

I, too, will personally do all I can editorially as the Publisher of the Miami Beach REPORTER and in my column "Braun Over Miami" to help in whatever way I can through my various contacts.

Please let me hear from you.

Sincerely,
Paul M. Bruun
 Paul M. Bruun,
 Publisher.

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COUNTRY MUSIC CORNER

By BILL SACHS

Connie Smith, a protegee of the Bill Anderson Enterprises, has signed with the Wil-Helm Agency, Nashville, for personals. . . . **Buck Owens and His Buckaroos** are currently winging it through Virginia, Maryland and North Carolina. . . . **David Houston**, managed by **Tillman Franks**, is routed for Tampa Sept. 18-19; Austin, Tex., 25, and San Antonio, 26, on dates arranged by the **Hubert Long** office, Nashville. The **Cedar Grove Three** will accompany Houston on all stands. Epic Records has rushed a single release on "Love Looks Good On You," from Houston's album, "New Voice From Nashville." Flip on the single is "My Little Lady." . . . **Gary Williams** is holding forth with a five-piece combo at the 17 Club, Billings, Mont. Williams has a new single on the Panorama label, coupling "Alaska" with "Rule No. 1." Gary puts in his spare moments handling regular writing assignments for Real West and The West magazines.

The **Faron Young** radio show, with **Tompall and the Glaser Brothers**, has renewed for 26 more weeks by the Pearl Brewery of San Antonio. The radio seg covers a five-State area. . . . **Billy Walker** is on an extended tour arranged by Key Talent, Nashville. Trek covers the Middle West and West Coast and will keep Walker occupied until Oct. 30. He will make several weekend flights to

Nashville during the tour to appear on "Grand Ole Opry." . . . The switch is still to country music. Among the stations to recently adopt an all-country format are WHHL, Holly Hill, S. C.; WGYW, Knoxville; WKBX, Winston-Salem, N. C.; WBRG, Lynchburg, Va., and WMGS, Perrysburg, Ohio. . . . Record promoter **Slick Norris**, of Highland, Tex., is label shopping to place **Ray Frushay**, who hails from Austin, Tex., and who, Slick says, is heavy on the talent end.

Pamper Music songwriter **Hank Cochran** recently completed his first RCA Victor album, with release slated for early in November. The deck comprises hit songs originally recorded by other artists, but all written by Cochran. . . . **Myrna Lorrie**, who at the age of 14 was voted No. 2 in the up-and-coming female vocalists category back in 1955, has returned to the country music field, with a new release, cut in Nashville recently, due out late in September. Myrna began her recording career with the Abbott label, later shifting to RCA Victor. She is the writer of "Are You Mine," which was recorded by **Red Sovine** and **Goldie Hill**, and later by **George Jones** and **Margie Singleton**.

Judy Kaye and the Kadettes are set for the Nevada Nugget, Carson City, Nev., for the Nov. 9-25 period, booked by the Gibbs Agency, Wichita Falls, Tex. Following the Nugget engagement, the group works Winnemucca, Neb., Nov. 30 through Dec. 13; then winds up the year in Minot, N. D., Dec. 18 through Jan. 3. Prior to the Carson City stand, the unit plays Colorado Springs, Colo.; Abilene and Wichita Falls, Tex., and Altus, Okla., followed by a fortnight's swing covering Egin Air Force Base, Florida; Ozark, Ala.; Ely, Nev., and Sierra Vista, Ariz. The group comprises thrush **Judy Kaye**; **El Mills**, piano, vocals and emcee; **Jerry Case**, lead guitar and vocals, and **Jerry Howard**, drums.

Jill Lawhon, 15-year-old country singer, has returned to Oklahoma City to begin her sophomore year in high school. Miss Lawhon recently cut her first record session in Nashville on a tune called "Just Like That, With a Snap of a Finger," penned by **Robert Riley**, of Tree Publishing Company. **Bobby Boyd**, of Boyd Records, Oklahoma City, has begun a drive to promote the new country singer and is slated to hop into Nashville soon in search of material for an album. . . . **Leon Payne** has signed



STU PHILLIPS, the Travelin' Balladeer, seen coast to coast on Canada's CBC Television Network with country music. Now on Columbia Records, Stu's first with the label is "HEART" (Col. #4-42978), a beautiful ballad and a "HEART" that's destined to "break." (Advertisement)

a recording pact with **Dewey Groom's** Longhorn Records, which last week began its seventh year of operation. . . . Country music vet **Gabe Tucker** and wife **Sunshine** motored to Las Vegas recently, where they were guests at a house-warming celebration given by **Judy Lynn** and her husband **John Kelly**, who recently moved into their new home there.

Ramblin' Lou, of Station WJLL, Niagara Falls, N. Y., sponsors his next bus tour to WWVA's "Jamboree" in Wheeling, W. Va., Sept. 26-27. A fee of \$28.50 covers everything—meals, hotel, bus trip, tickets for both shows, tips and taxes. . . . **Eddie Zacks**, of WRIB's "Hayloft Jamboree," Providence, R. I., kicks off his season's live-show series Sept. 26, with **Kitty Wells** headlining along with **Bill Phillips** and **Johnny Wright's** Tennessee Mountain Boys.



CMA's BUILDING FUND gets another boost as **Cliffie Stone**, president of Central Songs, Inc., of Hollywood, hands CMA President **Tex Ritter** a check for the first payment on his \$10,000 pledge.



VETERAN MUSIC MAN **PAUL COHEN**, who heads the Nashville operations for Kapp Records, goes over details of the recording contract which **Hugh Lewis** (right) has just signed with the label. Lewis is one of Cedarwood Publishing Company's top tunesmiths and penned the award-winning "BJ the DJ," by **Stonewall Jackson**, and **Carl Smith's** present chart rider, "Take My Ring Off Your Finger." Lewis cut his first session for Kapp last week.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Bob Luningham, for the last three years associated with KRZE, Farmington, N. M., as deejay and on sales, has taken a similar position with WRHC, Jacksonville, Fla. . . . **Tony Glenn** has taken over PD duties at WJLE Radio, Smithville, Tenn., serving the Nashville area on 1480 k.c. He puts in a plea for records from the diskeries and invites c&w artists playing the territory to drop in for a visit. . . . **Jack Reno** and **Uncle John Barton** divide the deejay duties at WHOW, all-country & western 5,000-watter at Clinton, Ill. "We receive horrible service from Decca and poor from Capitol," writes Reno, "but great from Columbia and RCA Victor."

After seven years of playing c&w music on WCNS, Canton, Ohio, deejay-promoter **Ken Speck** has resigned his post there to do a syndicated, free-lance c&w seg, "The Kissin' Kuzzin Show," to be heard over five Ohio stations. Speck says he's badly in need of c&w and gospel records. He gets his mail at Music Land Enterprises, 1917 Mahoning Road, N.E., Canton, Ohio. . . . **Cousin Conroy** reports from WJEF, Grand Rapids, Mich., that the station recently inaugurated a three-hour country music show that has promise of a No. 1 rating in that multiple market. Conroy's big problem is the lack of an adequate library. He asks the co-operation of the record companies and artists. . . . **Weldon Rogers** has joined the platter-spinning brigade at KPIK Radio, Colorado Springs, Colo.

Cliff Coldiron, formerly at WEHH, Horseheads, N. Y., is now serving as full-time announcer and deejay at WCHN, Norwich, N. Y. Cliff spins country stuff from 5:30 to 7 a.m. and 3 to 4 p.m. daily. "We have a fairly good library at WCHN," scribbles Cliff, "but we can always use more." . . . After several years with KEOS, only c&w outlet in Flagstaff, Ariz., **Tom Byrd** has transferred his operations to KHOS, Tucson, Ariz. . . . **James Pinkston**, record librarian at KZIP, Amarillo, Tex., writes: "We have been getting very good single service here, but are in desperate need of country LP's," Pinkston typewrites. "RCA Victor and Columbia have

been excellent on service, but we need more help from the others."

Jimmie Skinner, of the Jimmie Skinner Music Center, the almost-100-per-cent country music house located in downtown Cincinnati, recently inaugurated a new c&w platter seg on WMOH, Hamilton, Ohio. To keep the show sparkling, Jimmie says he could use more sample records from the diskeries and artists. He asks that they be sent to his home, 5071 Dennison Drive, Fairfield, Ohio. . . . **Rocky Nash**, of CHLO, St. Thomas, Ont., reports that a recently instituted listener-audience-participation seg called "Dial a Country Album," has been ringing the station's phones off the hook. Show is made up of three chosen albums, and listeners may hear a selection from any of the three by simply calling into the station. Nash winds up by saying that he needs American-pressed disks badly. Send them to him at the station.

Robin Scott, formerly music director at WCNT, Centralia, Ill., has accepted the post of musical director at Station KFDI, Wichita, Kan. . . . Besides his daily show on XERB, Chula Vista, Calif.,

(Continued on page 29)



WESLEY ROSE, president of Hickory Records; **Eddie Albert** (center), newly signed Hickory artist, and **Boudleaux Bryant**, Acuff-Rose songwriter, listen to playback of Albert's first Hickory session recently at Columbia's Nashville studios.

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HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY for Week Ending 9/19/64

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 GUESS I'M CRAZY Jim Reeves, RCA Victor 8383	11	26	24	MY HEART SKIPS A BEAT Buck Owens, Capitol 5136	26
2	2	DANG ME Roger Miller, Smash 1881	16	27	30	GIVE ME 40 ACRES (To Turn This Rig Around) Willis Brothers, Starday 681	3
3	5	THE BALLAD OF IRA HAYES Johnny Cash, Columbia 43058	11	28	29	THE NESTER Lefty Frizzell, Columbia 43051	7
4	4	I DON'T LOVE YOU ANYMORE Charlie Louvin, Capitol 5173	14	29	34	WORKIN' IT OUT Lester Flatt & Earl Scruggs & the Foggy Mountain Boys, Columbia 43080	6
5	3	THE COWBOY IN THE CONTINENTAL SUIT Marty Robbins, Columbia 43049	14	30	23	THEN I'LL STOP LOVING YOU Browns, RCA Victor 8348	19
6	6	I LOVE TO DANCE WITH ANNIE Ernest Ashworth, Hickory 1265	14	31	31	PLEASE BE MY LOVE George Jones & Melba Montgomery, United Artists 732	3
7	16	I DON'T CARE Buck Owens, Capitol 5240	4	32	32	CIRCUMSTANCES Billy Walker, Columbia 43010	22
8	7	PASSWORD Kitty Wells, Decca 31622	17	33	37	STRONGER THAN DIRT Glenn Barber, Starday 676	4
9	9	SECOND FIDDLE (To An Old Guitar) Jean Shepard, Capitol 5169	17	34	26	SWEET ADORABLE YOU Eddy Arnold, RCA Victor 8363	10
10	8	ME Bill Anderson, Decca 31630	9	35	44	JUST BETWEEN THE TWO OF US Merle Haggard & Bonnie Owens, Tally 181	2
11	13	BAD NEWS Johnny Cash, Columbia 43058	9	36	33	I STEPPED OVER THE LINE Hank Snow, RCA Victor 8334	12
12	15	HERE COMES MY BABY Dottie West, RCA Victor 8374	5	37	38	WINE, WOMEN AND SONG Loretta Lynn, Decca 31608	21
13	14	SAM HILL Claude King, Columbia 43083	6	38	—	CHUG-A-LUG Roger Miller, Smash 1926	1
14	18	DON'T BE ANGRY Stonewall Jackson, Columbia 43076	5	39	39	PUT YOUR ARMS AROUND HER Norma Jean, RCA Victor 8328	14
15	25	PLEASE TALK TO MY HEART Ray Price, Columbia 43086	3	40	40	I'M HANGING UP THE PHONE Carl Butler & Pearl, Columbia 43030	16
16	10	MEMORY #1 Webb Pierce, Decca 31617	17	41	36	SORROW ON THE ROCKS Porter Wagoner, RCA Victor 8336	22
17	27	FORT WORTH, DALLAS OR HOUSTON George Hamilton IV, RCA Victor 8392	4	42	46	IF ANYONE CAN SHOW CAUSE Glenn Barber, Starday 676	5
18	11	ONE IF FOR HIM, TWO IF FOR ME David Houston, Epic 9690	11	43	—	EVERYTHING'S O. K. ON THE LBJ Lawton Williams, RCA Victor 8407	1
19	21	CHIT AKINS, MAKE ME A STAR Don Bowman, RCA Victor 8384	9	44	35	BE QUIET MIND Ott Stephens, Reprise 0272	15
20	20	WHERE DOES A LITTLE TEAR COME FROM George Jones, United Artists 724	14	45	43	BLUE GUITAR Sheb Wooley, MGM 13241	10
21	17	MR. AND MRS. USED TO BE Ernest Tubb & Loretta Lynn, Decca 31643	9	46	42	TALKING TO THE NIGHT LIGHTS Del Reeves, Columbia 43044	7
22	22	TAKE MY RING OFF YOUR FINGER Carl Smith, Columbia 43033	14	47	47	BLUE BIRD LET ME TAG ALONG Rose Maddox, Capitol 5186	8
23	28	DERN YA Ruby Wright, Ric 126-64	3	48	41	BE BETTER TO YOUR BABY Ernest Tubb, Decca 31614	14
24	12	TOGETHER AGAIN Buck Owens, Capitol 5136	25	49	50	BLUE SMOKE Warren Smith, Liberty 55699	8
25	19	ASK MARIE Sonny James, Capitol 5197	7	50	45	INVISIBLE TEARS Ned Miller, Fabor 128	22

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 WALK THE LINE Johnny Cash, Columbia CL 2190 (M); CS 8990 (S)	11	11	12	BEFORE I'M OVER YOU Loretta Lynn, Decca DL 4541 (M); DL 74541 (S)	5
2	3	THE BEST OF JIM REEVES RCA Victor LPM 2890 (M); LSP 2890 (S)	7	12	14	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	37
3	2	BEST OF BUCK OWENS Capitol T 2105 (M); ST 2105 (S)	11	13	6	MORE HANK SNOW SOUVENIRS RCA Victor LPM 2812 (M); LSP 2812 (S)	22
4	4	MOONLIGHT AND ROSES Jim Reeves, RCA Victor LPM 2854 (M); LSP 2854 (S)	16	14	18	LOVE LIFE Ray Price, Columbia CL 2189 (M); CS 8989 (S)	3
5	5	ROGER AND OUT Roger Miller, Smash MGS 27049 (M); SRS 67049 (S)	7	15	20	R. F. D. Marty Robbins, Columbia CL 2220 (M); CS 9020 (S)	3
6	7	GOLDEN COUNTRY HITS Hank Thompson, Capitol T 2089 (M); ST 2089 (S)	7	16	13	GUITAR COUNTRY Chet Atkins, RCA Victor LPM 2783 (M); LSP 2783 (S)	33
7	11	TOGETHER AGAIN/MY HEART SKIPS A BEAT Buck Owens & His Buckeroos, Capitol T 2135 (M); ST 2135 (S)	3	17	16	WEBB PIERCE STORY Decca DXB 181 (M); DXSB 7181 (S)	5
8	8	THANKS A LOT Ernest Tubb, Decca DL 4514 (M); DL 74514 (S)	7	18	15	LORETTA LYNN SINGS Decca DL 4457 (M); DL 74457 (S)	36
9	9	PORTER WAGONER—IN PERSON RCA Victor LPM 2840 (M); LSP 2840 (S)	14	19	19	TRAVELIN' WITH DAVE DUDLEY Mercury MG 20927 (M); SR 60927 (S)	2
10	10	THERE STANDS THE GLASS Carl Smith, Columbia CL 2173 (M); CS 8973 (S)	12	20	17	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20896 (M); SR 60896 (S)	32

NASHVILLE SCENE

By DON LIGHT

Ray Pillow, new Capitol recording artist, cut his second session for the label last week under the direction of Marvin Hughes. Pillow and his manager, Joe D. Taylor, leave this week for Columbus, Ohio, where Ray will be doing TV appearances and other promotions for the big "Grand Ole Opry" show slated to play Columbus Sept. 22. . . . Stan Hitchcock, Epic recording artist and Nashville representative for Earl Burton Music Company, cut a session for the label's Billy Sherrill last week.

The Newbeats, hot new Hickory Records act, left for a rush trip to England last week, where they were to make TV and radio appearances. They were accompanied

by Jim McConnell of the Acuff-Rose Artist Corporation. . . . Roger Miller just returned from New York where he taped a Jimmy Dean show. . . . Floyd Cramer, busy "Nashville sound" pianist, recorded an album for RCA last week, with Chet Atkins handling the a&r chores.

George Kent was in town last week to record for Jimmy Keys' Rice Records. He then left for Colorado, Texas and Oklahoma. . . . Jimmy Martin and the Sunny Mountain Boys are set for a tour opening in Lafayette, Ind., this week and closing in Seattle, Wash., Oct. 11. . . . The Everly Brothers, Don and Phil, former Nashville residents, were in from the West Coast last week and recorded for Warner Bros. under the direction of Wesley Rose.

WITH THE COUNTRY JOCKEYS

• Continued from page 28

Buck Wayne is now on XEG, Fort Worth, from 6-7 each evening; then back each morning from 12:45 to 5. Station XEG covers all 50 States. . . . Mike Oatman has moved from KHEY to KFDI in Wichita, Kan., where he is serving as program director and doing a morning show from 5 til 9—all country, of course. KFDI is 10,000 watts and covers 82 per cent of Kansas and 26 per cent of Oklahoma. Mike says he is in need of country singles and albums.

John Harford last week joined KTCB, Malden, Mo., where he's airing four hours of country music, six days a week. Sample records will reach him at that address.

Harford is the writer of "Every Little Pretty Girl," a new release by Jimmy Payne on RIC Records. The Harfords, a folk-bluegrass group comprising John, his wife and Pat Burton, is making personal out of Malden. . . . Deejay copies of Johnny and Jonie Mosby's "How the Other Half Lives" b.w. "Stolen Paradise," and Billy Walker's "Down to My Last Cigarette" b.w. "Cross the Brazos at Waco," may be obtained by writing on your station's letterhead to Slick Norris at P. O. Box 653, Highlands, Tex. . . . Pleasant Ray Hegwood and Big Jim Hess are the country personalities on Station WGYW, Knoxville, which recently adopted an all-country format. The boys say they need country records of all kinds and vintage.

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increases impulse
sales"



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increased impulse sales when they overwrapped albums in Cryovac Y-Film. Y-Film is clear, tough and shrinks to a skin-tight fit. Because it's tough it practically eliminates the rewraps that usually result from the rough and tumble of self-service retailing. The sparkling clarity of Y-Film makes albums stand out, so they have greater impulse appeal to buyers. Why not find out for yourself that Cryovac Y-Film is the surest way to wrap up self-service sales?



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NEWS OF THE WORLD

• Continued from page 18

Century-Fox's "What a Way to Go" is to be released in Sydney this month. Festival will issue the soundtrack album plus a single of main title.

GEORGE HILDER

OSLO

New man at Norsk Phonogram in charge of the artists and repertoire is **Per Kilde**. He was previously a school teacher and has a large musical background. . . . **Jim Reeves'** "I Love You Because" and "I Won't Forget You" (both RCA Victor) have now reached the 50,000 and 25,000 mark, respectively, and continue to sell. . . . "I Love You Because" moved back into the runner-up position on the local charts and the artist is now a double topper on Norway's Top 10. . . . "We have noticed a very welcome rising tendency in summer sales this year," says **Haakon Tveten**, managing director of Norsk Phonogram. "Now we wonder if it means that the sales are on their way up again or just a fad. The sales have slightly decreased since 1961 — but that was only what we foresaw. Now we hope we are on the right track again," Tveten says. . . . Hottest local artist in Norway today is **Rolf Just Nilssen**, starring in "Stop the World." He has a series of platters, of which "Pappa'n Til Tove Mette" (Tove Mette's Daddy)—a satire on the fathers of young singing lasses on Nor-disk—is ready to move into the charts (this week No. 11). . . . Top Norway artists **Wenche Myhre** and **Per Asplin**, will star together in a local film,

"Who's Doing the Dishes," to go in production September.

Rosemary Clooney's old hit "This Old House" has become a new hit in Scandinavia. **Per Myrberg** has done the song, calling it "Trettifyran" (34) on Metronome. In Norway both **Phillips (Tre Tainers)** and **Troll (Lars Bjune)** have recorded the song. It seems like **Per Myrberg** will move into the Top 10. Multitone has the publishing rights to "Trettifyran." . . . Edition Lyche has the publishing rights to the tunes from the **Beatles'** film "A Hard Day's Night" with the melodies: "If I Fell," "Tell Me Why," "I'm Just Happy to Dance With You," "And I Love Her" and the title song. . . . Swedish **Hootenanny Singers** will represent Sweden in a big international Eurovision TV program, while **Wenche Myhre** will represent Norway. A series of six programs will be televised to Sweden, Norway, Germany, England, Netherlands, Belgium. **ESPEN ERIKSEN**

BUDAPEST

Janos Ferencsik, Budapest State Opera's Generalmusik director, will conduct Puccini's "Madame Butterfly" and Bizet's "Carmen" at the Vienna State Opera this month. . . . **Sandor Szokolay**, young composer of serious music, will attend the music festival in Tours, France, where his new composition "Deploation" for chorus, orchestra and solo piano will have its first performance. The young composer wrote the work in memory of the late **Francis Poulenc**, who showed much interest in Szokolay's works. . . . At Budapest's

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.

IF YOU WANT THIS LOVE . . .

Sonny Knight, Aura 403 (Har-Bock, BMI) (San Francisco)

THAT'S HOW STRONG MY LOVE IS . . .

O. V. Wright with the Keys, Goldwax 106 (Rise, BMI) (St. Louis)

OPPORTUNITY . . .

Jewels, Dimension 1034 (Screen Gems-Columbia, BMI) (Miami)

State Opera Skokolay's new opera is under preparation and will be presented on Oct. 31. . . . This year's festival at Szeged had 12 performances and 70,000 attendance. About 17,000 were tourists. As the festival makes plans for the next season, the following performances are under consideration: The Hungarian opera "Bank Ban," by **Ferenc Erkel**, "Turandot," by Puccini and the Hungarian classical masterwork, "Tragedy of Man," by **Imre Madach**. A world famous ballet company may be invited.

PAUL GYONGY

STOCKHOLM

Alma Cogan visited Sweden for five days and opened at the famous music hall Nalen. . . . **Peter and Gordon** were here at the same time and did one TV show and one concert at the concert hall in Stockholm. . . . The **Streaples**, a group from Gothenburg, are on the Swedish hit list

via EMI. . . . Jazz pianist **Bill Evans** made an LP album with **Monica Zetterlund** before he left for New York. . . . Folk singer **Leon Bibb** visited Sweden after his tour in Russia and did a radio program and a TV show in Stockholm during his stay. In Norway they sell a lot of Swedish records. The reason is that many Norwegians can listen to Swedish disk jockey programs. **Siw Malmqvist's** hit "Skona Mitt Hjarta" is close to a "silver-record" for 25,000 copies.

LEIF MATTESON

HOLLAND

Shirley Zwerus, the new Dutch singing star who impressed audiences recently during her appearance in the Knokke Song Festival, ended in fourth place in the International Song Festival in Sopot (Poland). Greece won the contest. . . . The **Voormolen** has been awarded a prize by the Ministry of Education, Arts and Sciences for

the orchestral work "Chaconne and Fugue." The prize is worth fr. 1500. . . . The Netherlands Opera will be revived by a government foundation which will probably have its seat in Amsterdam. The State secretary, **Drs. L. J. M. van de Laar**, believes opera in this country can be led into right channels if a new institute is founded which meets certain requirements. . . . RCA's famous pianist **Peter Nero** will be present at the Grand Gala du Disque in October. . . . Holland's leading position after the International Song Festival 1964 at the Belgian seaside resort Knokke, focused on the five charming young girls of the winning Dutch team. Twenty-two-year-old **Honka Biluska** got a Phonogram-contract for two years. . . . The **Rolling Stones** were in Holland at the Kurhaus, Scheveningen, where a gang of young punks kicked up a row and

(Continued on page 38)

A
NEW
TONY
ORLANDO

"to wait for love"

A
NEW
HIT
SINGLE
FROM

5-9715



Dallas' KLIF Believes In That Personal Touch

DALLAS—KLIF in Dallas is a radio station which operates on the theory that keeping in personal touch with the listeners pays off. This station, which only recently moved to new quarters, complete with up-to-the-minute broadcast equipment, has become a member of the family both to the kids, the young adults and the not so young adults of the Dallas listening area.

A visit to its new studios impresses to what effect this personal touch approach has had. The place is swamped with visitors, eager for a tour of the plant and a glimpse, or maybe even an introduction to their favorite DJ.

The reason? Well, according to John M. Borders, program director, it is the careful selection of disk jockeys. "We place a strong emphasis on personality in our disk jockeys," Borders said. "We like pleasant, entertaining professionals behind our mikes, disk jockeys who, when they open the mike, have something to say. We don't limit them to time and temperature comments."

This has a big appeal to the teen-ager of the city, and nearly all Dallas area young people feel that they are personally acquainted with KLIF deejays.

But the audience is not confined to the young. The young listeners seem to stick with the station when they are older.

One of the first all-contemporary music stations in the nation, KLIF still follows the musical programming format with which it first caught the fancy of the Dallas audience. In its record selection it uses the "top 40" of the week, plus 20 "climbers." The music director and program director selects these climbers, recordings which seem destined for the top.

Promotional activities play a big part in keeping the station a constant part of public consciousness. "We believe that it is a good idea to have some promotional scheme going all the time," Borders said.

He explained that one of their most successful promotion stunts of the past was the "school spirit" contest in which students of local high schools submitted petitions, signed by pupils of each competing school, with the school submitting the petition

WATV Plays Both Sides

BIRMINGHAM—One of the most confusing terms used in describing a station's music format is "middle-of-the-road." Using the term usually results in getting hit from both sides.

With the above-mentioned hazards in mind and several weeks of planning and experimenting, WATV developed a "middle of the road system" employing Billboard's Pop Standard 20 singles chart mathematically as the system's nucleus.

"We stress heavy play on these records, with slight emphasis on the records that have moved out of BB's top 20 over a month's period," said WATV's Jim Whitehead.

"After the record has had its turn on the heavy exposure rack, we move it into our all-time hit area where it becomes part of WATV's music library. All-time hits receive systematic exposure, too," he said.

"The WATV 'sound' is a combination of simple arithmetic, a bit of algebra and Billboard," observed Whitehead.

FAGGEN OFF ON VACATION

NEW YORK — Gil Faggen, Billboard's radio-TV editor, will vacation with his family for the next two weeks. Faggen will visit the West Coast with stops in Chicago and Memphis.

containing the most signatures being declared winner and being given a free record hop by the station.

This particular type promotion is, of course, aimed almost directly at the youngster. And discussing this wooing of the young listener, Borders said that kids now have much more to spend than did their counterparts of years ago. "These kids have money to spend, and when one of our commercials pleases them they are apt to spend a part of that money on the product advertised."

News also plays a prominent part in the station's programming. It was one of the first stations in Dallas to put a mobile news unit on the streets, and it now has three such news-gathering vehicles prowling the city. News breaks are frequent during the night and day.

One proof that KLIF does not limit itself to an appeal to the teen-ager is that in the fall and winter, during school hours, their commercials are as adult-slanted, so far as products go, as are those of any other Dallas station. Borders admitted that after school hours the appeal in programming and commercials shifted slightly toward the younger age group.

He added that another example for gaining and retaining listener loyalty is the 24-hour per day operation policy of the station. "You might not have so large an audience in the small hours of the morning," he explained, "but those who have to be up really appreciate the fact that you are staying up with them."

NAB Slates 4 Clinics on Programming

WASHINGTON, D. C.—The National Association of Broadcasters initial foray into the great programming wilderness will become a reality this month with the holding of four separate programming clinics.

Allan Page, general manager, KGWA, Enid, Okla., and Joseph E. Baudino, vice-president, Group W, Washington, co-chairmen of the NAB Program Study Committee, announced last week the format and speakers for the clinics scheduled for Palo Alto, Calif. (18); Omaha, Neb. (21); Memphis, Tenn. (23), and Tarrytown, N. Y. (25).

The same speakers will primarily be represented at all four sessions. The "Patterns in Music" panel will consist of: Grover C. Cobb, vice-president and general manager, KVGB, Great Bend, Kan. (moderator); Grahame Richards, vice-president and national program director, Storz Broadcasting; William J. Kaland, vice-president, radio programming, Group W.

(Continued on page 34)

Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX • PROGRAMMING NEWSLETTER

View of Ellington Puts You in Musician's Seat

Duke Ellington: A Portrait In Music, starring Duke Ellington and His Orchestra. Produced by Robert Herridge, directed by Arnee Nocks and Phil Tartilio, technical director, for Metro-media. Shown on KTTV, Los Angeles, Sept. 4.

An hour with the magnificent Duke and cohorts is currently being offered on Metro-media's TV outlets. Guided by the erudite Robert Herridge, whose artistry graced CBS specials in past seasons, the hour with Ellington was a superb example of sound and video blended with loving care.

Cameras and microphones in abundance were shown, which gave an intimate glimpse of the production from the technical standpoint.

Ellington's counter ego, Billy Strayhorn, was stationed in the control room during the taping last June to cue the directors on soloists and sections called into action.

Tight camera work and quick switching from camera-to-camera offered intimate glimpses of the players. The effect was to place the viewer in the musician's seat and reveal what the

world looks like from his vantage point.

The program was a quick glimpse into the creative genius of Mr. Ellington. The well disciplined band offered the "old," a medley of "Black and Tan Fantasy," "Creole Love Song" and "The Mooche," and the newer "Tone Poem to Harlem," a powerful symphonic work. The camera caught Duke directing and booting the men along. At one point in "Harlem," he sat pensively at the piano, head on his hands, eyes closed, and then he was suddenly up and swaying to the beat.

Featured were the wonderful soloists known throughout Ellington land, Johnny Hodge on alto, Cootie Williams and Cat Anderson on trumpet, Lawrence Brown on trombone and Russell Procope on clarinet.

The venerable "Rockin' in Rhythm" led into the final "A Train" theme and Ellington fans will be hard pressed when viewing this show to merely flick off their sets. "Portrait" deserves an annual reprise. With the networks absent from the big band musical scene, the smaller groups, like Metro-media, deserve accolades for filling this void and programming this class material. **ELIOT TIEGEL**

VOX JOX

By GIL FAGGEN



Don Armstrong (left) and Jerry Mason, WHB (Kansas City) DJ's, pose with their winning "go-cart" at the Missouri State Fair. The duo was presented a trophy following a race with fellow airmen Ron Martin, Gene Woodey, Bob Cole and Rock Robbins over a mile-long Sedalia oval track. More than 17,000 people cheered their favorites.

WPAT's (New York) talented John Krance has come up with some brilliantly unique arrangements on the new Mercury album "Broadway Marches," with Frederick Fennell conducting the Fennell Symphonic Winds. I wholeheartedly suggest to all programmers of the "pop-standard" and "standard" sounds to listen to the swiftest version of "Get Me to the Church on Time" I've yet to hear.

I hear my old friend and associate from WPEN (Philly) days, Toby DeLuca, is still a living example of perpetual motion. DeLuca, music director for WFIL AM-FM-TV and the Triangle Stations, is not only musically programming these outlets but preparing to serve his usual tour as basketball statistician for Les Keiter during the broadcast from the U. of P.'s Palestra. I think it only fair at this point to warn the music world that DeLuca is studying voice and may soon branch out from singing at weddings to vying for airplay with David Whitefield.

My thanks to the staff of WRBD (Fort Lauderdale, Fla.) for my membership card as an "Official Rockin' Big Daddy."

"Off we go into the wild blue yonder." Dale Williams. (Continued on page 34)

Integration Nothing New To WGIV

CHARLOTTE, N. C.—With the hew and cry among Negro broadcasters for an integrated industry of radio stations, increasing attention has been focused recently on 1,000-watter WGIV in Charlotte.

The station has had an "integrated" white and Negro air staff for 16 years. Although the station appeals primarily to the Negro populace of the area, it makes every effort not to "discriminate" against its many white listeners.

The music runs the gamut from rhythm and blues and gospel to contemporary. On Sept. 21 the station will launch its "Live 55" playlist, a new music programming system two years in the planning.

"We don't go in for the slogan used by many stations, '100 per cent Negro Programming,'" said WGIV's President and General Manager Francis M. Fitzgerald. "To serve any minority you've just got to get a good portion of the majority, too! We program to the whole," emphasized Fitzgerald.

The station backs this programming with station breaks aired in 14 different languages followed by a broken-English translation. Fitzgerald recently completed an 18-country tour where he arranged a program exchange between WGIV, which will provide 30-minute documentaries on Charlotte and North Carolina in exchange for 30-minute programs from European and Asian nations.

WGIV boasts a 26-man staff and some of the most popular air personalities on the area. Seniority is held by 16-year veteran Gene Potts. Now in her 12th year with WGIV is one of the nation's key r&b music personalities, Chatty Hatty Leeper. Pete Toomey, better known by his fans as "Hound Dawg," had been with the station for 10 years until his recent transfer to the South East Marine Company, a subsidiary of Charlotte Radio & Television Corporation (which, incidentally is located on Toomey Avenue).

The station lost another veteran deejay, William (Joy Boy) Saunders. He had spent a decade

(Continued on page 34)



RCA VICTOR'S hit-maker, Al Hirt, is surrounded by a bevy of Massachusetts beauties during intermission of his recent concert at Springfield Municipal Auditorium. All smiles is WACE General Manager Paul Rogers (lower right), who was concert emcee. Prior to Al's appearance, WACE devoted one week to the trumpeter.

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time:

POP—5 Years Ago September 21, 1959

1. Sleep Walk, Santo & Johnny, Canadian-American
2. The Three Bells, Browns, RCA Victor
3. I'm Gonna Get Married, L. Price, ABC-Paramount
4. (Til) I Kissed You, Everly Brothers, Cadence
5. Sea of Love, P. Phillips, Mercury
6. Red River Rock, Johnny & the Hurricanes, Warwick
7. Mack the Knife, B. Darin, Atco
8. Broken-Hearted Melody, S. Vaughan, Mercury
9. I Want to Walk You Home, F. Domino, Imperial
10. Put Your Head on My Shoulder, P. Anka, ABC-Paramount

POP—10 Years Ago September 18, 1954

1. Sh-Boom, Crew Cuts, Mercury
2. Hey, There, R. Clooney, Columbia
3. Little Shoemaker, Gaylords, Mercury
4. Skokiaan, R. Marterie, Mercury
5. This Ole House, R. Clooney, Columbia
6. In the Chapel in the Moonlight, K. Kallen, Decca
7. High and the Mighty, V. Young, Decca
8. Skokiaan, Four Lads, Columbia
9. I Need You Now, E. Fisher, RCA Victor
10. High and the Mighty, L. Holmes, MGM

RHYTHM & BLUES—Five Years Ago—September 21, 1959

1. I Want to Walk You Home, F. Domino, Imperial
1. Loves You Porgy, N. Simone, Bethlehem
1. I'm Gonna Get Married, L. Price, ABC-Paramount
- Sea of Love, P. Phillips, Mercury
- What'd I Say, R. Charles, Atlantic

- Sleep Walk, Santo & Johnny, Canadian-American
- Say Man, B. Diddley, Checker
- Poison Ivy, Coasters, Atco
- Red River Rock, Johnny & the Hurricanes, Warwick
- Thank You Pretty Baby, B. Benton, Mercury

POP-STANDARD SINGLES

Not too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	Last Week	From this week's Hot 100 TITLE, ARTIST, LABEL	Weeks on Hot 100
1	1	EVERYBODY LOVES SOMEBODY, Dean Martin, Reprise 0281	12
2	2	CLINGING VINE, Bobby Vinton, Epic 9705	6
3	3	IN THE MISTY MOONLIGHT, Jerry Wallace, Challenge 59246	8
4	5	WE'LL SING IN THE SUNSHINE, Gale Garnett, RCA Victor 8388	6
5	11	A SUMMER SONG, Chad Stuart & Jeremy Clyde, World Artists 1027	5
6	6	ALWAYS TOGETHER, Al Martino, Capitol 5239	5
7	13	MICHAEL, Trini Lopez, Reprise 0300	4
8	7	WORRY, Johnny Tillotson, MGM 13255	8
9	8	WHEN YOU LOVED ME, Brenda Lee, Decca 31654	6
10	—	ON THE STREET WHERE YOU LIVE, Andy Williams, Columbia 43128	2
11	9	RINGO'S THEME (This Boy), George Martin & His Ork, United Artists 745	7
12	10	INVISIBLE TEARS, Ray Conniff Singers, Columbia 43061	9
13	12	WHERE LOVE HAS GONE, Jack Jones, Kapp 608	5
14	17	THE JAMES BOND THEME, Billy Strange, Crescendo 320	4
15	16	SOFTLY, AS I LEAVE YOU, Frank Sinatra, Reprise 0301	2
16	—	PEARLY SHELLS, Burl Ives, Decca 31659	2
17	—	FUNNY GIRL, Barbra Streisand, Columbia 43127	2
18	15	YET . . . I KNOW (Et Pourtant), Steve Lawrence, Columbia 43095	3
19	—	I WOULDN'T TRADE YOU FOR THE WORLD, Bachelors, London 9693	2
20	—	I DON'T WANT TO SEE TOMORROW, Nat King Cole, Capitol 5261	1

CTL Marks 2d Year

Noting its first recording session in July of 1962 and its first disk on the air in October that year, the Canadian Talent Library is averaging out the dates and celebrating its second anniversary about now. CTL was formed by radio stations CFRB, Toronto, and CJAD, Montreal, to promote Canadian talent via a transcription service to Canadian radio stations, and now has 50 records in the libraries of 25 stations from coast to coast.

The records not only give Canadian talent radio exposure, but of some 700 compositions recorded, about 100 have been by Canadian composers. CTL has also developed its own producer in composer-musician-conductor Johnny Burt.

Musical fare ranges from ragtime piano by Alex Read to a 29-piece orchestra conducted by composer-arranger Howard Cable, frequent guest conductor with the famous NORAD band, and from the jazz of composer-flautist Moe Koffman and his quartet to the Hart House Orchestra, conducted by Dr. Boyd Neel. The nonprofit organization's next record will feature vocalist Shirley Harmer.

According to CTL chief J. Lyman Potts, some \$125,000 has been invested in the library thus far, and plans are to continue the two-a-month release

CLASSICAL FM STATION SET

PROVIDENCE, R. I.—Providence will be getting a classical music stereo FM station this month, according to an announcement made by Theodore Jones, president of Charles River Broadcasting Company, operators of WCRB AM-FM, Boston. WXCN-FM returns to the air this month under the aegis of CRB and will feature live concerts of the Boston Symphony and Boston Pops Orchestras in FM-Stereo.

KMSC Expands

HOUSTON—E. B. Taylor, president of KMSC-FM, has announced an expansion program in personnel and hours of operation. The outlet will be on the air from early morning until midnight. W. H. Shupert is general manager; Jeff Thompson, operations manager and director of space news; Clarence Chaline Jr., director of news and public affairs; Tom Sullivan, sales manager, and Jim Francis, staff announcer.

schedule. Many of the 44 artists showcased on the 50 releases report more requests during personal appearances stem from CTL airplay than from their commercial recordings or live radio and TV appearances.

PROGRAMMING NEWSLETTER

PD Should Mean People Director

By BILL GAVIN
Contributing Editor

PROGRAM DIRECTORS handle a multitude of problems. They deal with promos, jingle packages, formats, news, music and everything else that goes on the air. At many smaller stations their jobs also include supervision of commercial production for local advertisers. The manifold responsibilities of a program director test his skills and try his patience. Of all his jobs, none is so important—and none so difficult—as obtaining optimum effectiveness from his staff of disk jockeys.



It has been said that the most successful PD is the one who does the least directing. It could be said more accurately that the most fortunate PD's are those who need to do the least directing. In an ideal situation, the PD can say "Here's our policy—here's our music—you're all pros—you know how to do good shows—so go!"

There are hardly more than a dozen stations in the U. S. where the staff quality permits the PD to get away with such a do-it-yourself policy. The great majority of disk jockeys, with all their many skills and talents, do better jobs with some coaching, directing, urging, scolding, prodding and whatever other devices the PD may devise. The initials "PD," which are synonymous with "Program Director," could just as well stand for "People Director."

Consider some of the combinations of talent and temperament which the PD must weld into an effective air force:

1. The witty DJ, who is clever and amusing, but who knows little and cares less about his music.
2. The DJ who depends on a set bag of tricks, but who seldom comes up with a fresh, original idea.
3. The record "expert," whose poor voice and stumbling reading of copy are somewhat compensated for by his contagious enthusiasm about his music.
4. The erratic genius, who poses a constant threat of embroiling the station in libel suits and license difficulties.

WFAA Bows 'The Group'

DALLAS — Among the new fall shows to make their bow on WFAA-TV was "The Group and Harrigan" which premiered on the station Sept. 12 at 9:30 p.m.

Irving Harrigan, wake-up DJ on KLIF for the past five years, stars in the show that promises TV viewers in the Dallas-Fort Worth area something distinctly different in the area of musical entertainment.

"The Group," made up of 23 high school and college students from the local area, takes the latest record hits, provides a colorful setting and brings reality to the TV screen.

Using the day's hit records, along with songs from Broadway shows and old favorites from the "Golden Record" library, "The Group and Harrigan" match their faces and lips to the artists' voices.

To keep new faces in front of the WFAA-TV cameras, Harrigan invites other young people to audition, lip-synching their favorite vocalist or instrumentalist.

The station is already carrying the new MCA-TV syndicated Lloyd Thaxton Show (taped at KCOP-TV, Los Angeles, Billboard, Aug. 15) in the 4 to 5 p.m. time slot, Monday through Friday, which utilizes the same technique of Thaxton and studio audience lip-synching the top record hits of the day, plus a few of the old-timer smashes.

More Power to 'Em

TORONTO — CHUM, 1050, has increased its operating power to 50,000 watts.

5. The conformist who plays it safe by running his shows according to the book, never doing anything wrong but never rising much above the minimum requirements.

6. The restless wanderer, always with an eye on the bigger job, whose long-distance approaches to other stations eventually reach the ears of his own boss.

7. The young prospect who shows signs of talent, and whose apparent potential persuades the PD to spend endless hours trying to develop him into a pro.

Then, of course, there are the rebels and grippers who would be fired tomorrow if they weren't such very good DJ's, and the loyal stalwarts who probably would be fired if they weren't so terribly cheerful, co-operative and devoted to the station.

OUT OF THESE varying degrees of skills and problems, the PD must determine when and where to apply his authority, how and whom to help, and which are hopeless and must be dropped. The way in which he makes these decisions usually determines his own job tenure, for they vitally affect his station's ratings. He doesn't dare let his personal friendships for certain DJ's blind him to their faults, nor can he afford to permit personal dislikes to obscure good performance. He must be detached and objective enough to judge by results, yet warmly human enough to inspire loyalty and enthusiasm from his staff.

Hiring the new man is always a tough decision. There have been countless occasions where the PD has hired on the basis of past ratings and a good aircheck and found later, to his dismay, that his new man simply would not fit the staff or help the station. One of the most successful PD's I know follows a strict rule: he never hires anyone without a personal interview, and if he has to travel a thousand miles to meet the applicant, he does so.

A program director's success is usually judged by his station's ratings, and rightly so. That's what he is paid for. It is a mistake to credit his success to an inspired music policy or brilliant promotions. His genius, if he has any, lies in his skill and understanding as a people director.

NEGRO STATION SEMINAR SET

NEW YORK—Bernard Howard & Company, Inc., Radio & TV Representatives, 270 Park Avenue, New York City, will conduct its second Annual Negro Station Seminar Sept. 22 and 23 at the Americana Hotel. Open only to Howard Company clients, the seminar will cover programming, promotion, research, sales, etc.

Hi-Fi Show Oct. 16-18

HOUSTON—J. G. Bradburn Sr., owner of Li'l Pal, Inc., will serve as show committee chairman of the 1964 Houston High Fidelity - Stereo Show scheduled Oct. 16-18 at the Sheraton-Lincoln Hotel.

The show will feature products of about 25 manufacturers of high fidelity sound equipment.



WHEREVER YOU GO there's radio. Seems the Amphicar is fast becoming standard equipment for radio station news departments, especially in areas near rivers and other bodies of water. KQV's new mobile unit, capable of traveling on land or water, sails along in the Allegheny River (or is it the Ohio or Monongahela?), which flows through the greater Pittsburgh area. WHAM in Rochester, N. Y., also an Amphicar owner, will soon be giving the \$3,000 German-made vehicle away as a prize in a contest. Another station utilizing the unique qualities of the 14-foot craft is WWDC, in the nation's capital.

RADIO RESPONSE RATING

CHARLOTTE, N. C.
SECOND CYCLE

TOP STATIONS

Rank	Call Letters	% of Total Points
1.	WIST	41%
2.	WAYS	26%
3.	WGIV	18%
4.	WRPL	15%

POP LP's

1.	WBT	51%
2.	WSOC	30%
Others	(WWOK, WIST)	19%

R&B

1.	WGIV	67%
2.	WRPL	33%

C&W

1.	WKTC	73%
2.	WBT	27%

CONSERVATIVE

1.	WWOK	100%
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CLASSICAL

1.	WYFM	74%
2.	WBT-FM	26%

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.

STATIONS BY FORMAT

CHARLOTTE, N. C., AREA: 78th radio market. 8 am; 4 FM. 2 Contemporary; 2 Standard-Pop; 2 Rhythm and Blues; 1 Country-Western; 1 Standard.

WAYS: 5,000 watts days; 1,000 watts night. A Thoms Station. Mutual Broadcasting System affiliate. Music format: Contemporary. Editorials aired Saturdays and Sundays. Special play-by-play sports carried. VP & Gen'l Mgr., James Poston. Prog. dir., Jerry Howard (also

does daily air show). Records should be directed to the attention of Jerry Howard, 400 Radio Rd., Charlotte 8.

WBT: 50,000 watts. Owned by Jefferson Standard Broadcasting. CBS Radio affiliate. Music format: Standard-Pop. Highly identifiable air personalities. Editorials aired regularly. 3-man Public Affairs dept. Duke Football, Southern Conference, Atlantic Conference basketball, Greater Greensboro Open Golf,

"World 600" and "Nat'l 400" stock car races and other special sports events carried. Special programming: "For Your Information," news, interviews, sports, weather — noon-2 p.m., M-F. Clyde McLean host. "Project 60," in-depth documentaries, behind-the-scenes reports-8-9 p.m., M-F. "Radio Moscow," 15 min. syndicated show produced at WBT. Winner of Freedom Foundation and Sigma Delta awards. "Spectrum," 11 p.m.-1 a.m., Broadway & Hollywood music plus celebrity interviews on tape. "The Pat Lee Show," 10-11 a.m., M-F—interviews, fashion music, Country music, 7-9 p.m., Sat., with Doug Mayes (VP Country Music Association), 11-man combo news dept. under direction of Irvin Melton. City Hall newsroom. Six 2-way radio-equipped news cruisers. 15 min. newscasts 8 a.m., 6 & 11 p.m. 10 min. newscasts on hour 9 a.m. through 7 p.m. Strong community image with heavy on and off-air promotions and contests. Ass't VP and Managing Dir., Paul B. Marion. Prog. Mgr., James A. Davis. Records should be directed to Loonis McGlohon, music dir., 1 Julian Price Place, Charlotte.

WBT-FM: 100,000 watts. Music format: Conservative-Semi-Classical Stereo programming. Opns. mgr., Lacy S. Sellers.

WGIV: 1,000 watts days; 500 watts night. Independent. Music format: R&B - Gospel - Contemporary-Jazz. Highly identifiable air personalities. Negro-oriented programming. Georgia Tech football and other special sports events carried. Editorials aired periodically. Strong community image. 2-man news operation. Bob Nicholas, news dir. 4 mobile news units. 15 min. news at noon. Special programs: "Chatty Hatty Show," with Hatty Leeper, 9-10:30 a.m., 11 a.m.-noon, 1-2 p.m. "Jazz Unlimited," with Guy Titman, 7-8 p.m., Sun. Pres. & Gen'l Mgr., Francis M. Fitzgerald. Opns. dir., Bill Lineberger. Records should be directed to Prod. dir., Scott Hubbs, 2520 Toomey Ave., Box 10063, Charlotte.

WIST: AM-FM: 1,000 watts nights. Independent. Music format: Contemporary. Highly identifiable air personalities. Editorials aired regularly. State College football carried. Gen'l Mgr., Henry E. Sullivan. Prod. mgr., Pete Noce. All records should be directed to Pete Noce, 211 Baugh Bldg., Charlotte. Station is part of chain owning WQXL, Columbus, S. C.; WORD, Spartanburg, S. C.; WKIX, Raleigh; WPDQ, Jackson, S. C.

WKTC: 1,000 watts day. Independent. Music format: Country-Western. Highly identifiable air personalities. Special programs: "Morning Thought," religious, 7-7:15 a.m., M-F. "Life Line," syndicated talk, 6:30 a.m.; "Morning Dedication," 9-9:30 a.m.; "Zingo," radio bingo, 10:30-11 a.m., M-F. VP & Gen'l Mgr., John G. Kenworthy. Prog. dir., John Harper (also does air show). Records should be directed to Rich Mooney, Box 8588, 2001 Suttle Ave., Charlotte.

WRPL: 1,000 watts. Independent. Negro-oriented programming. Music format: R&B-Gospel. Highly identifiable air personalities. Special programs: "Memo From Mary," 5 min. every other hour, M-F; Gospel music with Rev. Norman Kerry, 10-11 p.m., M-F. Stn. & Gen'l Mgr., Reid Leath. Prog. dir., Mal Harrison. Records should be directed to Mal Harrison, 1402 Morehead St., Charlotte.

WSOC AM-FM: 5,000 watts

NAB Slates 4 Clinics on Programming

Continued from page 32

(Westinghouse Broadcasting Company), and David S. MacNeil, program director, WCRB, Boston.

Elmo Ellis, station manager and program manager, WSB, Atlanta and Richard D. Dudley, general manager, WSAU, Wausau, Wis., will speak on "Radio News and Editorials."

"Successful Capsule Program Ideas" will open the one-day pilot clinics with Alfred E. Smith, vice-president, Honig-Cooper & Harrington, San Francisco advertising agency (Palo Alto only); George Painter, president, Colonial Coffee, Nashville (Memphis only); Sam Zais, marketing director, Tidy House Products, Omaha (Omaha only); Chet Harman, director of advertising, Post Shopping Center, Milford, Conn. (Tarrytown only).

"Trends in Talk and Drama" will be explored by Ben Hoberman, vice-president and general manager, KABC, Hollywood, Calif. (all four clinics); Jack Wilson, story editor, "Theater 5," ABC Radio (Palo Alto and Tarrytown only), and Jack Thayer, director of programming, ABC Radio (Memphis and Omaha only).

Only those who have pre-registered are eligible to attend the meetings with registrations still open only for Palo Alto and Omaha.

"The our pilot studies are being held to determine the feasibility of conducting such clinics on a widespread basis and to gather information of programming needs and the type of service that could be of help in meeting these needs," said Sherril W. Taylor, NAB vice-president for radio.

(AM), 35,000 watts (FM). Independent. NBC Radio affiliate. Music format: Standard-Pop. Ice hockey, golf tournaments, college football and basketball; Redskins football; American Legion Junior baseball carried. Special programs: "Contact," audience participation via telephone. Guest daily. Host, Bill Marley — 9 a.m., noon, M-F. "Pop Calling," Bob Hice interviews listeners via telephone—noon-4-p.m., M-F. 4-man news dept. under direction of Greg Stone, 3 radio-equipped news cruisers. NBC news on hour, local news on half-hour. Gen'l Mgr., C. George Henderson. Ass't mgr. & prog. dir., Norman Young. Records should be directed to Norman Young, Box 2536, 1901-25 N. Tryon, Charlotte.

WWOK: 5,000 watts. Independent. Music format: Standard-Conservative. Special programs: "Betsy Palmer Show," syndicated tape 9:45 a.m., M-F; "Eastern Carolina College," music drama, sports—5:30 a.m., M-Sat.; Farm show, 5:15-5:30, M-F. Gen'l Mgr., Herb Berg. Opns. mgr., Joe Gall. Records should be directed to Johnny Holiday, WWOK, 215 Greystone Rd., Charlotte.

WYFM - FM: 4,000 watts. Music format: Classical-Conservative. Pres. & Gen'l Mgr., William A. Vaughn. Box 20491, 121 W. 7th St., Charlotte.

VOX JOX

Continued from page 32

WJLE (Smithville, Tenn.) staff announcer, was married to Lyndi Brothers last week while on the air from Studio A. Tony Glenn, WJLE PD, hastened to add that the couple did not spend their honeymoon on the air. After all Tony, how hard can a PD get?

SEGUE

Dave Howe, Pen Yan, N. Y. deejay, to WCKY (Cincinnati) for 11 a.m.-4 p.m. show. . . . KTW (Seattle, Wash.) recently switched to a top 40 format. Music director is Rick Knapp (he also does show under name of Dick Jones). Station deejay line-up includes Tom Morgan, Harry Smith and Sam Kelley. (Tom, Dick, Harry . . . and Sam?). . . . Dan Patrick joins deejay staff of KLIF (Dallas) as partner on the Charlie & Harrigan Show, replacing Charlie Brown, transferred to KILT (Houston). Irv Harrigan is the other half of the team.

Mary Henry, KSTP (Minneapolis-St. Paul) air personality, to WAVY AM-TV (Norfolk) in similar capacity. . . . Sandy Lesberg, WEVD-FM (New York) celebrity interviewer, hosts expanded five-a-week series on AM & FM 11-11:30 p.m., Tuesday through Saturday. . . . KSFO (San Francisco) evening personality Dave Niles will help city of San Bruno celebrate its Golden Anniversary on Sept. 19 by emceeing a beard-growing contest.

VIP APPOINTMENTS: Al Grosby, formerly sales manager of WJJD (Chicago), named station manager of WAKR (Akron). . . . Lawrence S. Wexler, radio-TV program editor and feature writer for New York Journal American, appointed to the post of assistant director of program information for WCBs (New York). He will report to Joe Hanley. . . . New administrative line-up at KDAB (Denver): Jerry Rhoades, general manager; Marty Sullivan, operations manager; Don Fortune (Fred Ott) program director and manager. . . . W. Arthur Selley, 17-year veteran with Rounsaville Group and vice-president and general manager of WFUN (Miami), transfers to WDAE (Tampa) in the same capacity. Arnold C. Kaufman, 12-year Rounsaville employee, appointed to position vacated by Selley.

Station WGIV

Continued from page 32

with the operation until his death last year.

Scott Jubbs, who has shows across the board, was one of the station's first non-Negro air personalities. He has been with WGIV for eight years.

The station's other non-Negro daily 5-6 a.m. country music deejays are Joe Wilson, D. J. (Douglas Jerome) Keller, a Charlotte motorcycle traffic cop who patrols the streets after his daily 5-6 a.m. country music show; and Rusty Page, who recently returned to the fold after a year's absence for the 7-9 a.m. show.

Next in line with tenure is "Rockin" Ray Gooding, a seven-year stalwart with WGIV. He is doing a split late p.m. shift.

Among the recent additions from the ranks of Negro deejays is Willie Walker in the 4-5 p.m. time slot.

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.

audio / video retailer

PHONOGRAPHS • RADIO • TELEVISION • TAPE • HI-FI COMPONENTS • ACCESSORIES

RCA, ZENITH POST HUGE COLOR TV GAINS

RCA Color Sales Up 55% Over Last Yr.

NEW YORK—Radio Corporation of America announced last week that color TV sales to dealers are running 55 per cent ahead of a year ago and that the firm passed the million mark in TV sales (of all types) at the earliest date in its history.

"The fact that a far greater share of our TV sales is in the color category, coupled with the unusually early date for any company to announce its millionth receiver sale, dramatizes the exceptional RCA Victor sales rate for 1964," said Raymond W. Saxon, vice-president and general manager of RCA's home instrument division.

Saxon said RCA looks for new records in both sales and profits in its home entertainment products this year and expects the trend to be carried through 1965.

Best Year Ever

The RCA executive said "the continued growth of color TV, which has been accompanied by a sizable increase in black-and-white TV business, will establish 1964 as RCA's biggest TV sales year in units, dollars and profits."

Saxon noted that the "broadening of the color market would be even more dramatic in the second half of the year as the new lower starting prices begin to influence more consumers."

Saxon pointed out that RCA's color TV dollar volume was running considerably ahead of that for black-and-white sets and "may well surpass our dollar volume for all non-color TV home instruments, including radios and phonographs, sales of which are running ahead of last year."



AN RCA VICTOR color TV set is demonstrated for a prospective buyer by a salesman at Macy's department store in New York. Color has stimulated some of the most spectacular merchandising tie-ins by stores around the country.

Color TV to Pace Vigorous Selling Season for Dealers

By NICK BIRO

CHICAGO—Any way you look at it, color TV appears well on its way toward pacing the most razzle-dazzle selling season the home entertainment industry has had in years.

Nowhere is this better emphasized than by almost simultaneous announcements last week by RCA Victor and Zenith, two of the industry's kingpin manufacturers, and the Electronic Industries Association, the home entertainment industry's respected trade association.

Radio Corporation of America announced that the sale of its TV sets had passed the million mark at the earliest date in its history, more than a month ahead of last year's record pace, and noted that at least a portion of the gain was attributable to the "fact that a far greater share of our TV sales is in the color category."

Zenith Doubles

Zenith Radio Corporation went even further, noting that it is chalking up 1964 color TV sales at a rate almost double that of last year's record pace. It predicted that the industry's color sales

will increase 50 per cent next year, exceeding the 2,500,000 mark in 1966.

The EIA released its year-to-date figures which showed 689,531 color sets sold (compared to 4,320,687 black and white). Although the association did not have any manufacturer figures for 1963, an association spokesman "guestimated" that color production this year was "at least 35 per cent over 1963."

All this points to what knowledgeable members of the industry have known all along—color appears to be doing for the TV industry what the long-playing disk did for records many years ago.

With the big fall selling season getting under way and virtually all manufacturers scheduling record advertising budgets as part of their over-all marketing plans, home entertainment dealers can expect one of the most vigorous sales periods in their history.

As with any growth, however, there are both debits and credits. An idea of how home entertainment dealers feel about color TV can be had by checking a survey of the Los Angeles market by Eliot Tiegel, Billboard's West Coast editor.

Zenith Says Color Sales Double in '64

CHICAGO — Zenith Radio Corporation reported last week that its color TV sales were almost double those of last year and that the firm expected to hit new sales and earnings peaks in 1964 for the seventh time in eight years.

Joseph S. Wright, Zenith president, made the prediction at a luncheon meeting of the New York Society of Security Analysts.

Wright said that during 1964 some 1,200,000 color sets would be shipped out of an industry total of nearly 9,000,000. He noted that Zenith's mix would be much more heavily loaded in favor of color.

Color Could Lead

The Zenith executive said that his firm's dollar sales of color sets could pass dollar sales of black-and-white within a year.

Wright predicted that industry color sales would increase 50 per cent next year and would exceed the 2,500,000 mark in 1966. Wright said that Zenith has authorized another extensive color tube manufacturing expansion program due for completion in 1965.

Adding to capacity enlarged earlier this summer, the company will add equipment for 25-inch rectangular color picture tubes and will produce a 19-inch rectangular color tube in 1965.

Best Year Ever

The Zenith president reported that 1964 is the sixth straight year the firm has sold over 1,000,000 TV sets. This year Zenith shipped its "millionth" TV receiver in the beginning of August, earlier than ever before.

For 1964 Zenith is "shooting" for 1,750,000 TV sets, the largest number of TV sets shipped in one year by anyone," Wright

(Continued on page 37)

Los Angeles Color TV Sales Lead Nation

Although the 21-inch round color tube has been the industry standard for years, several firms have lately come out with 23 and 25-inch developments. How do dealers feel about the larger size? Do they feel it will build sales? Do they foresee any customer confusion? Perhaps most important—what do they think will be the most popular-sized set of the future? Here's a survey of the important Los Angeles market.

By ELIOT TIEGEL

LOS ANGELES—A recent survey of the greater Los Angeles area revealed 275,000 color sets, with the number increasing by approximately 25,000 a month to make this section the leading color TV market in the nation.

With this as a background, TV dealers here have shown a keen interest in the forthcoming large color models since an anticipated increase in price could conceivably affect this growth.

"If there is a lot of publicity for the 25-inch models before they are actually delivered to dealers, it could

hurt present business," exclaims veteran dealer Lou Schutty, owner of Chaffee's Television in Los Angeles.

May Hurt Sales

Advance publicity to rile up the public "will stop business cold," believes Schutty. He says advance ballyhoo for the large models will give people an excuse to put off their purchases now. He also believes the price on a 25-inch set will be high enough to hold down sales.

Large 24-inch black and white sets have been sold at a loss for years, Schutty said. "They are just too big for a living room. If the new sets aren't too clumsy, they might sell." Schutty thinks the rectangular 23-inch tube is just right for living rooms. In any event, he plans ordering the new models when they come out and featuring them.

The forthcoming 25-inch tube will standarize itself down to 23 inches, believes Herb Simmons, owner of Electronics Unlimited in Los Angeles. "People seem to want smaller and smaller sets," he reports. He thinks people will debate between 21 and 23-inch models and will favor the 23-incher if Motorola releases its patent. "No one knows yet what shape the 25-inch tube will

be." Simmons believes manufacturers will begin showing these new models after Jan. 1 with a price increase of \$100-\$150.

Too Big

"A lot of people think 25 inches will be too big," Simmons offered, "but it shouldn't affect business on 21-inch color sets. Those people who will want the larger screens will pay whatever cost is charged; others will wait and see."

"The 25-inch color tube will take over the industry." That is the opinion of Jim Trego, owner of the Crenshaw Hi Fi Center in Baldwin Hills. "RCA and Sylvania will make the '25' their standard tube in the next year," he adds. "Motorola will stand alone with its 23-inch tube."

Trego feels the 27-inch black and white tube was too large and was thus unsuccessful. "The 23-inch screen has become the standard black and white model. Perhaps a 25-inch color tube will be the right size to interest people who like to see large images."

Trego suspects that 21-inch black and white sales

(Continued on page 37)

BEST SELLING

PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN \$101 and \$150

POSITION			BRAND	% OF TOTAL POINTS
This Issue	5/30/64 Issue	2/22/64 Issue		
1	1	1	Magnavox	31.0
2	7	5	Zenith	13.6
3	3	2	RCA Victor	12.6
4	2	3	Masterwork	12.3
5	5	5	Voice of Music (V-M)....	6.4
6	—	7	General Electric	5.6
7	—	—	Phonola	4.0
			Others	14.5

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

5/30/64 Issue: Decca (4); Webcor (6); Motorola (8).

2/22/64 Issue: Decca (4); Symphonic (8); Webcor (9); Motorola (9); Sylvania (9).

Jay & The Americans
COME A LITTLE BIT CLOSER
UA 759
On the One to Watch
UNITED ARTISTS

HITTING WITH A SPLASH!
I WANNA SWIM WITH HIM
by
THE DAISIES
R 4571
ROULETTE RECORDS

Little Ester Phillips
IT'S TOO SOON TO KNOW
ATLANTIC
2251

Sell-Sational!!!
"YOU SEND ME"
SUNNY & THE SUNLINERS
Tear Drop 3040
J/E Jamie/Guyden Dist. Corp.
Phila. 21, Pa.

Named by Handleman

DETROIT—John Kaplan and Henry Droz, general managers of Jay Kay Distributing Company and Arc Distributing Company, respectively, have been named vice-presidents of the Handleman Company, parent firm of the two distributorships.

Also named a vice-president at a recent meeting of the board of directors was David Strome, formerly assistant to David Handleman, secretary, treasurer and director of the phonograph record division.

Kaplan and Droz sold their firms to Handleman last year. Handleman said that now all three executives will participate in the "over-all" operation of the company in addition to responsibilities in their phonograph record divisions.

SINGER TAKES SPOT ON TV

LONDON — Singer Joan Turner became the first artist ever to take TV advertising time to plug a record.

The disk is her latest Decca album, "Joan Turner's Workshop."

The advertisements — seven-second spots—were due to be screened on four consecutive Saturday nights.

MAN FRIDAY
(and the rest of the week)
Job wanted with record or publishing company. Successful background, good personality. Willing, adaptable, reliable. Learn quickly. Type, good correspondent. References. Phone or write:
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1530 North Gower
Hollywood, Calif. 90028

ABP MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

Buyers of Tomorrow See 3M At Scout Jamboree of Today



AN IMPROMPTU RECORDING SESSION was staged by a group of Minnesota Scouts for Paul Vestraete, St. Paul. More than 52,000 Scouts from around the world attended the Boy Scout Jamboree.

VALLEY FORGE, Pa.—The role of a major tape recorder manufacturer during the recent (July 17-23) Boy Scout Jamboree here shows industry public relations at its best. As a modest bonus, it also shows how the "buyers of tomorrow" can be acquainted with the "products of today."

Minnesota Mining & Manufacturing Company is the firm. Its role during the Boy Scout Jamboree is just one part of a program that tape recorder traders confidentially feel will put them in a neck-and-neck fight with the record industry in the very near future.

Minnesota Mining donated 150 Wollensak recorders and 12,000 reels of "Scotch" brand recording tape to be used by the several thousand youngsters from every State in the U.S. plus 42 foreign countries.

More than 2,000 Scouts were fully accredited as correspondents by some 3,000 commercial radio stations and each of the Scouts recorded his observations of the Jamboree for the folks at home.

Joining the Scouts for their recordings were such visiting celebrities as Anita Bryant, Dan Blocker and Lorne Green (both of "Bonanza" fame), James Whittaker, conquerer of Mount Everest and Astronaut Edward White.

Among material available for recording by the junior correspondents was: A pair of German bands from Michigan, some one dozen hootenanny groups, a steel drum band from Puerto Rico, a group of Indian dancers and singers, troop choral units, plus sundry comedians, storytellers and play groups.

In discussing the problem in "electronic journalism," Rebel L. Robertson, Boy Scout public relations director, said that "never before has the incredible story of Scouting and its 5 million youngsters and 1½ million adult leaders been told so effectively."

Some idea of how the Scouts played, danced, sang and worked with their recorders can be had by the pictures on this page.



SCOUTS LISTEN while their ladies dance to the sounds of a 3M recorder in the main exhibition tent of the Boy Scout Jamboree. The recorder provided stereo music 15 hours a day. (The ladies were typical females—refused to give their names.)

ANITA BRYANT is interviewed by Howard Brecher, 15, West Hartford, Conn., part of the giant journalistic-tape recorder stunt at the recent Boy Scout Jamboree.



ON-THE-SPOT JOURNALISM at its best. A Scout records a "feature" for a radio station on a "Swaparee." The Scouts gathered in tents and swapped articles such as patches, kerchiefs and miscellaneous souvenirs.



'360' Bowed By Columbia

• Continued from page 3

separate speakers, three for each channel. Each trio of speakers faces sidewise from behind a grill on each side of the one-piece cabinet. The speakers utilize a room's walls to reflect the sound, thus creating a stereo image of "a wall of music."

Columbia will emphasize the slogan, "Switch it on and the whole room plays." This was the slogan used 14 years ago to push the mono 360. Columbia's marketing Vice-President Bill Gallagher pointed out that solid state (transistor) amplification is used in the unit. Dr. Goldmark outlined the wide-range of the amplifiers with their total peak power of 30 watts, 15 per channel.

The cabinet is made of wood and plastic. Its cover closes into a rubber gasket which guarantees the optimum in performance by maintaining a tightly sealed acoustic enclosure. This obtains the maximum effects of air damping for unusual bass response.

Columbia has samples on the way to its 33 record distribution points. Gallagher said the system should be "marketed principally in record shops." He told Billboard "our trade promotion begins almost immediately with heavy consumer promotion slated to begin in October." He further added that "Columbia will sell 5,000 to 6,000 units by the end of the year" . . . "local newspaper advertising will be a big part of debut plans."

Gallagher pointed out that the housewife has, in many instances, rejected the concept of having several pieces of equipment scattered about a living room to satisfy a demand for stereo reproduction. "This machine will find broad acceptance in homes and will broaden the base of the stereo market," he said.

Introduced Internationally

The "360 Stereo System" is manufactured by the Pye organization in England. Columbia Records will market the system in the United States and Japan. It has already been introduced in England by Pye and they will shortly introduce it in Australia. Pye also holds exclusive distribution rights throughout Europe.

Dr. Goldmark stated that the

EQUIPMENT NEWSLETTER

New Video Tape Holds Promise

By DAVID LACHENBRUCH
Contributing Editor

THIS COLUMN has carried eyewitness descriptions of two home video tape systems in the past—the Telcan and the Fairchild-Winston developments. Recently I viewed a demonstration of a third system—one developed by the new firm of Par, Ltd., which may hold the promise of some unique advantages.

The Telcan and Fairchild-Winston machines had one characteristic in common—they both operated at the rather zippy speed of 120 inches per second, using one-quarter-inch tape. The results, however, were markedly different. Fairchild-Winston presented a satisfactory picture, while Telcan's picture was borderline.

In the Fairchild-Winston machine, 11-inch reels of ultra-thin quarter-inch instrumentation tape are used, for 15 minutes of playing time in each direction. Four tracks are recorded on the tape, and the machine reverses itself three times, providing about an hour of playing time on each giant reel of tape. During the reversal process, the picture blacks out for six or seven seconds.

The fast tape speed, the high consumption of tape, and the blackouts when the tape is reversing itself are among the major nagging worries about the Fairchild-Winston approach. Fairchild Camera & Instrument Corporation, father of the recorder, has taken cognizance of these factors in setting out to develop a slower speed version of the machine, which will record at 60 inches per second, and another variation which will record eight tracks on the same quarter-inch tape. Either approach would double the playing time.

IN THE MEANTIME, Par, Ltd. has been working with a different technique of video recording, aiming at a speed of 30 inches per second on quarter-inch audio tape. This would make possible more than 30 minutes of recording on a standard seven-inch reel—when new ultra-thin 4,800-foot tape becomes available on seven-inch reels.

Developing the machine for Par, Ltd. are Stewart Hegeman, former chief engineer of Harman-Kardon, and Robert Morrow, ex-chief engineer of the Martin Company's instrumentation section. This is a respectable hunk of engineering talent. After long and hard labors, they now feel they have all major problems licked and they're confident they'll have a workable pre-production prototype by the end of this year.

The developmental model I observed in their Baltimore laboratory presented a recognizable picture at a speed of 60 inches per second.

new system utilized a principle that "spreads sounds across a wall, without extra speakers, from a small, attractively designed, one-piece instrument." Lieberman said the system met all reproduction requirements and at the same time was a piece of furniture "in tune with

today's living, whether it be in a home or in an apartment."

For demonstration, several records were used, one by the Mormon Tabernacle Choir, and another by Les Elgart. Neither employed stereo "gimmicks" and the sound and its dispersion was clear and response excellent. Even at the lower volumes, there was a presence not ordinarily found except with fine stereo equipment.

Although the picture quality was poor, it would be unfair to make a judgment or comparison with the Fairchild machine, which is at a far more advanced stage of development.

Hegeman and Morrow have built two developmental recorders, and are now assembling a third. The new one is being built into a suitcase-sized cabinet using a standard Eico audio recorder transport, being modified for 30 and 60-inch-per-second operation. The developers claim that all mechanical components, from transport to recording heads, will be simple, straightforward and inexpensive, and that the resulting recorder will weigh about the same as a sound recorder and won't be much more complex.

THEIR MACHINE lays down four tracks—one video and one sound track in each direction. If you're technically minded, you'll be interested to know that Hegeman and Morrow claim to have achieved resolution of 3 megacycles at 60 inches per second, better than 1.6 megacycles at 30 inches per second, and recognizable pictures at speeds as slow as 15 inches per second. According to Hegeman, standard magnetic recording techniques should result in resolution of only about 600 kilocycles at 60 inches per second. How they achieve the greater resolution is a secret contained in patent applications now being prepared.

THE RESOLUTION is not apparent in the pictures now being displayed on their machine. It's currently masked by electronic "noise" (snow), but the inventors say that removal of the noise is a relatively simple and straightforward process, using conventional and well-known techniques.

Having waded through all this gobbledygook, you have a right to ask: What does it all mean?

Simply that there's more than one way to skin a cat, or to record a TV picture. More approaches may well show up during the next few months.

Sooner or later, the TV manufacturing industry is going to latch on to one or more of these systems, and say: "This is it." Home video tape will give birth to a new industry which one manufacturer has estimated at more than a quarter billion dollars annually. This may be ultra-conservative. If different manufacturers run with different types of machines, the development of this new industry could be impeded by confusion and duplication that would make like the LP-vs.-45-r.p.m. record controversy look like complete harmony.

Before any plans are made for production of home video tape machines, an exhaustive effort should be made for industry standardization on a single system—perhaps one composed of the best features of all proposed methods. The time to start thinking of standardizing of home video recorders and tapes is now—before there are five or six different systems in production which are compatible only with themselves.

Zenith Color Sales

• Continued from page 35

said. In 1963 Zenith shipped 1,500,000 TV sets.

Wright predicted that "the 21-inch color tube of today will be the backbone of the industry for some time to come." He added that he does not expect any lower color TV prices in the near future.



Los Angeles Color TV

• Continued from page 35

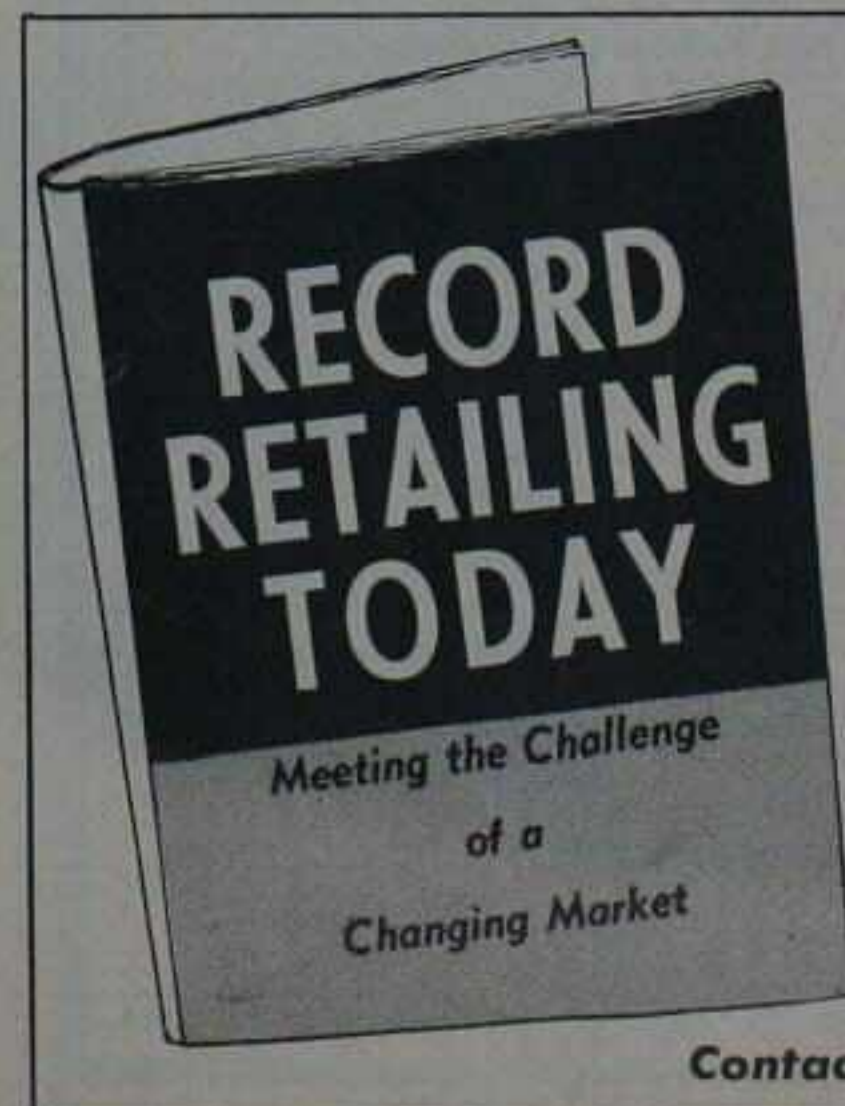
will slide after enough production of 25-inch color sets cuts the cost. He thinks the 25-inchers will have an additional \$25-\$30 price boost over the current 21-inch price.

Heavy Promotion

When the large color sets are available, Crenshaw will unfold strong promotions. In fact, the store has already set plans. A mailer is being prepared to test interest in color TV. All print ads for TV products are now mentioning the current Sylvania 21-inch color model. The store will set up an unattended demonstration model in the window with color program information listing broadcast times.

Out in the San Fernando Valley, Jack Foster of the House of Sight and Sound, does not believe the introduction of 25-inch color sets will affect 21-inch sales. "This won't happen because manufacturers will be offering 25-inch models as high end of the line items." He feels the new models will be \$100-\$200 higher than current ones and that initial public acceptance will depend on this price factor.

Foster says floor space is becoming increasingly crowded and may prove a problem when the new models bow. The chain's current coverage of b&w portables and consoles is extensive and filling.



A powerful theme for a powerhouse giant "Dealer Section" which will dominate the October 10 issue of Billboard

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NEW RECORD COMPANY LOOKING for vocal groups, also combination vocal and instrumental groups. Contact Courier Records, 414 1/2 Croghan St., Fremont, Ohio. se28

WANTED—ESTABLISHED MUSIC COM-poser, willing to share expenses, with good connections to collaborate with a 14-year-old girl singer. Jewish, standards, rock & roll songs and writes lyrics in poetry form. Write: Box A-271, The Billboard Publishing Co., 1520 North Gower, Hollywood, Calif. 90028. se19

WANTED—GOOD ROCK'N'ROLL AND Pop Talent (solo or group) which wants to make a record. I am looking for such talent if it is good and commercial. For only five cents write: James P. Mills, Box 321, Clarksville, Ark.

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It's a can't miss sales and profit market! Check your regular Music City salesman for special prices.

BIG IN OHIO AND INDIANA—FRANK Harris sings "Angel Face and Devil Mind," b/w "Ruby Ann," Roy Records #1030. Sound by Copper State Recording, 815 E. Broadway, Tucson, Ariz. National distribution, Brite Star Record Co., Newbury, Ohio. se12

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I handle no singles product and therefore can better devote my efforts to you. I work on a straight commission deal.

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CI 7-2159

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MISC—SEND FOR FREE PRICE LIST OF hilarious Gagfiles, Skits, Monologs, etc., written by top show biz gagmen to Laugh Unlimited, 106 W. 45th St., N.Y.C.

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Distributors (National)	\$9	\$15	\$25	\$9
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 Andre de Vekey, European Director, 15 Hanover Square, W. 1, England.

NEWS OF THE WORLD

• Continued from page 31

ruined the interior. Definitely not the beatniks and rhythm and blues lovers who had paid to see a fine show, and who were very annoyed. The Rolling Stones could hardly be heard. After 10 minutes on the stage, impresario Paul Acket and the police decided to stop the Rolling Stones' performance and close the hall. It was clear that the rowdies had come with the only purpose to provoke the police. However, it did not spoil Rolling Stones record sales. **SKIP VOOGD**

GERMANY

"There's No Business Like Show Business." This theme song from Irving Berlin's film-musical, "Annie Get Your Gun," is the big favorite all over Germany. In Munich, the huge Deutsches Theater will open a four-month run of this musical early in September, starring Heidi Brühl. This is where "My Fair Lady" had more than 1,000 performances. The Constanton Film Co. will release the MGM film-musical "Annie Get Your Gun" starring Betty Hutton, Howard Keel, Keenan Wynn, Louis Calhern in a rerun circuit of 50 German cinemas. Polydor will issue the original MGM soundtrack album. . . . The Berlin Jazz Festival scheduled for Sept. 24-27 will feature the Miles Davis quintet, the Dave Brubeck quartet, Coleman Hawkins, Jo Jones, Harry Edison, the George Russel sextet, Pee Wee Russell, Bud Freeman, Sisters Rosetta Tharpe, Roland Kirk, the Klaus Doldinger quartet and the Max Greger big band from Germany, the Swingle Singers from France, the Aladar Pege trio from Hungary, Rita Reys and the Pim Jacobs trio from the Netherlands, the Zbigniew Namyslowski quartet from Poland. Howard McGhee, Jay Jay Johnson, Sonny Stitt and Kenny Clarke will play a Charlie Parker memorial. The highlight of the last day will be a jazz ball with the Original Tuxedo Jazz Band, the oldest jazz band featuring veterans of the old New Orleans days. The producer of the festival is Joachim E. Berendt, German jazz authority.

JOACHIM E. BERENDT

THE HAGUE

The Netherlands Chamber Orchestra, conducted by Szymon Goldberg, gave a concert at the "Settimane Musicali de Stresa" on Sept. 3. Two days later the Orchestra gave a concert in the "Santa Croce" church in Florence, Italy. In November the Chamber Orchestra will make a concert tour of Germany under its new conductor David Zinman. . . . Seventy-two male and female singers from 20 countries participated in the 11th International Singing Contest held at 's-Herto-genbosch, Sept. 7-12. They came from America (5), Australia (3), Belgium (6), Bulgaria (1), Germany (11), England (9), Finland (1), Hungary (1), Italy (2), Japan (2), Yugoslavia (1), Lebanon (1), Holland (15), New Zealand (1), Austria (1), Poland (3), Scotland (2), Spain (1), and Switzerland (5). The judges consisted of Manus Willemssen and Tom Brans (Holland), Scipio Colombo (Italy), Keith Falkner (England), Johannes den Hertog and Guus Hoekman (Holland), Irma Kolassi (Greece), Annelies Kupper (Germany), Kristian Lange (Norway) and Julius Patzak (Austria). Winners will give a concert on Sept. 16 with the Brabant Sym-

phony Orchestra under the baton of Hein Jordans.

Bovema will organize a big tour throughout Holland in close collaboration with CO-OP-Holland (one of the biggest food-stuff companies). This so-called T-3-tour (teenager talents test) will present artists like Shirley Imca Marina, the Shepherds, the Cocktail Trio, Dick Rienstra, the Three Jacquets and Ronnie Watti. A special T-3 edition will be published in CO-OP's own magazine, CO-OP News. The tour will hit the biggest cities of Holland from September until February 1965. . . . Dutch film producer Gerard Rutten plans to make a color feature film about the Belgian-Italian singer Salvatore Adamo. It will be a co-production of a French, Italian and a new Dutch company. Mr. Rutten and Adamo will jointly write the screen-play during a concert tour of Holland which starts Sept. 8.

DCT's Jim Bailey came from the United States to discuss the introduction of Dot Records. NEGRAM is preparing a brand new repertoire for the label. **SKIP VOOGD**

SINGAPORE

The Beatles have risen to the top of the Singapore Hit Parade with their world chart-topper, "A Hard Day's Night," one of the six songs from their new film of the same title due for screening in Singapore soon. Previous Beatles' hits like "I Saw Her Standing There" and "I Want to Hold Your Hand" had no luck with local teen-agers and pop fans. Many feel that this is largely because "A Hard Day's Night" is a less frenzied number than the Beatles' previous efforts and also because the lyrics are more understandable. The big question is whether the Beatles can oust Cliff Richard from his pedestal as top favorite disk star of Singapore and Malaya? Even Elvis Presley has not been able to shake Cliff. One name that keeps cropping up in discussions as likely to eclipse Cliff is Millie Small, the Jamaican Queen of the Blue Beat. Her first disk, "My Boy Lollipop," stayed five weeks on top of the Singapore Hit Parade and her newest disk, "Sweet William" is winning her more fans here.

WALLY CHAN

DUBLIN

Cadets' new disk revives Kitty Wells' "I Gave My Wedding Dress Away" and Dixie Cups' "Chapel of Love." . . . Band's tribute to President Kennedy, "We Shall Remember," still selling remarkably well in view of the fact that Radio Eireann refused to play it. . . . Billy J. Kramer, Yardbirds, Ronettes and local singer Tim Connor among those slated for a package show at Dublin's Adphi Oct. 1. . . . One of the biggest advance orders to date for Joe Dolan and Drifters' "The Answer to Everything," which was voted best showband disk on Telefe Eireann's "Pickin' the Pops." . . . As expected, there's a rush for albums and singles by Jim Reeves, who was most consistent seller here after Elvis Presley. . . . Dominic Behan arrived in Dublin after a brief U. S. trip and began a ballroom tour. . . . His composition, "When I'm Twenty," is nearing the chart. . . . Number of showband disks in the chart on the increase. . . . Dickie Rock and Miami's new single revives one-time Tony Bennett smash, "From the Candy Store on the Corner." **KEN STEWART**

BULK VENDING news

CHICAGO WOMAN BLASTS MISLEADING TROLL CARD

NEW YORK — The following letter, written by a Chicago woman, was sent to Bob Guggenheim, president of Karl Guggenheim, Inc. The name of the shopping center and the name of the sender have been deleted. Otherwise it is verbatim.

"A good forty-five years ago, when I was a pre-schooler, my faith in vending machines was shaken. I had placed a penny in the appropriate slot in one

of those Happy Hooligan type machines that dispensed a stick of gum. Well, the blackguard behind the glass shield turned to one side, as was his wont, and dispensed to expectant me—plenty of nothin'!

"Well, as Mr. Tennyson put it, 'The old order changeth, yielding place to new'—vending machines, that is, in this case. To wit: Two nights ago, while shopping at a local shopping center, accompanied by a couple of my six small grandchildren, I was dragged to one of your machines to 'Please, please, Grandma—a Troll.' The machine was labeled TROLLS—nothing was visible but trolls—no gelatinous crawly things—just trolls. 'Aha' thought I, 'if these will make the little darlings happy, maybe I'll get six of 'em. Make 'em all happy.' But your machine did NOT dispense trolls. Unless these were monstrous mutations. In fact, it resembled nothing so much as a monkey's miscarriage. Come to think of it, the trolls themselves looked a mite like that, but they were trolls. Well, Caveat emptor!"

EPHY NAMES 2 NEW OUTLETS

JAMAICA, N. Y. — Ephy Charms, Inc., last week named two new distributors. The Southern Music Distributing Company, with offices in Orlando, Fla., and Jacksonville, Fla., has been assigned to Florida. The Lex-Boy Distributing Company, East Detroit, will cover Michigan.

Thefts Plague N. E. Operators

CONCORD, N. H.—Vending machine thefts continue to plague more business establishments in Northern New England.

In this city, police quickly apprehended two teen-age suspects after \$22.35 and 123 packages of cigars were reportedly stolen from vending machines at the Concord Cleaners' laundromat. A police officer won special commendation for solving the break.

In Keene, N. H., small amounts of money were reportedly taken from vending machines and cash boxes at the Scenic Theater and the Pastime Bowling Alleys.

In Burlington, Vt., a soft drink machine was forced open at Goldberg Auto Service and about \$9 in change removed, and another soft drink machine was jimmied open in at Cero Bros. Movers and Storage Warehouse.

A police investigator said youngsters did the Burlington breaks possibly to get money to attend the Champlain Valley Fair in Essex Junction.

Busy Restaurant Proves Profitable Vending Stop

LOS ANGELES—It's a mistake to assume that a busy food establishment is a poor location for bulk vending equipment simply because customers are there to eat tasty short orders, according to Milt Tucker, M & G Service, bulk route operator in the Los Angeles area.

A case in point is an ex-

remely popular short-order restaurant on La Brea Avenue in mid-town Hollywood, which, for years, has advertised "The World's tastiest hot dogs"—and sells upwards of 2,500 per day to prove the point.

When Tucker first approached the short-order restaurant, he found no other bulk operator had ever contacted the management at all—assuming that the heavy volume of hot sandwiches, chili, and French fried potato sales would obviate the taste of peanuts, ball gum, or other confection items.

Tucker had no trouble at all in signing up the stop for a dozen machines, including almost every product in his inventory, plus many novelties. Within the first week, the location was showing as high as a collection rate as the best non-food-serving spot on Tucker's list.

The Los Angeles bulk operator found that many of the customers arriving brought along children, or guests, who simply did not want to eat the foods offered, and who whiled away the time while others consumed hot dogs, hamburgers, chili, with a few pennies dropped into the vending machines.

Now, the location is one of the best on Tucker's route, does an 18-hour-per-day business, and proves to the California bulk operator that "it never pays to take anything for granted."

HOW TO LOSE A LOCATION

Feature Prime Charm Items on Display Cards and Don't Deliver

By AARON STERNFIELD

NEW YORK—Point-of-purchase merchandising can be a potent sales tool in the hands of the operator or it can be instrumental in causing an operator to lose a location. It all depends how it's used.

A check of three leading charm manufacturers in the New York area disclosed that display cards are often used improperly, with the result that customer complaints to store managers are occurring with monotonous regularity.

These display cards usually feature top merchandise—merchandise calculated to cause a youngster to put money in vending machines. When the merchandise is delivered, everybody is happy. When it isn't, the operator has an irate buyer on his hands.

Customer Complaint

If the youngster is accompanied with an adult—and he usually is—the result is often a complaint to the store manager. Enough of these complaints can cause the operator to lose the location—and in some cases the chain.

Bob Guggenheim, president of Karl Guggenheim, Inc., said that he had received a letter from a customer who noticed a Guggenheim display card, featuring Trolls, on a supermarket location vending machine. When the customer got inferior merchandise, she wrote to the address on the card, and Guggenheim received the complaint, which he passed on to the operator. Had the complaint gone directly to the store manager, the operator might have lost the location.

George Eppy, president of Eppy Charms, said that while he had received no direct customer complaints, he has been aware of such complaints being made both to the operator and store management.

Confine Contents

Eppy's solution is to have the operator confine the contents of the vending machine to the items displayed on the card.

Paul Price, head of the charm manufacturing company bearing his name, pointed out that in some cases the operator doesn't even bother to place in the

machine the items shown on the display card. In other cases the child has a one in 200 chance of getting the item.

The consensus of the manufacturers is that unless the machine carries only those items on the display card—or unless it is made clear that the display card represents only some of the items in the machine—these cards should not be used.

Captive Audience

Many operators, feeling they have a captive audience, will

(Continued on page 40)

YOU COUNT MORE WITH OAK



STANDARD ACORN VENDOR

This is a machine with many purposes. It vends all bulk merchandise; all parts are interchangeable. You have a choice of several eye-catching colors. It features a wide top globe and easy portion adjustment. It stands 15" high, is 7" wide and 7" deep. It can be ordered with a 6, 8, 9½ or 11 lb. glass globe—300 or 450 plastic globe.

Time payments available on OAK Machines through all distributors.

oak MANUFACTURING CO., INC.
650 SOUTH AVENUE 21, LOS ANGELES, CALIFORNIA 90031

Victor's Famous Topper Now Vends Capsules

NEW TOPPER "66"

Low Price—Big Value

\$15⁵⁰ 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)

LOGAN'S 10c SPECIALS ASSEMBLED IN "V" CAPSULES

- Painted Scatter Pins \$35.00 M
- Trolls with Stone Eyes 38.00 M
- DeLuxe Girls and Boys Rings 30.00 M
- Fancy Key Holder with 8-Ball 35.00 M
- Baboon with moving arms and legs 25.00 M

Write, Wire or Phone For Low Quantity Prices

"LEADER IN BULK VENDING FOR 20 YEARS"

LOGAN DISTRIBUTING, INC.

1850 W. Division St., Chicago, Ill. 60622

Area Code 312—HU 6-4870



BUILT FOR BUSINESS!

MARK-BEAVER Bulk Vendors serve you best—

- greater profits
- economy
- eye appeal.

Many models and combination units available. Send for full-line illustrated catalog, today.

VENDOR MFRS., INC.

1319 LEWIS ST. • NASHVILLE, TENN.
PHONE: 615-256-4148
(Distributor areas available throughout the world)

**MANDELL GUARANTEED
USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10-Count, 1/2 Tab Gum Mach.	18.00
N.W. Model 232, 1c Perc. Con- verted for 100 ct. B.G.	6.50
Atlas 1c & 5c 100 Ct. Ball Gum	12.00
Mills 1c Tab Gum	12.00
Acorn 8 lb. Globe	10.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.66
Pistachio Nuts, Large Tulip	.71
Pistachio Nuts, Vendor's Mix	.68
Pistachio Nuts, Sheik, Red	.63
Cashew, Whole	.82
Cashew, Butts	.79
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.35
Rainbow Peanuts	.32
Bridge Mix	.36
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.32
M & M, 500 ct.	.48
Hershey-ets	.47

Rain-Bo Gum, 72 ct.	.32
Malt-ette, 100 ct., per 100	.35
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.33
Rain-Bo Ball Gum, 100 ct., 300 lb. minimum prepaid on all	.34
Rain-Bo 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.	

Complete line of Parts, Supplies,
Stands, Globes, Brackets, Charms,
Everything for the operator.
One-third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY

**World Famous
VICTOR
Standard
TOPPER**



1c or 5c
For Ball
Gum and
Charms.
Also
available
for Peanuts
and Bulk
Candies.
Packed and
sold 4
to a case.

Stamp Folders, Lowest Prices, Write
MEMBER NATIONAL VENDING
MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN
SALES AND SERVICE CO.**
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

**Penny King Bows New
Capsule Mixes, Charms**

PITTSBURGH — It's sale at Penny King, with a variety of capsule mixes and charms being put on the trading block. The firm's metal airline and auto trade-mark emblems, formerly priced at \$13.50 per 1,000, are now being offered at \$4.99 per bag of 500 with a free front thrown in.

Penny King's "58" mix for 5-cent capsules now includes a number of such previous 10-cent capsule items as Chenille brooches, devil's head brooches, mouse pins and shrunken head pins.

The mix is available in bags of 250 with a display front at \$4.95 each.

Also available are a large number of nickel capsule mixes, each in bags of 250 with free display fronts. These include:

Eureka capsule mix (#51) at

\$4.25 per bag in screw-tite and A.V. capsules; flies and butterflies mix (#52) at \$5 per bag, containing an assortment of 13 items, including reptiles.

New Super-Deluxe Ring mix (#53), at \$5 per bag, containing half of Penny King's previous dime metal rings and half de luxe V.P. jewel and flicker rings. The mix has a foam display front with a nickel sign and 29 rings.

New Blue Chip capsule mix (#54), at \$5 per bag containing all former 10-cent capsule items, all in screw-tite capsules.

Bead Chain and Tassel mix (#55), half bead key items, half large tassel items, priced \$5 per bag.

**COINMEN
IN THE NEWS**

Gotham Gleanings

Bill Adair, Seeburg's executive vice-president, was in town this week to visit Meyer Parkoff and Murray Kaye at Atlantic-New York. . . . Kaye says juke box sales this summer were the strongest in many a year, with export sales particularly strong.

Bernie Boorstein, B&B Distributors, Freeport one-stop, left for Montreal this week with Mrs. Boorstein. The Boorsteins will spend the Jewish holidays with Mrs. Boorstein's parents in the Canadian metropolis. . . . Don Liberatore, B&B sales executive, has a tough time keeping his mind on the job. Sunday (27) he marries Jean La Stella.

Al Denver, president of the Music Operators of New York, reports that the organization's annual outing at the Nevelle Country Club, Sept. 25-27, is a sellout, with some 400 room reservations in and 400 persons expected. MONY is trying to book another 50 rooms to accommodate another 100 persons.

Tom Greco, Greco Brothers, Glasco, N. Y., says that business is way off in the Catskill resort area. He explains that the weather has been so good and so hot that people are spending their time outdoors rather than at the bars. He's hoping for some rain which would drive vacationers into the friendly taprooms.

Los Angeles Angles

Phil and Shirley Avol, Avol Music, have sent announcements that their son, Edward Lawrence, will read a portion of the Haftorah on his bar mitzvah at the Wilshire Boulevard Temple Saturday (12), 10:30 a.m. A reception will be held at the new Avol home in North Hollywood that evening. . . . Clayton Ballard, manager of the Los Angeles Wurlitzer branch, has returned from a trip to the factory in North Tonawanda. . . . Gary Sinclair, Wurlitzer Western representative, made the Southern California territory last week. . . . Henry K. Hebard, Western auditor for Wurlitzer with headquarters in San Francisco, was in the Los Angeles area recently. . . . John Scavardo, Wurlitzer Los Angeles office manager, started on his vacation Monday (7). . . . Cliff Nugent, Wurlitzer salesman, worked the Santa Barbara area. . . . Stanley Stree is a new service and installation man at Wurlitzer.

George Maraoka, Simon Distributing Company, is on vacation. He spent the first part of it on a trip to Las Vegas. . . . Round O' Pool is now being

(Continued on page 46)



CLEAR-VUE BLISTER packed displays are available for Karl Guggenheim's new 5-cent capsule mix. Items include a joke assortment, a novelty assortment, a ring assortment, a variety assortment and a trick assortment.

BULK BANTER

Pacific Patter

Herb Goldstein, merchandising director for Oak Manufacturing Company, Los Angeles, checked into a local hospital last week for a complete physical examination. He recently returned from his first cross-Canada trip with Dale Johnson, Dale Distributing, Vancouver. They went from Vancouver to Montreal with intermediate stops.

Preston and Esther Coombs are in Naples, with stops in France, Spain and Sicily to follow. They are due back at their home near Los Angeles about Oct. 1. . . . Marvin Goldstein bought a number of new Northwesterns for the route he is establishing in the Anaheim area. . . . Stewart Simon of Lithco was an Acme visitor. . . . Other customers, stocking up after the Labor Day weekend, included Art Vogel; Jon Clem, of Whittier, and Bud Vogan. . . . The many friends of George Templen wish him a speedy and complete recovery following surgery at a Veterans Hospital recently. . . . Max Crown, outside salesman for Operators Vending Machine Supply Company, is enjoying his annual vacation. . . . Harry and Mrs. Burke, Garden Grove, were at Acme for supplies last week.

Howard Feldman is a new operator in the Pomona area and was at Operators Vending buying a supply of Acorns. . . . Bill Coombs, who is keeping the store while his father is in Europe, spent the Labor Day weekend at his home in the

Simi Valley. . . . Ted Werner, who took off to service machines as far north of Los Angeles as Szlinas, reports that he used the Labor Day weekend to get his equipment in shape in his shop. Prior to leaving Tuesday, he shopped at Acme and Operators.

Frank M. Silverthorn, Los Angeles operator, stopped off at Acme Tuesday. . . . Barry Sreden spent the Labor Day weekend in the San Diego area. . . . Acme Vending was closed Friday (4) with Lew and Gussie Feldman taking advantage of the long Labor Day weekend. They spent it at the Islander on Mission Bay down near San Diego and took in the races at the Del Mar track. . . . Ralph Goulden shopped for merchandise at Acme.

SAM ABBOTT

**SPECIAL!
FOR \$22.50**

We Will Give You



**ONE
NEW 5c
ACORN
JUMBO
CHARM
VENDOR**

**PLUS 600 JUMBO
ROCKET CHARMS**

Rush 1/2 With Order, Bal. C.O.D.

MEMBER NATIONAL VENDING
MACHINE DISTRIBUTORS, Inc.

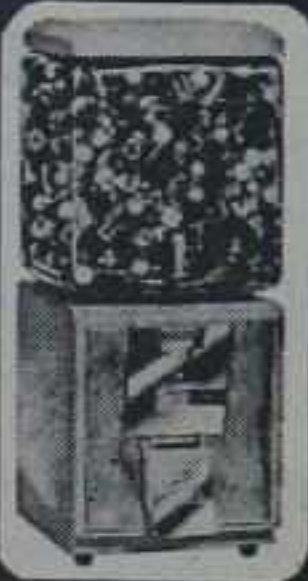
J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum
Vendors, Merchandise, Parts, Globes,
Stamp Vendors, Folders, Cigarette and
Candy Machines, Sanitary Vendors and
Sanitary Merchandise. EVERYTHING THE
OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.
President 2-2900

Say You Saw It in Billboard

**Northwestern
HEADQUARTERS**
Whatever your bulk vending requirements might be, we can serve you.
Always a complete stock of outstanding Northwestern machines, parts and supplies.
Write today for complete information and price list.



**BIRMINGHAM
VENDING
COMPANY**
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Phone:
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**Vending Headquarters for VICTOR
The Most Complete and Finest Line of Bulk Vendors
NEW SELECTORAMA®**

BEAUTIFUL STORE WINDOW DISPLAY

Available in 1c, 5c, 10c, 25c or 50c coin mechanisms. Unit can vend 100 count gum, V-1 and V-2 capsules. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver stand available for six or eight units.
Double or triple your sales with this great vendor. Write for further details, color circular and prices.
Call "HUTCH" Today for further information. No matter what your bulk vending requirements might be—we can help you!

A complete stock of machines, merchandise, parts and supplies is always available.
Write for complete list of prices.

H. B. HUTCHINSON, JR.

Southeast Warehouse for Leaf Brand Gums

1784 N. Decatur Rd., N. E.

DR 7-4300

Atlanta 7, Ga.



L. C. TOPPER

Designed for 100-count gum.

Hold 1175 balls of 100-count gum.

NOTICE TO OPERATORS

All Toppers can be converted to L. C. Toppers for vending 100-count gum. All that is needed is a new service head assembly.

Write for details, color circular and prices
or contact your distributor

PARKWAY MACHINE CO.

715 Ensor St.

Baltimore 2, Md.

THE BIG STORY OF 1964



is the 14th annual

MOA CONVENTION and TRADE SHOW

SHERMAN HOUSE HOTEL, CHICAGO

OCTOBER 14, 15 and 16

this is one you'll not want to miss!

Only a limited number of exhibit booths remain. Call Fred Granger—RA 6-2810.

MUSIC OPERATORS OF AMERICA • 228 N. LASALLE STREET • CHICAGO, ILLINOIS 60601

COIN MACHINE news

N. Y. Operators to Mull Proposed Revisions of State Penal Code

ROCHESTER, N. Y.—New York State operators will take a long, hard look at proposed revisions to the State penal code Thursday (17) when the New York State Coin Machine Association holds its annual meeting at the Sheraton Hotel here.

Little of the 600-odd page report prepared by a committee of the New York State Legislature pertains to coin machines, but the section that does carries significant meaning to all members of the industry here.

Briefly, it would define gambling devices more specifically, emphasizing the reward and the element of chance.

Empire State operators are un-

happy about the current ambiguous and omnibus definition. Many favor a code which would tell them in blunt terms what is legal and what isn't.

Lou Werne, NYSCMA counsel, will present the proposed revisions and preside at the discussion. Mrs. Millie McCarthy, NYSCMA president, will be in the chair the remainder of the session.

About 75 operators from all parts of the State are expected to attend the business session, which starts at 2 p.m. Dinner is at the Starlight Room, 6:30 p.m.

Licensing Bill

Also on the agenda is the possible reintroduction of a coin

machine operator licensing bill. The measure swept by both houses of the Legislature in the last session, only to be vetoed by Governor Rockefeller.

The bill would set up an eligibility code for operators to conduct business, levy a per-operator licensing bill and set up procedures inspection.

Its effects would be to cut down on location ownership due to the high cost of licensing and to exclude from the industry persons with criminal records.

Also sure to receive attention is the Buffalo situation, which provides for stiff per-machine taxes and municipal permission to operate.

Feinstein Cites Total Service Concept Among Distributors

CHICAGO—Distributors face both a "tough challenge" and "a great opportunity" because of a trend toward total service which has been building up during the past few years.

That's the opinion of Nate Feinstein, veteran Chicago coinman and head of World Wide Distributing Company here.

Feinstein feels the move toward greater service is intensifying. "We have to offer total service in order to best meet the needs of operators," he emphasizes.

Tracing the evolution of the coin machine distributing pattern, Feinstein notes that machines were first sold by "jobbers." These men had little stock and virtually no parts or service facilities.

If a jobber had a customer for a certain type of game, he would get on the phone, locate the machine for the right price, and ship it to the operator.

The jobber gradually evolved into the game and music distributor who carried stock, parts and service facilities. Today, the coin machine distributor is going one step farther—vending.

Feinstein feels distributors became concerned with vending after the Seeburg Corporation started in the business some years ago.

Up to then, vending machines were sold by manufacturer representatives. With Seeburg selling its vending machines through distributors, a new form of marketing was introduced to the vending industry.

(Editor note: Two other coin machine firms played a role in this evolution. Automatic Canteen, world's largest vending machine operating company, bought the AMI juke box factory and inherited the AMI chain of distributors. Canteen proceeded to sell AMI juke machines through this distributor network. Rock-Ola Manufacturing Company began manufacturing vending equipment, further acquainting coin machine operators with this field.)

Operators Follow

As the distributors became diversified, so too did the operators. As this happened, other distributors had to widen their horizons.

Feinstein feels the coin machine business has now reached the supermarket stage. The distributor that doesn't offer complete lines of music, games and vending, not to mention parts, service and credit, stands a chance of losing his customers to a distributor that does.

The trend toward total service has brought some changes at World Wide too, Feinstein says.

For one thing, the firm recently moved, and now occupies a huge two-story corner building with 40,000 square feet of space.

The firm goes so far as to set aside separate offices for the use of its operator customers. An operator coming into World Wide to "browse around," can also use one of the offices to conduct some business.

If an operator wants to call his office, call a few of his loca-

tions, check on how things are at home—or even bring his customers into World Wide showrooms to look at equipment, he can do so.

World Wide also uses the new mobile demonstration studios which were developed recently by Seeburg. The studios enable operators to take a complete music and vending set-up out for demonstration to a prospective location.

Total service doesn't end here, Feinstein says. He believes distributors should also work with operators, helping them plan their financing of equipment. Distributors can also be very helpful in providing business advice, tax information and of course constant instructions in machine service and maintenance.

Feinstein stresses that World Wide's is a team operation. Harold Schwartz handles music sales, Fred Skor games and Irv Ovitz vending. In addition there are countless salesmen, parts men, servicemen and bookkeeping staffers.

Group Programming Method Works for Chicago Operator

CHICAGO—Practicing modern management methods, including effective programming, control of equipment replacement and careful screening of locations is the key to success for music operators today. That's the belief of one of this city's top routemen with 100 boxes out.

In addition, Henry Lonie, head of Eastern Music Company situated on Chicago's teeming South Side, foresees an increasingly bright future for his organization. His business had slumped during the recent wide-scale renewal program, but "that's past now and the trend is up," he declared.

Admitting that "we've made some mistakes" during more than 15 years of operation, the quiet, dignified manager pointed

EUROPEAN NEWS BRIEFS

Klinger Re-Elected

MAINZ, West Germany—Karl Klinger has been re-elected president of the Rhineland-Palatinate Coin Machine Operators Association.

Willi Kretzler was named vice-president; Richard Bastian, treasurer, and Dr. Klaus Herrmann, business manager.

Klinger's re-election has special importance for the German operating trade. He is leading the campaign for a counter-offensive to efforts by GEMA, the German ASCAP organization, to increase steadily the royalties charged operators.

Klinger's weapon is the so-called "Gema-frei" phonograph disk, which he is trying to introduce as an operator co-operative venture, using melodies in the public domain or otherwise beyond GEMA's control.

Seek Technicians

OSLO—Norwegian distributors are attempting to arrange for the "importation" of U. S. coin machine technicians on long-term work contracts.

Distributors have advised U. S. coin machine manufacturers that the shortage of technicians and the lack of a training program is stalling sales.

The proposal is to bring U. S. technicians to Scandinavia and place them in charge of a program to train local repair and servicemen for phonographs and games.

Ops Strike Back

RIMINI, Italy—Coin machine operators in this popular Adriatic resort have scotched complaints that phonographs are driving away the tourist trade.

Operators have obtained signatures to a petition stating that, on the contrary, phonographs impart life to the resort and that high prices are the tourist's major complaint.

Petitions demanding that the government act to lower prices—and cease harassment of phonograph operators—have been signed by 10,000 foreign

visitors at this resort in the last three weeks.

Tandem Operation

LILLE, France—Amusement arcades in this northern French industrial city are experimenting with tandem operation of phonographs and games and vending equipment.

Vending machines are placed in tandem with phonographs-games, thus encouraging the player to eat snacks from the machines while playing the phonograph and the games.

There are vending machines for hot and cold beverages, nuts, sandwiches and frankfurters and candy.

Operators report that the experiment has been lucrative so far and that vending equipment will be installed permanently in the arcades as a result of the test.

Quiz Game Popular

BRUSSELS—The Know Master, a Belgian-developed-and-produced quiz game, is the most popular coin-operated game with personnel of the European Common Market headquarters staff here.

Surveys show that Common Market bureaucrats play the Know Master 10 times as often as pinballs, the great Belgian passion. This is almost the inverse ratio, however, to patronage of the quiz game by the general public.

The surveys show that outside the Common Market staff only one in 10 Belgians prefers the quiz to pinballs. The Common Market bureaucrats said the quiz game posed a "mental challenge."

Spanish Favorite

MADRID—Spanish operators are giving a big play this holiday season to the British golf game, Little Pro, which is manufactured by Southland Engineering Limited.

Little Pro is being distributed, aside from Madrid, on the Costa Bravo, on the Costa

(Continued on page 45)

To Facilitate Registration at MOA Show

CHICAGO—Music Operators of America is circulating advance registration cards to members, an innovation that the association predicts will save members countless hours at the registration desk.

Members can fill in registration data in advance, send in their \$5 registration fee and have their badge and credentials waiting for them at the door of the convention when they arrive.

Members can also register in advance for the big MOA banquet and floorshow which winds up festivities Friday (Oct. 16) evening. Fee for the banquet is \$20 per person.

The preregistration form is a three-part post card-sized affair that operators can tear apart and send in to MOA headquarters.

D&R to Exhibit At MOA Show

CHICAGO—D. & R. Industries, two-year-old coin machine parts supply company here, will exhibit for the first time at the forthcoming Music Operators of America convention in Chicago's Sherman House.

The firm, headed by Dennis Ruber and Richard Utanoff, will also introduce its new parts catalog. D. & R. distributes a wide variety of coin machine parts, supplies and sundry equipment.

survive in the competitive jungle today," Lonie maintained. "The weaker operators are falling by the wayside."

Programming Techniques

As a topflight businessman, Lonie, his assistant Warren Brown, and the two collection men use the committee system for programming their machines. He said "we carefully check on the needs of each location" and adapt to them. The Southsider indicated Eastern's business is peculiar to its area and "we can't follow what the others do." Every type of jukebox is utilized on the route.

What records will be played in any specific location—restaurant or bar—is determined by a consensus of the four-man committee after Billboard's survey.

(Continued on page 46)

HOW DO YOU LIKE YOUR MONEY SERVED?

In dimes? In quarters? Or in half dollars? With a Wurlitzer 2800 in action you get them all but, thanks to the exclusive TEN TOP TUNES FOR FIFTY CENTS feature, there is a big preponderance of half dollars. Most operators seem to like it that way. Wouldn't you? Start now to beef up your route with Wurlitzer 2800. Location owners will love it. So will the patrons. And so will you, once you see what happens to collections.



WURLITZER 2800

Your Wurlitzer Distributor Can Quote You Actual Increases In Earnings. See Him Now.

Bergmann Launches Expansion Program for Common Market

By OMER ANDERSON
HAMBURG—Th. Bergmann & Company has launched a major expansion program aimed at securing a major role in the European Common Market and leadership in the West German field.

new plant will occupy nearly 60,000 square feet of land. It will be constructed of aluminum, steel, and glass, and the main production hall will cover around 18,000 square feet of space. Architects say it will be Europe's first coin machine production facilities, incorporating the latest features in industrial plant design and providing for maximum automated production.

Production Expansion

Together with Bergmann's new administrative complex, completed several years ago, the new facilities will enable the pioneer Hamburg firm to expand production and cut costs. Bergmann expects to complete construction of the new facilities by the year's end and to shift all production there at once.

The new facilities have been designed to dovetail with Bergmann's big export program, the plant site being on Europa-Strasse 3, the main north-south artery linking Europe with Scandinavia. This means that Bergmann will have an important transportation advantage for export shipments.

Shipping Facilities

Moreover, the plant has easy access to Hamburg port facilities and to the Hamburg airport (Bergmann is making increased use of air freight to speed shipments to the British market).

Bergmann now ranks as West Germany's largest diversified producer of coin-operated equipment. The firm, directed by

Ernst Bergmann, manufactures phonographs, games, payouts, and vending equipment.

Its products include Symphonic phonographs, the Atlanticus and Alarm pinballs, the Arizona and Safari target games, and the Monaco payout.

British Market

Bergmann is known as one of Germany's most export-oriented firms. It is strong in the British market through its United Kingdom subsidiary, Symplay Limited, and Symplay has recently begun operations in Scotland in partnership with the Shandon Supply Company.

Bergmann has pressed the introduction of the mobile demonstration showroom in the U. K., a trailer unit which has proved highly popular. The Hamburg firm has also had considerable success with its Monaco payout in the British market.

Bergmann's new production facilities also will permit the company to intensify its sales campaign in the American market. Bergmann has had unusual success in the North American market with its target game tandem, Arizona and Safari.

Target Games

Bergmann has had a large order backlog for its target games in the United States and the demand from Britain has been so great that the firm has been using air freight to speed U.K. shipments.

Aside from expanding into the U. S. and U. K. markets, Bergmann is also in the process of beefing up its distribution net in France and other European Common Market countries.

With the new production facilities, the Hamburg company will be in a position to undertake an expanded production program to increase both the number and volume of products.

Bergmann's success with Arizona and Safari has persuaded the firm that European producers can compete with U.S. manufacturers in the games sector—if production is concentrated on the right products. Bergmann's target games are selling well not only in the U. S. market but also in Latin America and the Orient.

On the other hand, Ernst Bergmann believes that the U. S. enjoys a lead in pinball production which will be difficult to overcome.

Recordmen to Turn Out For N. Y. Coin Weekend

NEW YORK—Heavy representation from the record industry is expected at the annual joint outing of the Music Operators of New York, the Westchester Operators Guild and the New York State Operators Guild, to be held at the Nevelle Country Club in the Catskills, Sept. 25-27.

Columbia Records will have the largest representation of any label with Gene Weiss, Don England, Frank Campana, Bob Thompson, Nick Barna, Mort Hoffman, Lou Weinstein and Mike Volkovisch.

Two West Coast labels will be represented, with Ben Savoia and Jack Perkins from Capitol and Bernis Black from Liberty.

Also expected to attend is John Koshel Jr. from Seesac. Among the one-stoppers making the scene will be Bernie Boorstein, B&B Distributors, and Eric Bernay, A-1 One-Stop.

Ben Chicofsky, business manager of MONY, said that the affair is a sellout, with about 500 persons expected to be on hand.

He added that advertising sales for the souvenir journal have set a record.

Wurlitzer Sets Schools For Atlanta and Dallas

NORTH TONAWANDA, N. Y. — Week-long service schools, sponsored by Wurlitzer with assists from distributors and operators, will be held this month in Atlanta and Dallas.

The Atlanta school will be held at the Dinkler-Plaza Hotel, Monday (14) through Friday (18) with C. B. Ross, Wurlitzer service manager in charge. He will be assisted by Harry Gregg and Karel Johnson, Wurlitzer factory field service engineers.

About 75 servicemen from the Southeast will attend. Wurlitzer picks up the tab for the hotel

rooms; Peach State Music Company, the local distributor, gives each serviceman \$50 for meals, and the various operators take care of the transportation to and from Atlanta.

At the end of the course the servicemen will be presented diplomas by A. D. Palmer, Wurlitzer's advertising and sales promotion director.

The Dallas school follows the same pattern. It will be held at the Baker Hotel, Sept. 28-Oct. 1, with Ross in charge. Al Dietrich, Wurlitzer's assistant sales manager, will present the diplomas.

Tucson Prepared for City Coin Machine Ordinance

TUCSON, Ariz.—The Tucson License Division has mailed questionnaires to virtually every business firm in the city in an effort to locate all individually owned coin machines.

The query is a preliminary step before Tucson's new coin machine ordinance becomes effective Oct. 12.

The law requires all juke boxes, amusement machines and vending machines and coin machine operators to be registered with the city.

License Supervisor Ruben Suarez said every businessman in the city is being asked to report any machines that he owns outright when he files his August

sales tax returns with the city, it was reported.

The coin machine ordinance was adopted by the City Council Aug. 13 in an attempt to check what police describe as an undercover battle for control of the city's coin machine business, marked by five bombings in the last nine months.

Individual businessmen owning one or more machines in operation at their own place of business are required to pay a \$3 annual license fee for each machine.

Operators must pay \$25 to apply for a city license, \$100 annually for the license itself and \$3 annually for every machine which they have in operation within the city limits.

Seattle Policy Produces \$100,000 Annual Take

SEATTLE—The "limited tolerance" policy on gambling here will produce more than \$118,000 in city revenue for 1964, City Controller Carl G. Erlanson's office said.

Summeries of revenues on pinball and other amusement devices, including punchboards were made for Donald M. Turnbull, city license director, and submitted to the City Council members and Mayor J. D. Braman.

The city's take on pinball-type games for June and July was \$13,602.90, compared to \$18,219.83 received for the preceding five months, when only "novelty type" games were permitted.

City revenues from punchboards totaled \$9,192.56 for June, July and August.

Some restaurants and tav-

erns have complained because competitors have pinballs and they do not. Turnbull said under Braman's policy, only establishments that had novelty-type licenses in effect June 1 are entitled to get two pinball machines prescribed under the program, it was reported.

As of August 28, there were 1,270 pinball sublicenses or machine licenses, and 919 location licenses. Forty-three operators' licenses are in effect.

Olean Assn. Meet

OLEAN, N. Y.—Members of the Olean Music Operators Association meet at the Castle Restaurant here Monday (14), with Mrs. Millie McCarthy, president of the New York State Coin Machine Association, slated to be the guest speaker.

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Legal Eagle Builds Chicago Route to Big Time Operation

CHICAGO—The McGowan Bros. aren't around any more, and when they were, it wasn't in the music business. The name has stuck to this highly successful South Side juke box operating company because of a series of accidents and shrewd planning by a thoughtful attorney named J. Harold Mosely.

Mosely is now in his 70's and mellow from years of law practice. He took hold of the company back in 1951. The business was loosely run and in trouble.

It was owned by Clarence McGowan, one of several brothers involved in numerous ventures, including real estate and insurance. Clarence alone was interested in the music business and, according to Mosely, saw a chance to build a profitable business.

Concentrates on Jukes

Mosely convinced him to drop his other enterprises and concentrate on phonographs. McGowan agreed. Mosely immediately straightened out several legal snarls and hired a Certified Public Accountant to institute an accounting system that made sense.

Formal incorporation papers were issued to the McGowan Brothers Music Company in May 1952. All stock was owned by Clarence and his wife Ernestine. The other brothers had no interest in the new concern at all.

Then Clarence died suddenly, leaving everything to his widow. She turned to Mosely for assistance and advice.

Mosely Heads

The result is that Mosely has been running the company since its real beginning—even though he is not a stockholder. Clarence's widow has since remarried and devotes the greater part of her time, energy, and money to her work with the Jehovah's Witnesses, of which she is a devout member.

Mosely has built the company to where it now grosses well over \$100,000 annually. This income is derived from the operation of more than 200 juke boxes in the greater Chicago area, concentrated on the South Side between 47th and 86th streets. Others are scattered in

the Near North and West sides of the city.

Operations are conducted from the headquarters at 1462 East 62d Street. The staff comprises Mrs. Willie Smith, Ernestine McGowan's sister, as vice-president, and John McGowan, Clarence's remaining brother, as treasurer. John is not a stockholder and performs his duties as a salaried employee. The technical and clerical personnel number seven mechanics and collectors and a bookkeeper-clerk. All of them have been with the company since it was founded.

Because of seniority and trust the employees are granted considerable independence. Any of the record changers or collectors may respond immediately to a request from a customer to replace or substitute records without referring to the office. This sort of immediate and personal service is the quality Mosely gives credit to for the firm's success.

News Briefs

• *Continued from page 42*

del Sol, and at San Sebastian. It is the hottest game in these areas.

There are nine holes in the playing surface. By rotating a knob in the shape of a golf ball, the player rotates a figure holding a golf club. The ball is fed automatically, and the player has to complete the holes in rotation. Each hole is par 3, and the game is completed when 27 balls have been hit—or the nine holes completed, whichever occurs first.

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Say You Saw It in Billboard

H. GREENWALD COMPANY, 1340 Metropolitan Avenue, Brooklyn, has gone into production on the Series 5910 and 5920 time accumulators for kiddie rides and amusement devices. The manufacturer says the accumulators can either be installed as factory equipment or placed on machines already in operation.

Advance New Bally Distrib

CHICAGO — Bally Manufacturing Company last week named Advance Distributing Company, St. Louis, its distributor for Eastern Missouri and Southern Illinois.

The line was formerly held by Amusement Supply Company which gave it up following the retirement of its head Bill Geiger.

Advance is headed by Charles Kagel, Dale Rymer and Don Tabachi. Bill O'Donnell, Bally president, noted that the three Advance heads have long "demonstrated outstanding ability to serve both game producers and operators with efficiency and understanding of common problems."

"All of us at Bally are happy to welcome these gentlemen into the Bally family and we are confident that Bally will advance with Advance," O'Donnell noted.

Memphis Distrib Reports Sales at Record Peak

MEMPHIS — George Sammons, president of Sammons-Pennington Company, Seeburg distributor, said his sales in the first eight months this year were already 25 per cent higher than his best year. That was in 1955, when so many operators in Memphis and the Mid-South were converting to dime play and buying the new phonograph with dime play slot for their top locations.

Sammons said business in the Nashville and Memphis areas "is excellent and prospects for fall business are the best we've ever seen. The cotton and soybean crops are the best they've ever had."

Sammons, who has a branch office at Nashville, recently returned from there, where he made a tour of stops with a factory representative, and both came away impressed with prospects.

Recent

STEREO RELEASES

for Music Operators

SEEBURG LITTLE LP's

Country & Western

VARIOUS ARTISTS—All Time Country and Western Vol. 5 (Twin Pack) Decca
Chattanooga Shoe Shine Boy (R. Foley)—I Fall to Pieces (P. Cline)—Poison Love (Johnny & Jack)—Release Me (K. Wells)—Money, Marbles and Chalk (R. Allen)—More and More (W. Pierce) My Special Angel (B. Helms)—Taller Than Trees (J. Davis)—Another (R. Drusky)—Still (B. Anderson)—Footprints in the Snow (B. Monroe)—Slipping Around (E. Tubb)

Jazz/Rhythm & Blues

BOBBY BLAND—Ain't Nothing You Can Do Duke
Ain't Nothing You Can Do—If I Hadn't Called You Back—Today—When You Put Me Down—Reconsider—Black Night

Instrumental (International)

HENRY MANCINI—AL HIRT—PEREZ PRADO
3 Great Bands RCA Victor
Tender Is the Night—It's a Long, Long Way to Tipperary—I Only Have Eyes for You—Till There Was You—The World Is Waiting for the Sunrise—Para Mi

Vocal International (Italian)

MIRANDA MARTINO—Napoli RCA Italiana
Passione—Larila—'A Framgesa—'Na Sera 'E Maggio

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N. Y. 10036.

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Playtime \$250	CIGARETTE	Vendo 210, Milk
Duplex 325	Seeburg E-1 \$150	Pre S. \$295
Falcon 395	Corsair 30 145	Vendo 210 Milk, Post S. 425
Savoy 395	DuGrenier 20 225	Vendo 210 Ice Cream, P.S. 295
Tip Top 395	Rowe 14-Col. 125	Hebel 3-Sel. Ice Cream 130
Five Star 450	Ambassador 195	Seeburg 4 SCD Ice Maker 1095
Royal Crown 695	Smoke Shop V-37 245	Seeburg 4 SCD2 Ice Maker 1350
Cameo 650	Smoke Shop V-36 245	Rowe L1000, 7 oz. 495
Fury 895	National 9 M 95	Rowe 1010-A, 9 oz. 1050
Challenger 275	National 11M L 145	Cole 3-Sel. TM 195
Queen 250	National 111 175	Apco 4-Sel. 325
Continental 495	CANDY	Rowe 5-Col. Pastry 175
	DuGrenier KYM, 8 col. \$145	Rowe 7-Sel. Hot Food 250
	Stoner, 8 col. 160	Vendo 4-Sel. Hot Food 175
	Stoner, 11 col. 245	Rowe Cold All Purpose 695
	Stoner 414-11 250	Wittenborg Refrig., 12 sel. 475
	Stoner, 6 col. 95	Rowe 5-Sel. Refrig. 550
	COFFEE	Keeney Popcorn 295
	Bally 661D, single cup \$850	Gold Medal Popcorn 195
	Bally 662, single cup 695	
	Bally 664, single cup 950	
	Avenco Model 250 125	
	Stoner 500D 175	
	Hebel 3400 125	
	Five Ball 145	



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SPECIAL NOTE To Advertisers Regarding Distribution of Billboard's MOA Convention Issue Dated Oct. 17

Free distribution at both the MOA and NAMA conventions
Direct from the Billboard's Service Center at the MOA Convention, Sherman House, Oct. 14-16. Direct from Vend's Service Center at the NAMA Convention, McCormick Place, Oct. 17-20.

COINMEN IN THE NEWS

• Continued from page 40

shown at Simon with Frank Mercuri reporting quite a lot of interest in the game.

John Freeman, auditor for Simon Distributing Company,

entertained his son, Tony, and grandson, Jimmy, visiting Los Angeles from their home in Hermosa Beach. . . . Sam Brown Los Angeles music and games operator, was a Simon visitor.

. . . Another Simon visitor was Lloyd Crufts, Melody Music, San Fernando Valley. . . . Henry Leyser, president of Associated Coin Amusement Company, Inc., was in town from Oakland. . . .

Ken Philpott, shipping department staffer at R. F. Jones Company, is a father again. This time it is a daughter, giving him three daughters and one son. . . . Elsie Nakasone, secretary in the service department at R. F. Jones Company, Los Angeles, is expecting in December. . . .

Watson Brock, who specializes in covering pool tables, is back at R. F. Jones Company, following an operation. . . . Butch Craver was at R. F. Jones Company in Los Angeles Wednesday (2), and announced that his Coast Vending is moving into a new location in Solano Beach in about two weeks. . . .

Bill and Benida Gray, R. F. Jones Company, are sending their friends in Los Angeles post cards of the beauties of Hawaii, which they are enjoying.

Hans Von Reydt, Rowe-AMI Western representative, and Ralph Phipps and his wife Jan are also in Hawaii. Von Reydt and Phipps are in the Islands on business. . . . Bob Portale of the Los Angeles office of Advance Automatic Sales was away for the week in Stockton, moving his family to Southern California, where they will make their home from now on. Jack Leonard and Sonny Lomberg held down the fort. . . .

Jeffery Leonard, son of Jack and Dorothy Leonard, worked at Advance doing odd jobs this past week as his summer vacation neared the end and school starts again. . . . Dick Ward, Valley Vending, San Diego, is back on the job following his annual vacation. . . . Gordon Le-Seur was in town from 29 Palms and visited at Advance. . . .

Mannie Glass, WICO Western representative, made the Coin Row rounds before taking off for more business calls in the San Diego area.

Dean Duncan, Los Angeles operator, brought his two adopted daughters into Operators to introduce them to Sam Weitzman and Sid Bloom. . . .

MOA Leaflets Boost Confab

CHICAGO—If you find your mail filled with multicolored leaflets promoting the Music Operators of America convention this October, don't be too surprised.

MOA is making the leaflets available to all exhibitors free of charge. The leaflets are actually promotional stuffers and are designed to fit into a No. 10 envelope.

MOA is asking all exhibitors to include the stuffers in any literature being mailed to coin machine readers between now and convention time.

MOA Managing Director Fred Granger says he doesn't know how many will be sent out, but he has as many on hand as anybody needs.

The leaflets are in orange, blue and green, carry a picture of the Sherman House convention site and give details on the convention program.

Weitzman piloted the Oak Manufacturing plane to Oregon to pick up his son, Gary, and father, Sam Weitzman, who had been fishing there. They flew to Pendleton, where Sam looked over some horses that he may purchase for his ranch in the San Fernando Valley. After putting the plane down in Sacramento for dinner the trio flew into Los Angeles.

Bill Harris, Rainbow Vending, San Diego, was a customer at Operators Vending for a number of Acorn machines and merchandise. . . . Eddie Rosen, manager of Operators Vending, is back on the job following a vacation in the San Diego and LaJolla region. . . . Herb Goldstein, merchandise director for Oak Manufacturing Company, will complete the move from Culver City to the New Oak Square in the next couple of months when the die casting, molding and machine shop will be set up. The company plans to have a showing, probably in November.

SAM ABBOTT

Mississippi Memos

John Haley, John Haley Music Company, has three branch operations—at Jackson, Canton and Durant, said civil rights strife in the State this summer badly hurt business. Curfews in many areas closed locations at dark. . . . J. P. Lavene, Lavene Music Company, Clarksdale, is a lucky fellow. He has 6,000 acres of cotton on the side. Most Delta planters were crying for rain, he got one that hit him just right. He predicts a better crop than the record one he had last year.

J. W. Butler, Clarksdale Music Company, Clarksdale, who bought out Spain Amusement Company when Clarence Spain, Tunica, Miss., died a couple of years ago, is expanding even more. He was in Memphis last week buying new equipment.

Group Programming Method Works for Chicago Operator

• Continued from page 42

vey, a local radio station survey, the audience that frequents the spot and the outside men's "feel" for the site are taken into consideration. However, no one's likes and dislikes are permitted to intrude on the hardheaded selection. The group tries, and succeeds more than 80 per cent of the time, to choose records that are on the upswing and place them in appropriate locations before they become hits.

Each of Eastern's 100 machines receives an average of three new records a week. There are up to 50 special requests weekly that are filled promptly. All discs are purchased at the one-stop Lonie has been doing business with for years. They are chosen on the basis of adult or teen-age audience, not according to race. Most locations cater entirely to Negro trade, but the all-white spots like nearly all the same records.

"Naturally," assistant manager Brown explained, "we don't place our five new Seeburg LP consoles in eating spots frequented by young people and we put out r&r music where the trade likes it."

Equipment Replacement

Less costly equipment is replaced more frequently by Lonie's organization than the stereo units, which have a normal life span of five years. After a careful accounting during the last several years of cost and need for replacement, the Eastern manager has arrived at an annual renewal figure of 15 per cent. This is lower than usual, he commented, because the equipment is kept in good order by a "very competent" serviceman at an average cost of \$8 a call. This is a must for any successful operation, Lonie insisted.

Some years back when Eastern Music Company was competing for locations by use of the "hard-sell" method to get as many machines placed as possible, a lot of innkeepers were operating on a shoestring. Routemen often lent these shaky businessmen money to stay in business. Many were types you "ordinarily wouldn't want to do business with," Lonie indicated. But that situation is largely changed. This has helped reverse the loss trend, he stated. "Better types" are now going into business on Chicago's South Side.

Hardy Creekmore, Cleveland Music Company, Cleveland, also in Memphis, buying some LP phonographs.

A. B. Fort, Fairway Amusement Company, Columbus, has his route in shape for opening this month of Mississippi State College for Women. He has all the game and music machine locations on the campus.

"We operators used to be pawns for the restaurant and tavern owners and managers," the 42-year-old manager said. "But no more! Today we're highly selective in choosing locations for our machines. We use strictly the "soft-sell" method. We carefully check the background and credit rating of each person applying for a machine before we enter into a deal with him nowadays. You can't be too choosy. This business is different than the old days."

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Regarding
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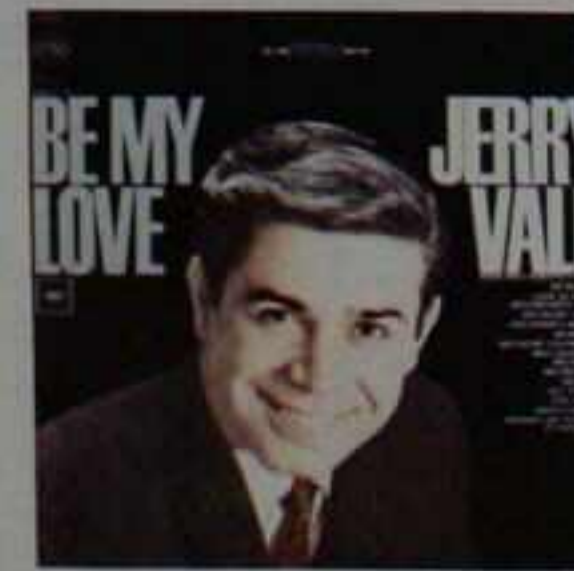
album cover on the front, six miniature color covers and twenty title strips on the rear face.

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ALBUM REVIEWS



BILLBOARD SPOTLIGHT PICK

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.

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 and Special Merit Picks. All other albums are listed in their respective categories.

POP SPOTLIGHT

SONGS FROM "MY FAIR LADY" AND OTHER BROADWAY HITS

Andy Williams. Columbia CL 2205 (M); CS 9005 (S)

A sure-fire winner results from the combination of Andy Williams and selections from "My Fair Lady" during the season when the Warner Bros. film treatment of the Broadway hit musical will go into national release. This is further buttressed with a half dozen top tunes from other Broadway shows.

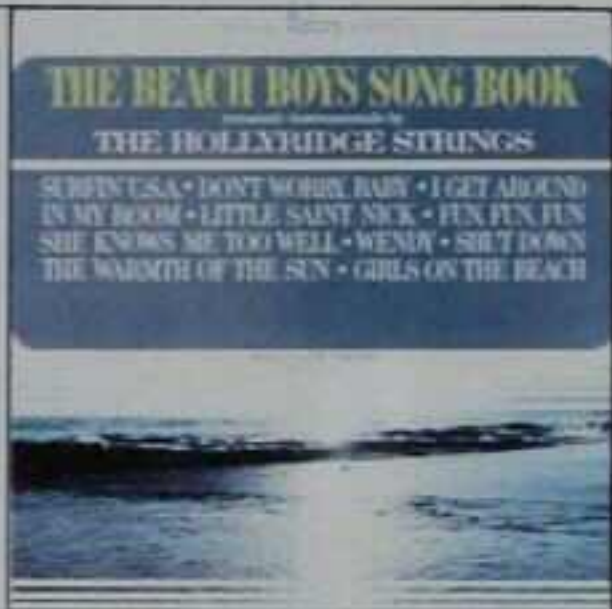


POP SPOTLIGHT

THE BEACH BOYS SONG BOOK

Hollyridge Strings. Capitol T 2156 (M); ST 2156 (S)

The Hollyridge Strings' first take off on contemporary hit-making groups resulted in landing the album in the "top 15" (according to BB's LP Chart 9/5). The Strings move gently from the Beatles to America's hot-selling Beach Boys offering a string of their single successes in the surfin' field. The arrangements are lush but bright. Creative music for all age groups.



POP SPOTLIGHT

THE BEATLES GREATEST HITS

Santo & Johnny. Canadian American CALP 1017 (M); SCALP 1017 (S)

Instrumentalists Santo & Johnny, who have had a few hits on their own account in the past, do up a flock of Beatles' hits in grand swinging style. The duo's sound is compatible with the Beatles' and the effect is not only complimentary but most salable.



POP SPOTLIGHT

"POPS" GOES THE TRUMPET

Al Hirt/Boston Pops Ork (Fiedler). RCA Victor LM 2729 (M); LSC 2729 (S)

The commercial potential of this album is readily discernable with the teaming up of two greats, Fiedler and Hirt. This is Al's first venture into the semi-classical realm. He turns in a fine performance and is ably backed by the Boston Pops. Selections include "Carnival of Venice," "Bugler's Holiday," "Pavane" and a really big arrangement of "Java."

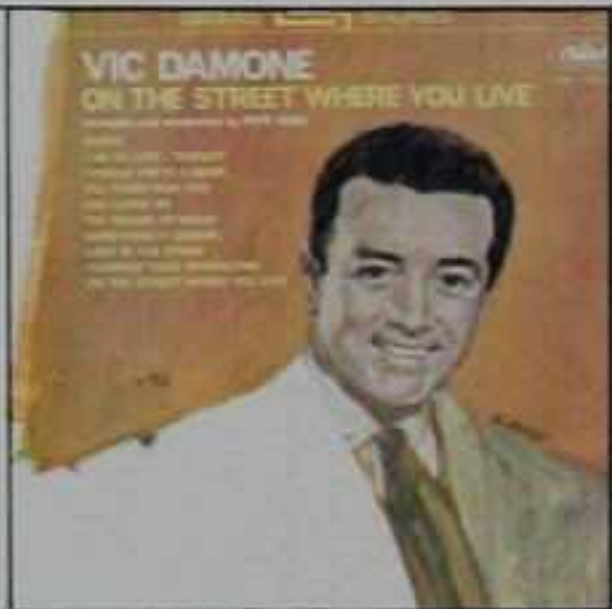


POP SPOTLIGHT

ON THE STREET WHERE YOU LIVE

Vic Damone. Capitol T 2133 (M); ST 2133 (S)

Still one of the best balladeers around, Vic Damone has again come up with a smooth package that's loaded with vocal charm. With the help of Pete King, who arranged and conducted, some of the standout songs are "Maria," "She Loves Me" and "Tonight" as well as the title song.

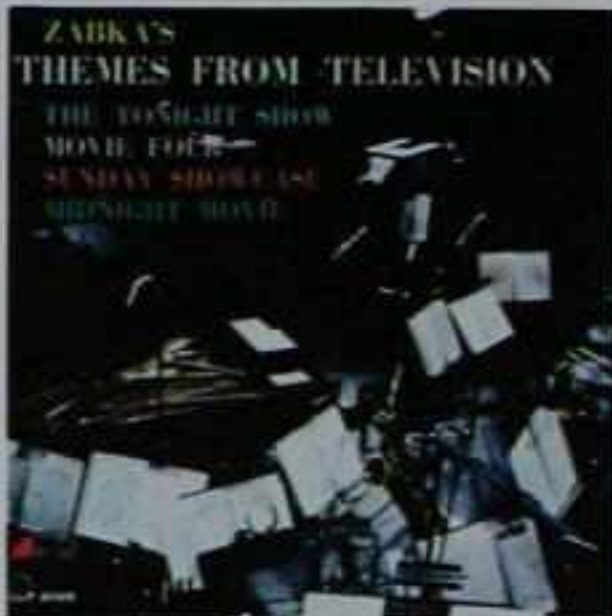


POP SPOTLIGHT

OUR LAND—OUR HERITAGE

Don Blocker & John Mitchum. RCA Victor LPM 2896 (M); LSP 2896 (S)

This album is not only entertaining but highly educational. The history of six of our nation's most famous traditional songs are presented in narration by "Bonanza's" Dan (Hoss) Blocker, in words in music by John Mitchum, one of Robert's kin, and a magnificent orchestra and chorus lead by Joe Reisman. The stories are well told... the music speaks for itself.



POP SPOTLIGHT

ZABKA'S THEMES FROM TELEVISION

Stan Zabka. Laurie LLP 2025 (M)

Delightful music! Stan Zabka's music is indeed more gentle, dignified and easy to take than most of the shows on TV today. Few are more qualified to write music for TV than Stan, who has been immersed in it for some time. His compositions bear a certain dignity and formality that lends to repeated listening.

SPOKEN WORD SPOTLIGHT

SHAKESPEARE: HAMLET

Original Cast. Columbia OL 8020 (M); OS 2620 (S)

New Yorkers and visitors from near and far queued up night after night, week after week to see the production (and a glimpse of Liz) which received rave reviews from the critics. Featured with Burton in various scenes are Hume Cronyn, John Gielgud, Alfred Drake and George Voskovec. Burton, Hamlet, theater, Shakespeare, et al., lovers will dig this the most.



SPOKEN WORD SPOTLIGHT

THE SUBJECT WAS ROSES

Original Cast. Columbia DOL 308 (M); DOS 708 (S)

Broadway audiences have confirmed the notices of New York critics. "The Subject Was Roses" features moving performances by Jack Albertson, Irene Dailey and Martin Sheen. The three-record, original cast version of Frank Gilroy's play should have wide appeal to those who were denied the opportunity to catch the drama on the stage as well as those who want to recreate the magic of the evening at the theater.



FOLK SPOTLIGHT

ODETTA SINGS OF MANY THINGS

RCA Victor LPM 2923 (M); LSP 2923 (S)

Odetta's ample talents are brilliantly showcased in this Dynagroove album. She's at her best in "Froggy Went Courtin'." In this selection Odetta manages to sing the parts of "Miss Froggy," "Miss Mousie" and "Uncle Rat," making each animal speak with individuality. In "Wayfarin' Stranger" she combines her talents as a folk singer with her abilities as a blues singer to considerable advantage.



JAZZ SPOTLIGHT

NOW'S THE TIME!

Sonny Rollins. RCA Victor LPM 2927 (M); LSP 2927 (S)

Few instrumentalists have achieved the status in the jazz world enjoyed by tenor saxophonist Sonny Rollins. Performing "Now's the Time," "Blue 'n' Boogie," "Afternoon in Paris," "Fifty-Second Street Theme" (and others), he lends his great interpretative skill to the compositions of modern jazz composers Charlie Parker, Dizzy Gillespie, Miles Davis and John Lewis.



CLASSICAL SPOTLIGHT

FIREWORKS!

Philadelphia Orch. (Ormandy). Columbia ML 6024 (M); MS 6624 (S)

A tasty round-up of popular classical fare. The renowned Philadelphia Orchestra under the direction of Eugene Ormandy breathes excitement and freshness into such selections as "Sabra Dance," "Sorcerer's Apprentice," "Bacchanale" from "Sampson and Delilah." Potent commercial appeal.



CLASSICAL SPOTLIGHT

BEETHOVEN: SYMPHONY NO. 1 IN C MAJOR, OP. 21; SYMPHONY NO. 2 IN D MAJOR, OP. 36

Pittsburgh Symphony Orch. (Steinberg). Command CC 33-11024 (M); CC 11024 SD (S)

A wily coupling of Beethoven's oft-recorded "No. 1" and rarely recorded "No. 2" Command's unbeatable stereo reproduction is matched by an equally superb performance by the Pittsburgh Symphony Orchestra.



CLASSICAL SPOTLIGHT

JANACEK: TAGEBUCH EINES VERSCHOLLENEN

Kay Griffel/Ernst Hoefliger/Rafael Kubelik. Deutsche Grammophon SLPM 138904 (S)

This is the only recording available of Leon Janacek's opera: "Diary of One Who Vanished." The love story is beautifully related by Kay Griffel and Ernst Hoefliger. The first-rate performance is conducted by Rafael Kubelik. A complete text is included.



CLASSICAL SPOTLIGHT

STRAUSS: SYMPHONIA DOMESTICA

Cleveland Orchestra (Szell). Columbia ML 6027 (M); MS 6627 (S)

A rare offering of the Straus tone poem on family life. George Szell and the magnificent Cleveland Orchestra guides the listener through the moods of husband, wife and child and the joys and problems of a family. It is an intriguing, highly expressive and most entertaining piece of music. The magic names of Strauss, Szell and the Cleveland should do much to boost sales.