

Billboard

The International Music-Record Newsweekly

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

Gains Cited to Reform Radio Ratings Set-Up

WASHINGTON—A new deal for AM and FM radio audience measurement was spelled out in detail before a House Investigations Subcommittee here last week. The subcommittee, which last year held six weeks of sledgehammer hearings on the broadcast "ratings mess," heard a progress report from Donald H. McGannon, head of the Broadcast Rating Council and the NAB's research committee.

The Group W president said the Ratings Council has enlisted the four major rating services in an auditing program that will give raters accredited standing only if they comply with ethical

and technical standards now established by the Ratings Council. The auditing will be not only on the field work, sampling, diary and/or telephone checks, but within the offices of the raters, to check on what they do with raw data. Rating firms will pay for their own audits.

The four major services—Nielsen, ARB, Hooper and Pulse—have put up a total of \$167,500 so far, said McGannon. The over-all spending on the re-formed rating set-up for TV and radio has amounted to nearly half a million, said McGannon, much of it coming from NAB and networks. Preliminaries are now complete, and a continuing audit of the rating services — also at their own expense—was to get under way Sept. 15, by the four majors.

A Hitch Develops

But a hitch developed when Nielsen demanded special anti-trust clearance from the Justice Department and the Federal Trade Commission. Ratings Council head McGannon said he had had letters from both departments that "promised an early solution" to the problem, although they did not give hard and fast antitrust clearance to Nielsen. Chairman Harris indicated that holdout by Nielsen could scuttle the whole industry-volunteer plan, and in that case he might have to get back into probing the ratings services once more.

Modugno and Vanoni Win at Naples Fest

By SAM'L STEINMAN

NAPLES—With a New York jury of international radio listeners casting 15 of the 300 votes on the final night of the

12th Naples Song Festival, the winning choice saw a reaffirmation of Domenico Modugno, three times winner of San Remo, with his composition, "Tu Si 'Na Cosa Grande" (You Are Something Great) composed by Modugno with words by Gigli.

Equal laurels were earned by Ricordi's Ornella Vanoni, whose rendition of the number, received the greatest press acclaim

During Harris hearings on rating services in the spring of 1963, it was pointed out that judging by rating service reports, much of radio's music and news was falling on deaf ears, or on no ears. Or if some people were listening, the rating services couldn't seem to find many of them. FM radio broadcasters testified that they were dropped off lists of rated stations, and ignored on rating reports, unless they subscribed to expensive surveys. AM broadcasters had the same story:

Bonbright to Quit Cap. Post

HOLLYWOOD — Dan Bonbright will retire from his post as vice chairman of the Capitol Records, Inc., board, and from active management duties at the label as of Oct. 19, date of the firm's annual stockholders' meeting. He continues as a member of the board. He may retire before that date in the event a suitable replacement can be found, or an intra-company arc can be effected.

Bonbright has been with Capitol since 1946, joining it as secretary and counsel. He was elected vice-president in charge of finance in 1951. In 1955, he became vice-president in charge of administration and finance. He headed the Capitol Record Club operations, and later spearheaded its invasion into the electronics field. On Aug. 1, 1962, he was named vice-chairman of the board.

Capitol Sales Hit All-Time High

HOLLYWOOD—Capitol Records sales hit an all-time peak for the fiscal year ended last June 30 with a take of \$57,460,133, an increase of \$8,855,187 over the previous fiscal year.

The record company's net income for the year was \$1,952,533, an increase of \$951,517 over the previous year. Earnings amounted to \$4.24 per share of common stock outstanding at June 30 compared to last year's \$2.17 per share.

In a letter to CRI stockholders, Glenn E. Wallichs, chairman of the board and chief executive officer, commented: "As was the case for most English-speaking countries, 1963-1964 was for Capitol the 'Year of the Beatles.' With an unbroken string of million-selling albums and singles, the phenomenal British foursome became the fastest-selling artists in the history of the American record industry. With the Beatles leading the way, Capitol clearly dominated the American singles market, with four different records achieving No. 1 chart status.

Equally impressive was Capitol's performance in the album field. Besides the ubiquitous Beatles, 12 artists were represented on the best seller charts: the Beach Boys, Nat King Cole, Dick Dale, Bobby Darin, Judy Garland, Jackie Gleason, the Lettermen, Peggy Lee, Al Martino, Wayne Newton, Peter and Gordon and Nancy Wilson."

Wallichs also pointed to Capitol's progress in the original cast album field. It has clicked with "Funny Girl" and, for this fall, will come out with "Golden Boy" and "Ben Franklin in Paris."

Wallichs also added that Angel Records enjoyed a year of notable achievement. Among the outstanding releases were the complete Beethoven Piano sonatas as performed by Artur Schnabel; "Great Voices of the Century," and a number of complete opera recordings, including "Andre Chenier" and "Samson and Delilah."

In addition, Wallichs pointed out that in the past fiscal year Capitol terminated its activities in the electronics field, despite significant sales for the three-year-old electronics division.



MANTOVANI—Currently touring the United States for the eighth time. His new London LP, "The Incomparable Mantovani," looks like another gold record winner. (Advertisement)

Lond.-Hi Wed 5 Yrs.; Outline Hi's Fall Plans

By AARON STERNFIELD

MEMPHIS—London Records and Hi Records celebrated their fifth wedding anniversary at the Chisca-Plaza Motor Hotel here Wednesday and Thursday (23 and 24), while their offspring, some 40 distributors, heard their 'parents' outline fall merchandising plans for the Hi label.

The London-Hi arrangement, while not unique, demonstrates what can happen when a small label depending on local talent and with a limited area of distribution hooks up with a major record company.

In the late 1950's, Hi, headed by Joe Cuoghi, had been doing fairly well in the Midsouth market. His artists were Memphis boys, and their sound was geared to Midsouth tastes. Hi's product wasn't hitting the national charts, but it was selling well enough to attract attention.

In 1959 London Records was set to move into the rock 'n' roll field. Cuoghi's label seemed

MGM May Buy Malverne

NEW YORK — MGM Records is considering the purchase of Malverne Distributors (New York), it was admitted by a highly placed executive of the label. This would mark the first time MGM has moved into a branch operation. The 22-year-old distributorship, headed by Al Hirsch and Bill Schocket, handles the MGM-Verve, Vee Jay, Elektra, Cameo-Parkway and Good Time Jazz labels, among others.

MGM reportedly is shooting for a Nov. 1 target in taking over Malverne. There is no indication at this time that the firm is weighing company-owned branches in any other markets. Malverne's non-MGM lines, according to distributor reports, are shopping for other distributor tie-ups here.

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HONORING BUBBLES—John Bubbles, left, celebrating his 55th anniversary in show business, meets with Vee Jay's president Randel Wood, Bob Hope and columnist Hedda Hopper. More than 200 persons attended the Vee Jay party for Bubbles, who is being touted as the label's newest vocalist.

Capitol's New Phono Offers Unique Play-Along Feature

HOLLYWOOD—A portable phonograph system through which musical instruments may be played will be introduced shortly by Capitol Records Distributing Corporation, with the retail price under \$200.

Named the Command Performer (Model SA 510), the all-transistor machine was designed by Oris Beucler, special products manager, CRDC.

Beucler claims this is the first phonograph designed which allows a student to plug in a guitar or any number of other instruments utilizing the 20-watt output amplifier to either play along with a record or strum along by himself.

The machine has six speakers split in two enclosures and weighs 50 pounds. It has a Garrard changer, feather ride cartridge and elliptical stylus (retailing separately from \$25-\$75).

A \$16 mike is also included at no extra price.

Dealers will be able to take [\(Continued on page 35\)](#)



CAPITOL'S NEW Command Performer phonograph, through which an electric guitar may be played. Bill Comstock of the Four Freshmen demonstrates the machine.

Wesenlund in New Post With Bendiksen in Oslo

OSLO—Rolv Wesenlund has begun his new job with Arne Bendiksen A-S and will mainly take care of the recording department at the firm. The 27-year-old Wesenlund will be responsible for one of the country's largest recording organizations and a large stock of artists of which Wenche Myhre is best known.

Rolv Wesenlund was previously recording manager at Philips and Fontana (Norsk Phonogram A-S), where he launched such best selling artists as Salhuskvintetten, Alf Cranner, Roger Engvik, Karin Krogh and invented the "Bergen Beat" and "Philips Unpopular."

Wesenlund believes that the domestic production really may have a chance against the British. "We must secure a bal-

ance by presenting Norwegian artists with Norwegian recordings. The fact that Norway is the country in Europe which is most dominated by British pop—is the fault of the Norwegian governmental radio system," he says.

Wesenlund's first duty will be to arrange the international launching of Wenche Myhre, first in Germany, then in the U. S.

ASCAP Hits Record High On Income

HOLLYWOOD—ASCAP income for the first eight months of the current fiscal year have hit an all-time high of \$27,724,339, treasurer Fran Connor related to West Coast members of the Society last week.

The figure is close to \$2 million higher than the amount collected during the same period last year (\$25,820,000) and near \$4 million over the same period in 1962 (\$23,876,769).

[\(Continued on page 8\)](#)

COOK, NOONAN IN NASHVILLE

NASHVILLE—Billboard Publisher Hal B. Cook and Market Research Director Tom Noonan arrived here today (28) for confabs with country and western industry executives. The pair will remain here through Wednesday (30).

It's Official: CBS-Oriole Deal

By **ANDRE de VEKEY**

LONDON—Columbia Records President Goddard Lieberson revealed last week what he called "the world's worst kept secret" when he announced the CBS Records acquisition of Oriole Records. (The CBS-Oriole deal was revealed for the first time in Billboard on Sept. 12.)

Lieberson said that the deal would take effect early next year when the CBS catalog would be transferred from Philips to Oriole. He did not reveal the price CBS paid for the British firm. Lieberson also said that Epic, a Columbia subsidiary label currently with EMI in England, would probably be transferred but nothing has been resolved as yet.

Morris Levy, Oriole president, will remain as managing director of the new affiliation. Lieberson said that he had no plans to introduce the Columbia Record Club to Britain or to bring over an American staff. "The way things are going," he said, "I think we could do with importing some British staff." He also said that no new label will be introduced and that certain CBS albums will be made available on Oriole's low-price line.

CBS Records will not be sold through the Woolworth chain



AT THE CBS PRESS PARTY announcing the integration of Oriole Records into the expansion of CBS International at the Dorchester Hotel, London. Seated is Goddard Lieberson, president of CBS Records. Bringing up the rear, left to right: Andre de Vekey, Billboard European director; Harvey L. Schein, vice-president international operations, CBS; Morris Levy, managing director of Oriole Records; Peter de Rougemont, vice-president European operations, CBS, and Stanley West.

with which Oriole has an exclusive deal for its Embassy Records line.

Levy, who will run the company in close association with CBS European operations Vice-President Peter De Rougemont,

said in conclusion, "I am personally privileged to become a member of the CBS family. With the added impetus of having CBS behind us, Oriole will have no difficulty in expanding rapidly."

GEMA Equates Copyright Bill With Nazi Legislation

By **OMER ANDERSON**

BONN—West Germany's performing rights society, GEMA, is assailing the draft copyright law now in parliamentary committee as a "continuation of Nazi legislation."

The ASCAP counterpart said in a press statement that there was no difference between the draft bill revising the 1901 law now in force and the 1940 measure imposed by the Nazis.

"There is just this difference in the situation then and now: then Goebbels was able to proclaim by fiat state control over the composers—now it must be done by parliamentary process," GEMA asserted. "But the end effect, however, achieved, is the same."

GEMA's shackles have been lifted by a provision of the 1901 copyright revision which would

make the performing rights society answerable to the Ministry of the Interior as an organization with responsibility to the public.

GEMA demands the retention of its present independent status, which has it enjoying the same legal status as a golf club or debating society. GEMA "co-operates" with the interior ministry and it publishes annual financial statements. But it is under no legal compulsion to do so.

Clients Protest

This state of affairs has been bitterly protested by some of GEMA's unhappy clients, among them juke box operators association. There has been criticism in parliament that GEMA was functioning as a musical "state within the German state," exercising a monopoly on the public performance of music and arbitrarily fixing royalty fees and conditions of performance.

In the case of GEMA's cam-

paign to compel tape recorder owners to pay royalty for the private taping of music, it has been charged, ironically, that GEMA proposed erecting a Gestapo to sleuth after bootleg music taping.

Agreeing that GEMA has a de facto monopoly position in the music field, authors of the draft bill seek to give the government at least a referee's role in the interminable bickering between the copyright society and its disgruntled customers. The juke box operators in particular have been battling GEMA for three years, and the case is still in the courts.

The draft bill would give the government authority to require GEMA to explain its finances and justify its royalty fees. It would cast the government in the role of a "court of last resort" for both clients and members of GEMA.

Quote From Letter

In assailing the draft bill, [\(Continued on page 8\)](#)



MR. AND MRS. ALAN W. LIVINGSTON (Nancy Olson) present a check in excess of \$13,000 to Alfred Dubin, president of the Hemophilia Foundation of Southern California. Funds were raised at recent Beetle Charity Garden Party, which Livingston, president of Capitol Records, Inc., hosted.

Canada-International Label To Be Introduced by Victor

MONTREAL—A new label from an old company debuts in Canada Oct. 5. It's RCA Victor's new "Canada-International" label, on which the best of Canadian talent will be distributed around the world through RCA's international operations, and on which the best of international product will be released here.

Growing nationalistic sentiment in the country was a factor in the introduction of the new series, designed to showcase Canadian talent both at home and abroad.

Of the wealth of international product available to RCA Victor here, the material voted most likely to succeed

will be pressed on the Canadian-International label. "Maybe" material will be warehoused at the company's Smiths Falls plant, to be made immediately available to dealers on its original label. Product with minimum Canadian appeal will be available within two or three weeks, on order from the originating country.

Canada-International albums will sell at \$3 mono and \$3.50 stereo, with disks ordered from either the warehouse or abroad to cost \$1 more. In the past a record ordered from a foreign country might cost as much as double the normal price and take up to six months for delivery.

The Many Sides of Monterey



The Many Sides of Monterey

(Top) Sun basking Monterey jazz fans enjoy Roy Gaines' blues interpretations at the first afternoon concert. The three-day event drew 30,274 and record box office.

(Left) Bassist Charlie Mingus, one of the sensations of the festival, at the height of action during a solo.

(Top right) In the quiet of the Monterey fairgrounds, Jon Hendricks, left, writes material for a blues program as Red Baldwin, promotion man of Merit Distributors, Los Angeles, observes.

(Bottom right) Trumpeter Dizzy Gillespie, flanked by vocalist Carol Sloane, left, and unidentified fan, enjoys on-stage activities. His political banner signifies the upcoming election.



MONTEREY JAZZ FESTIVAL

A Hit—Artistically & Financially

By ELIOT TIEGEL

MONTEREY, Calif. — The Monterey Jazz Festival has become the "in" musical extravaganza, destined for continued hit status. With the older Newport, R. I., bash abdicating this vaunted position through its uncertain future, Monterey achieved glowing financial success at its seventh annual weekend outing (18-20) to guarantee it a place in the hearts of most jazznicks.

Based on the artistic talents of the East Coast swingers—MJQ, Monk, Mingus, Miles, Woody, et al.—this eloquent West Coast jazz carnival grossed \$121,000, with 30,274 fans clicking through the turnstiles.

Vocal blues interpreters had a field day with afternoon audiences, which sat intently under warm but comfy sunny skies and evening crowds which shivered (to the beat naturally) in the chilly Northern California clime.

Joe Williams, leader of the professional blues shouters of the world, led the barrage on opening night in his customary deep-throated style. Next after-

noon in the program, titled "The Blues Right Now," as formulated by Monterey's own minstrel, Jon Hendricks, two performers especially shone brightly. They were the forgotten "Big Mama" Willie Mae Thornton, who was singing gutbucket blues before Tin Pan Alley discovered its salability, and Roy Gaines, 30-year-old vocalist-guitarist-student.

As expected, host Hendricks added his novel poetic and artistic touch to the blues program, with Lou Rawls reprising six tunes from his albums to the audience's delight. But it was Miss Thornton, 300 pounds of Alabama dynamite, and the slimmer Mr. Gaines who broke up the 5,500 sun bakers.

As if to prove that shouting the blues with honesty and sincerity isn't enough, "Big Mama" aded vaudeville bumps and shuffles to "I'm Lost" and "Little Red Rooster," and a funky harmonica to "Mother-in-Law."

Gaines, on the other hand, blended a good blues voice with swift fingering on his electric guitar to cut himself a notch in the legion of new performers

to watch. He is able to chatter off lyrics with Jon Hendricks' rapidity and sing as mean as need be.

In the more temperate vocal field, Carol Sloane, whose career has been wishy-washy, scored before the record-setting Saturday evening crowd. Delicate and swinging consistently, Miss Sloane, who captivated the 1960 Newport Festival, all but regaled Montereyites with a slow "Mood Indigo," "Little Girl Blue," a happy up-tempo "Them There Eyes" (with Gerry Mulligan joining the Gildo Mahones trio) and an a cappella scating to a Bach melody.

The indefatigable Duke Ellington opened and closed the Saturday shivering contest, presenting his new "Far East Suite" plus his standard fare.

Originality and Freshness

Originality and freshness were pronounced when the Modern Jazz Quartet (MJQ) offered disciplined readings of "Intima," "Monterey Mist," a "Porgy and Bess" trilogy and a symphonic-sounding "Swing Low Sweet Chariot."

Following on the heels of

BBC in Record Business—Launch Educational Series

LONDON — The British Broadcasting Corporation (BBC) is in the record business.

But the few companies in England who control the phonograph record business and whose influence is also felt strongly in other countries, have little to fear. The records are specialized for the educational field and are for sale only to overseas broadcasters and educational institutions.

One of the most popular BBC programs, and the biggest mail puller, has to do with teaching English by Radio and Television. Now the General Overseas Service of the BBC is launching a new series to be broadcast in 12 parts. Titled "A Common Language—British

and American English," it will consist of discussions between two professors of English, Albert H. Marckwardt of Princeton University in the United States, and Randolph Quirk, University College, London.

The phonograph records, designed to aid the teaching of English in conjunction with the BBC programs, are available for sale to broadcasters and educational institutions overseas. For full details, contact the BBC, 35 Marylebone High Street, London, W-1, England.

these cool and precise selections, the Horace Silver Quartet considerably warmed matters with the leader's blazing piano, Carmel Jones' fiery trumpet and Joe Henderson's simmering tenor saxophone. Silver's only touch with the funky-soul school of the 50's was displayed in the forceful "Filthy McNasty."

Sunday afternoon, before 6,800 of the faithful, Charlie Mingus and his sextet made their Monterey debut one of the highlights of weekend. The sandal-clad bassist introduced his new extended work, "Meditations" with assistance from an 11-piece band which blasted and screamed in protest to the audience's delight.

Jazz's second "M," Thelonious Monk, and his quartet followed with their own brand of complex, dissonantly enchanting music.

Sunday evening, 6,000 persons helped close the festival by digging the Woody Herman band with vocalist Joe Carroll, Dizzy Gillespie and his quintet and the West Coast's own Vince Guaraldi-Bola Sete Quartet. A little more of the Latin-flavored jazz would offset the parade of hard-driving modern groups.

An interesting festival side light was the closed-circuit TV-ing of the soldout Saturday night show for 700 patrons shelling out \$4 to sit in adjoining buildings on the fair grounds. Saturday night's 7,674 attendance paying out \$35,500 set festival attendance and gross figure, a goal next year's bash will surely like to surpass.

DEPARTMENTS & FEATURES

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SOON A DAVID MERRICK

BROADWAY HIT MUSICAL PRODUCTION

"THE ROAR OF GREASEPAINT"...



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EMI Tells Plans at Sales Parley

By CHRIS HUTCHINS
LONDON—EMI had an impressive turnout of its United Kingdom sales force at the company's annual sales conference here. Salesmen from all departments came in for the three-day meeting, chaired by deputy managing director Geoffrey Bridge. "The way ahead" was the conference slogan. EMI announced a vast range of releases for the next three months. It was revealed during the product talks that the Beatles

would record a new album for release in November to catch the Christmas market. EMI's outstanding success in the past year was cited by managing director Len Wood and he drew particular attention to the company's enormous American sales. Wood also reaffirmed the company's policy in opposing the government's removal of retail price maintenance and he said that EMI was actively fighting the new legislation. Others who spoke included

EMI's U. S. repertoire chief Rex Olfield; Fred Exon, who handles the U. S. pop repertoire, and John Whittle, who is responsible for the classical products.

General promotion manager Arthur Muxlow outlined the company's new promotional plans which include an even greater use of advertising in the next 12 months. A talk on the functions of his export department were given by Alister McKenzie-Smith.

Lond.-Hi Wed 5 Yrs.; Outline Hi's Fall Plans

• Continued from page 1

London group, is responsible for pressing, distribution, sales and promotion.

The creative talent comes out of Memphis. The merchandising talent comes out of London's New York office.

It's tough to pinpoint the Hi product, but it's basically hard rock with strong country overtones.

Black Goes Big Band

But even this is being expanded. Bill Black, the label's hottest artist, is coming out with a big band (26 pieces) album in the pop idiom. The Memphis sound is still there, but the material is strictly pop standard.

Another leading Hi artist, Ace Cannon, will soon break with a "Great Show Tunes" album. These are artists who a year ago would have been considered hard rock and catering to a specific audience. While they still retain the sound that established them as singles artists, changes in treatment and repertoire have placed them firmly in the pop standard category.

What distinguishes the Memphis artists from the general run of pop artists is that the former plays standard material and still retains the funky sound.

London Brass

On hand to greet the distributors were Cuoghi; D. H. Toller-Bond, director of London's American group; Walt McGuire, in charge of singles for London and the London group, and Herb Goldfarb, national sales

manager for London and their group albums.

Some, but not all of the Hi distributors also distribute London. But, of course, not all London distributors handle Hi.

Cuoghi told the distributors that regional tastes in music are gradually breaking down, and that Memphis radio is now a good yardstick for national acceptance of new product.

"If it sells in Memphis," Cuoghi said, "chances are it will sell in most places."

Indie Producers

Cuoghi also predicted that the functions of the a&r man will be taken over by the independent producer at an accelerated pace.

Five new singles releases were announced at the meeting. Artists are Gene Simmons, Ace Cannon, Norman West, Jerry Arnold and Reggie Young.

Also in the singles area, Hi introduced its Demand performance series, 10 of Bill Black and Ace Cannon's top sellers, with special sleeves and browser cards for each record. Distributors were offered a "10-for-9" deal on the series.

New album product features Ace Cannon, Bill Black's combo and Willie Mitchell.

Between now and Nov. 30, distributors get the "10-for-9" deal, a 2 per cent cash discount on payments made before Jan. 15 and a special 3 per cent return privilege on this product. The deal also holds true for the previously released Gene Simmons LP.

Christmas Product

Hi's first Christmas LP, featuring Ace Cannon, will be delivered on a 100 per cent return basis and on a "10-for-9" deal.

Herb Goldfarb explained the album program to the distributors and predicted that the "Memphis Sound" will soon be recognized as a distinct music category.

Distributors were guests of London and Hi at a cocktail party and banquet Wednesday night (23), while Thursday (24) they repaired to the Bella Vista Country Club for a barbecue, golfing and swimming. That evening the group took a Mississippi River cruise, accompanied by a jug band.

Leading Hi artists — Bill Black, Ace Cannon, Gene Simmons and Willie Mitchell—provided the entertainment for the Wednesday evening banquet.

Beatles' Tape

NEW YORK — Jack Good, producer of the pop music TV series "Shindig," has left for England where he will tape the Beatles in four numbers to be shown on the show on ABC-TV, Wednesday, Oct. 7.

In addition, Good will tape the Beatles for an hour-long special for ABC. Cilla Black, Sounds, Inc., P. J. Proby, Long John Baldry, Millie Small, the Jets, the Vernons Girls and deejay Murray the K will appear on the show to be seen later in the season.

Anderson in N.Y.

NEW YORK—Stig Anderson, head of a number of publishing operations in the Scandinavian and Benelux countries, arrived in New York Thursday (24). He'll be here until Oct. 5 and is headquartering at the Barbi-zon-Plaza. He'll meet with attorney Walter Hofer and various publishers whose catalogs he represents.



DAVID V. PICKER, president of United Artists Records, is cheered by the four gold record awards he presented to the Beatles for 1,000,000 copy sales of the UA soundtrack album, "A Hard Day's Night." The package is still going strong and is expected to hit 2,000,000 shortly.

2 Mills' Sons Leave No Record Unturned

NEW YORK—The key to the operation at B. F. Wood Music, a Mills Music subsidiary is "Never say die." This modus operandi has been established by Stanley and Marty Mills, sons of Jack Mills, the firm's president, who jointly run Wood.

It's Stanley's theory that it takes time to get records and a firm should stick with a song until it realizes its full disk potential. An example of Stanley and Marty's "stick-to-it-iveness" is the fact that they're still working on songs that they picked during a European tour last

September and are still getting recordings.

"Some songs were picked up by the record companies faster than others," Stanley said, "but we didn't drop any song without first giving it an all-out promotional push."

"Sweet September" is an example of a song that was picked up fast by the disk firms and through continual pitching by Stanley and Marty it now has amassed about 10 different disk versions.

Other songs take more time. For example, "Seesaw," which the Mills boys acquired during their September junket, recently got a U. S. release via the Harmonicats on Columbia.

Some other songs that received the long-range Mills push are "Say Goodbye to Bobby," which landed in an RCA Victor LP by Rita Pavone, "Just So Bobby Can See," which Diane Rey recorded for Mercury and "Make Me Forget," recorded by Bobby Rydell on Cameo.

"In the publishing business today," says Stanley, "it's the long-range program that wins out in the long run."

HARTFORD, Conn. — Mack Clark, general manager of Keystone Record Distributors, East Hartford, has resigned. His future plans will be announced shortly.

EPSTEIN TO TRY HAND AS A PERFORMER

LONDON — Brian Epstein will make his disk debut shortly. The Beatles' manager will make an LP of readings from his autobiography, "Cellar Full of Noise."

The record is being made primarily for the American market although it will be issued here. Epstein will be recorded by George Martin for release on Parlophone here and Capitol in America.

Martin has said that he will use music and sound effects on the record but it has not been established whether the Beatles will have anything to do with it. However, use of their compositions is likely.

Epstein has sold British serialization rights of the book to a woman's magazine for \$30,000. His latest business ventures include buying a London garage to be opened as Brian Epstein Automobiles, Ltd. (the first venture to which he has given his name) and the purchase of a Liverpool pop music paper, Mersey Beat, which he plans to turn national, possibly international.

Skaff Upped By Liberty

HOLLYWOOD—Bob Skaff has been named a Liberty corporate vice-president, with supervision of a&r and promotion for all the company's labels. Skaff had formerly been vice-president and general manager for the Imperial subsidiary only. He will work on Imperial, Liberty and Dolton projects, with Liberty's a&r director, Don Blocker, and promotion head, Bob Fead, co-ordinating activities with him.

The promotion was based on Skaff's outstanding performance with Imperial during the past year, explained Liberty's President Al Bennett.

Skaff has been with Liberty four years. After three years as national promotion director he was made general manager and then vice-president of Imperial.

Other Noteworthy News

LiPuma Upped

HOLLYWOOD—Tommy LiPuma has been promoted to professional manager of Metric Music. He had been West Coast representative since July 1963. LiPuma will assist Mike Gould, general manager of the Liberty publishing wing.

Pickwick Wins

LONDON — Injunctions against the London firms Allied Records, Ltd., and Associated Recordings (Sales), Ltd., have been granted to Pickwick International of New York and Britain. The London firms were ordered not to infringe on Pickwick's copyright by producing sleeves the same as, or similar to, Pickwick's.

Pate Hired

NEW YORK — Johnny Pate, veteran arranger, has joined the ABC-Paramount Records' a&r staff. He will headquarter in Chicago. Pate will scout new talent and also function as a recording artist. He will report to Sid Feller, a&r chief.

Kangaroo Tie 'Em Down, Sport

ATLANTA—It all started as a promotion stunt, but Sam Littleton didn't think he'd get dumped on his back by a playful kangaroo.

Littleton, Philips Records' promotion man here, went out to the Atlanta Zoo with Pat Hughs, WQXI. The pair were going to get in a cage with a kangaroo and have their picture taken.

The stunt was tied in with

Philips' single, "The Kangaroo," by the Panics, taking off in sales across the country.

When Littleton got into the cage, however, he was given a playful box on the ears by the kangaroo. Littleton ducked, but not fast enough.

The kangaroo took a swipe at Sam with his tail and dumped him. Sam got up and ran—fol-

lowed by the kangaroo, who by now was beginning to enjoy the whole episode.

Sam finally got out unhurt, though his dignity was somewhat less fortunate.

What about the promotion pictures? Sam and Hughs went downtown and bought a stuffed kangaroo. "Not as effective, but a lot safer," Sam said ruefully.

His first single as an exclusive Capitol artist!

JULIAN "CANNONBALL" ADDERLEY GOODBYE CHARLIE

(written by Andre Previn & Dory Langdon,
from the MGM picture of the same name)

b/w Little Boy With Sad Eyes

(written by Nat Adderley)

This will be one of the big instrumentals of the year — and it's Adderley's hit all the way!



5281





**THE
CHRISTMAS SONG
FOR 1964
AND EVER AFTER**

**Little Stranger
(In A Manger)**

Words and Music by
TOMMIE CONNOR

Slowly

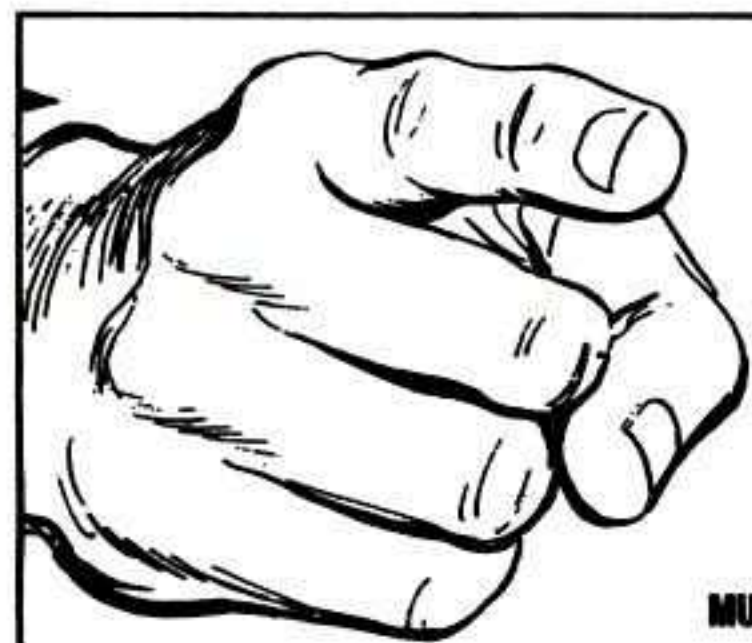
Chords: G7, C, G7, Dm7, G7, C, G7, Cdim, G7, C, G7, Dm7, G7, C, G7, Cdim, G7, C, C7, F, C, D7, G7, C, G7, Cdim, G7, Dm7, G7, C, G7, Cdim, G7, F, C, Dm7, G7, G9, G7, F, C

Lyrics:
Lit-tle Stran-ger in a man-ger, Lit-tle Stran-ger, sweet and mild; Muth-er
Mar-y there with Jo-seph watch o'er you, their Ho-ly Child. Search-ing
for you to a-dore you, Come three kings led by a star, Lit-tle
Stran-ger in a man-ger, They find heav-en where you are. Choirs of
an-gels are sing-ing this night of your birth, Praise and glo-ry to the
high-est, In a sta-ble on earth. Hum-ble shep-herds filled with won-der kneel and
pray by lan-tern light, Lit-tle Stran-ger in a man-ger bless us all this ho-ly
night. Choirs of an-gels are sing-ing this night of your birth, Praise and
glo-ry to the high-est, Lit-tle Stran-ger here on earth.

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Modugno, Vanoni Win Top Laurels at Naples Festival

• Continued from page 1

on its original rendition. Following criticism Modugno reversed his style of singing with his own guitar accompaniment and sang with the full orchestra on the final night.

Michele Accidenti won an automobile given to the best debut singer although he tied in the voting by the journalists present with Mario Merola. He won out by being the younger of the two.

Twenty soloists, four of the voices coming from the distaff side, participated in the final with 19 conductors leading the 45-piece orchestra together with a choral group of eight. All six songs written by contestants were among the 12 finalists and all four songs about Neapolitan localities entered the final, even though only one of the 40 juries of the first two nights was located in the city of Naples. Final night was enlivened by appearance of southern Italian beauties in folkloristic costumes with each song. Fellowship with San Remo, locale of Italy's foremost festival, was shown with the decoration of the theater with 50,000 carnations from the Italian Riviera of Flowers of which San Remo is the principal city.

From the 24 songs presented in two renditions each on the first two nights, 20 different juries on each night in every section of Italy voted for their favorites and the 12 highest—seven from the first night and five from the second—were admitted to the final. Failure to reveal the votes in order to avoid any favoritism in classification, as was the case in the past, aroused the ire of some publishers who charged "falsification," but Gianni Ravera, organizer, who saw this system work successfully at San Remo this year, insisted upon its preservation.

All of the 12 finalists which did not achieve the winning total were classified equally as runners-up as was the case in San Remo. These songs, listed alphabetically, lyricists, composers and publishers in parenthesis, are:

"Ammore Mio" (Mogol, Donida; Radio Record Ricordi, Milan) sung by Ornella Vanoni (Ricordi) and Nunzio Gallo (Vis-Radio); "Ammore Siente" (Maresca, Pagano; Gennarelli, Naples) by Bruno Filippini (MRC) and Los Marcellos Ferial (Durium); "Comme" (Flavio Carraresi; Arion, Milan) by Marghe-

rita (CGD) and Giordano Colombo (Juke Box); "E Si Nun Fosse Overo" (F. Bellobuono, Fanciulli; Accordo, Milan) by Aura d'Angelo (Carosello) and Enzo Iannace (Regal); "Inutilemente" (M. Zanfagna, N. Gallo; R. Belluccio; D'Anzi, Milan) by Nunzio Gallo (Vis-Radio) and Nino Soprano (Arcobaleno); "Mo, Me Ne Vaco A Pusilleco" (Alberto Testa, Eros Sciorilli; Mascotte, Milan) by Robertino (Carosello) and Aurelio Fierro (King); "Napoli C'Est Fini" (Fred Bongusto; Italarisch, Milan) by Fred Bongusto (Ri-Fi) and Luciano Lualdi (Arcobaleno); "Napule E Una" (V. De-Crescenzo, Sergio Bruni; La Voce del Padrone-Conchiglia, Milan) by Arturo Testa (Philips) and Sergio Bruni (Columbia); "Nisciuno 'O Ppo' Capi" (G. Amendola, Giuseppi Gagliardi Mas, Milan) by Giancarlo Silvi (Durium) and Peppino Gagliardi (Jolly); "Nord E Sud" (L. Menegazzi, Nini Rosso; SCIA, Naples) by Nini Rosso (Sprint) and Gianni Restucci (Arcobaleno); "T' Arricorde Carme" (T. Romano, M. Minerbi; Durium, Milan) Los Marcellos Ferial (Durium) and Franco D'Ambra (Royal); "Tu Si' 'Na Cosa Bella" (R. Giglio, D. Modugno; Curci, Milan) by Domenico Modugno (Fonit) and Ornella Vanoni (Ricordi).

New Col. Post To Paul Wyatt

NEW YORK — Paul Wyatt has been appointed to the newly created position of studio sales manager for Columbia Records' recording studios. He'll be responsible to Harold Hiatt, general manager of the Nashville studios, for the sale of studio time, mastering, and editing services. His main assignment in the immediate future will be to promote the use of Columbia's Chicago and Hollywood studios. With headquarters in Nashville, Wyatt's duties will form an integral part of the current expansion of Columbia's studio operations.

Wyatt had been vice-president and national sales manager for a local pressing plant in Nashville. He also served as a&r manager of Capitol Records' Nashville operation.

GEMA Equates Copyright Bill

• Continued from page 3

GEMA quoted extensively from a letter Richard Strauss wrote in 1940 to the director of the then performing rights society in Berlin protesting the takeover of the society by Nazi Propaganda Minister Josef Paul Goebbels.

Strauss called on German composers to resist state domination and to assert the composer's right to be treated, in financial matters, as a private business man.

GEMA said that in Strauss' case protests were useless but that in the present instance there was still the chance to defeat the bill because it is subject to democratic parliamentary processes. But GEMA underscored that while the processes for making the bill law now differ from the Nazi era, the content of the present legislation is

"very much in the Nazi tradition."

Also ironical is the fact that Strauss, whose 100th birth anniversary is being observed this year, is generally identified as a Nazi sympathizer. His opposition to Hitler appears to have been restricted to the squabble over the independence of the performing rights society, which Strauss founded.

The current GEMA broadside against the draft bill says nothing about what some observers regard as the really critical paragraph in the 1901 revision. This is the stipulation that private music taping is free of copyright royalty.

With music taping making growing inroads on disk sales, this paragraph could assume crucial importance in the future German record situation.

Unusual was the fact that no one publisher entered the final with more than one number. Gallo, Los Marcellos Ferial and Miss Vanoni were the only finalists with more than one number. Perhaps the most prominent competitor who did not make the final was Claudio Villa, whose two renditions were rated high by critics including one "Sulamente A Mia" which he sang with Giancarlo Guardabassi, the only entry of top-flying RCA which was also consequently shut out of the final. Only five of the 11 newcomers in the contest made the finals. These included Margherita, Colombo, Soprano, Restucci and D'Ambra.

American emcee Mike Bongiorno, established as top man in introduction of pop vocalists through San Remo, Castrocaro and Naples Festivals as well as the TV show, "La Fiera dei Sogni" (Dream Fair), which returns to its weekly schedule of telecasts early in January, controlled the three evenings despite frenzied efforts by partisans and claquees to obtain encores and other unfair advantages via TV which was watched by the juries. Bongiorno also headed the pre-festival parade through the streets of Naples which local police estimated was seen by 750,000 people creating a monumental traffic jam which was more exacting than ever even in Naples.

Festival moved this year to the Politeama Giocosa, traditional home of musical shows which has burned down three times in its history, but is now in renewed glory as a result of its 1961 reconstruction. By moving from the Teatro d'Oltremare at the fairgrounds the festival was brought into the heart of the city.

Considerable opposition to this year's program was heard from traditionalists who objected to songs by northern writers which had been transposed into Neapolitan dialect. These came particularly from many Neapolitan publishers who were shut out for the first time and one, Vis-Radio, withdrew its recording artists from the event. (Nunzio Gallo, however, defied the label's edict and entered the competition, reaching the final with two numbers.) Presence of nationally known names such as Modugno, the Ferials and Miss Vanoni gave the event added stature and will probably contribute to greater success than ever of the many recordings which have been issued by 24 different labels.

ASCAP Profits

• Continued from page 3

Domestic and foreign members received \$22,616,156. Expenses totaled \$5,108,182. The Society will distribute \$3,500,000 to members in December from foreign income.

A welcome note was sounded when President Stanley Adams reported that a 34-year-old lawsuit against the State of Washington had been judged in the Society's favor. A State law had forbid the collection of royalties.

The Society is also making a concerted drive to license the colleges and is sending staffer Gene Brook on the road to contact schools not yet under contract. Over 43 schools have already been licensed, President Adams said.

MATHIS

JOHNNY



+ QUINCY JONES

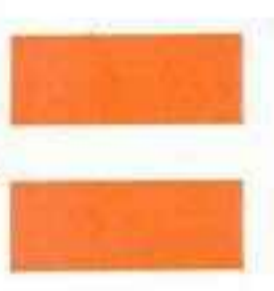
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Wiswell, Pop A&R Producer At RCA, Believes in Preparation

NEW YORK — "Fiddler on the Roof," the new musical which opened on Broadway last week was seen by Andy Wiswell, pop artists and repertoire producer at RCA Victor, close to 15 times. The repeat visits to "Fiddler" performances were all prefaces to Wiswell's recording of the original cast album of the show, which was completed in an all-day session last Sunday (27).

According to Wiswell, who already has 15 original cast

album credits under his belt, "preparation" is the key word in the making of a cast set. Wiswell says that he sees a musical about 10 or 15 times before recording the show to help him plot out the recording procedure in such a way that there's no waste of time or talent.

The cost of recording an original cast album today, he points out, comes to about \$35,000 and everything has to be put on schedule so that the cast and the musicians know what they have to do and when they have to do it to avoid extra costs.

In addition to watching the performance over and over again, Wiswell also has meetings with the people involved in the production—and that includes the producer, the director, the writers and the music publisher—to help him in what he describes as "capturing a Broadway performance on records."

In capturing that performance, Wiswell has no rule of thumb because every musical has its own individual problems. What he does apply to all shows, though, is the matter of continuity. Although the record contains about 22 minutes of music, Wiswell tries not to eliminate any of the songs—if there is a time problem he makes inner cuts on a song—and sometimes he augments the theater pit orchestra with strings to heighten the sound for records.

Wiswell's procedure after the day-long recording session on Sunday is to come in the following morning (about 8 a.m.) and begin in editing in sequence and reducing the tape reproduction. By late Monday after-

noon, laquers are ready to be made and the pressing plants start shipping the finished product on Wednesday of the same week.

Wiswell, who joined Victor last July, has now recorded, in addition to "Fiddler," cast albums of "Jennie," "110 In the Shade," "Hello, Dolly!" "The King And I" and "The Merry Widow" for the company. Before joining Victor, Wiswell was at Capitol where he re-

(Continued on page 14)

Concert Dates Set in Philly

PHILADELPHIA — Except for an unorthodox teaming of concert pianist Susan Starr with pop singer Jane Morgan for an Oct. 23 date at the Academy of Music, it seemed until this week that the pop and folk artists wouldn't be getting a concert hearing this season. This week, however, saw announcements coming out for no less than eight concerts for the remainder of the year—and no less than five of the eight are folk fare.

First in, coming next Saturday night (10) at Town Hall is Bob Dylan. On Nov. 1 the Modern Jazz Quartet, here in 1958, returns to the YM-YWHA Arts Council for a concert at the "Y" Building. Theodore Bikel comes to the Academy of Music on the 20th; Miriam Makiba, Israeli dancer, and the Chad Mitchell Trio, on the same concert stage on the 22d; Liberace on the 26th for a Thanksgiving night benefit for the Philadelphia Philanthropies, and Nancy Wilson makes her Academy of Music debut on the 29th.

MOSTEL MOST IN MUSICAL

Full and Tragi-Comical Life Of Aleichem's 'Fiddler'

NEW YORK—In his previous Broadway musical outing, "A Funny Thing Happened on the Way to the Forum," Zero Mostel opened with the song, "Comedy Tonight—Tragedy Tomorrow." This can be paraphrased for his current starring vehicle, "Fiddler on the Roof," to "Comedy Tonight—Tragedy Tonight," for seldom have the elements of joy and pathos been so closely knit into one package and rarely has the warmth of folklore blended with the boisterous bounce of Broadway in so winning a manner. It's a combination that can't be beat when it's worked right,

and "Fiddler on the Roof," which opened at New York's Imperial Theater on Sept. 22, works right enough times to make it hot box office ticket and a strong selling original cast album property for RCA Victor.

Much of the credit for the show's delightful glow belongs to its star, Zero Mostel—a giant talent—but the contributions of Jerry Bock (music) and Sheldon Harnick (lyrics), Joseph Stein (book) and Jerome Robbins (direction and choreography) are important elements in the build-up of the over-all effect. The score is especially important in the development of plot and characterization, and although it is well integrated into the structure of the production, there may be several songs that could step out on their own. Especially noteworthy is "Sunrise, Sunset," a ballad that's rich and rewarding on all counts. Many of the other songs in the score are flavorful and full-bodied and really tell you what "Fiddler" is all about. This should help make it a major factor in the original cast album sweepstakes this season.

The book by Joseph Stein, adapted from the stories of



ZERO MOSTEL

New York PRESS BOX SCORE

"FIDDLER ON THE ROOF"

"Fiddler on the Roof," a musical based on Sholom Aleichem's stories by Joseph Stein (book), Jerry Bock (music) and Sheldon Harnick (lyrics), and starring Zero Mostel, opened at the Imperial Theater, New York, Sept. 22 to notices that will pay off at the box office. RCA Victor has the original cast album and Tommy Valando's Sunbeam Music (BMI) is publishing the score.

Following is a breakdown of the New York press' critical appraisal:

TIMES: SHOW—"Compounded of the familiar materials of the musical theater—popular song, vivid dance movement, comedy and emotion—it combines and transcends them to arrive at an integrated achievement of uncommon quality . . . In Mr. Mostel's Tevya it has one of the most glowing creations in the history of the musical theater."

SCORE—" . . . at their best move the story along, enrich the mood and intensify the emotions."

HERALD TRIBUNE: SHOW—"The result is a very near miss, and I very much miss what it might have been."

SCORE—" . . . three or four truly simple and quietly ingratiating tunes."

DAILY NEWS: SHOW—" . . . one of the great works of the American musical theater. It is darling, touching, beautiful, warm, funny and inspiring. It is a work of art."

SCORE—"The lyrics, as important as narrative as they are entertaining. . . . The score is a jubilant celebration, and it is splendidly played by conductor Milton Greene's orchestra."

POST: SHOW—" . . . a musical play that has originality and a feeling of truth."

SCORE—" . . . a pleasantly modest score."

WORLD-TELEGRAM: SHOW—" . . . proud and tender musical."

SCORE—"Jerry Bock . . . has not superimposed songs on a story; he has fashioned them so as to tell it most persuasively."

JOURNAL-AMERICAN: SHOW—"It promises to be a sizable success and is certainly a great tribute to the comic gifts of the star."

SCORE—" . . . plaintive and generally appealing music."

PEOPLE AND PLACES

By MIKE GROSS

The Beatles' benefit concert for United Cerebral Palsy of New York City and Retarded Infants Services at the Paramount Theater Sept. 20 drew 3,800 for gross receipts of \$75,000. Other performers included Leslie Uggams, the Tokens, Bobby Goldsboro, the Shangri-las, the Brothers Four and Jackie De Shannon. Steve Lawrence, Eydie Gorme and Ed Sullivan were co-hosts. . . . Singers Bobby Darin and Robert Goulet will swing into dramatic roles on upcoming TV guest shots. Darin will appear on "Wagon Train" (ABC-TV) Oct. 4 and Goulet has a shot at "Kraft Suspense Theater" (NBC-TV) Oct. 8. . . . Andy Williams, who made his screen bow in Universal's "I'd Rather Be Rich," was signed by the studio to a long-term multiple motion picture contract. . . . King Features Syndicate has signed George Brunz to write the theme song and background music for "Hello Dere," the comedy series starring Marty Allen and Steve Rossi slated for the fall of 1965.

Peter Nero and manager Stan Greeson are back from London where the pianist-composer taped a series of TV appearances. . . . Chess Records has picked up the master of Little Luther's "Eenie Meenie, Minnie, Mo." . . . Patti Page and Jack Rael opened new offices at 555 Madison Ave. . . . Freddie Scott, Columbia Records artist, is on a six-week tour with the Moms Mabley-Louis Jordan show. . . . The Dave Brubeck Quartet is on a European tour until Oct. 11. . . . Elmo Russ, absent from the recording scene for several years because of illness, returns with a series called "Songs of Faith" on his Pyramid Record label. . . . The first release features gospel singer William Pierce. . . . Stan Getz and Astrud Gilberto, Verve recording artists, are set for a concert at Carnegie Hall Oct. 9. . . . Folk singer Carolyn Hester, at Greenwich Village's Gaslight Cafe for two more weeks, has a new Dot single "That's My Song." The LP of the same title is due Nov. 1. . . . Singer Donna Fuller continues at the Playboy Club, Baltimore, through Oct. 6.

The New Christy Minstrels will be at the Municipal Auditorium in Lubbock, Tex., Oct. 4 and Lamar State College in Beaumont, Oct. 5. . . . JJJ Enterprises has signed 17-year-old singer Susan Rafe to a management deal. . . . Sol Yaged's "Jazz Quintet" continues at the Bistro of the Five Flags in the Louisiana Pavilion at the World's Fair. . . . Cally Dodd, former Copacabana production singer now doing a solo act written by Joe Mele, is currently at the White House, Minneapolis. . . . Esther Ofarim, Israeli singer on the Philips label, will tour this fall with the Smothers Brothers.

Aleichem, centers on the trials of Tevya, a Jewish dairyman in Russia, circa 1905, his family (five daughters) and his "landsmen." There are happy times (marriages) and sad times (programs), and even though it ends on a downbeat note with the breakup of the small Jewish community and its inhabitants wearily moving onward, it is handled with poignant touches and keeps the mood from getting too depressing.

In addition to Mostel, who has created a rare figure for the musical theater, such other cast members as Maria Karnilova (his wife), Joanna Merlin, Julia Migenis and Tanya Everett (his three marriageable daughters), Beatrice Arthur (the matchmaker) and Bert Convy, Austin Pendleton and Joe Ponazeki, as the boys who marry Tevya's three daughters, are right in tune with the spirit of the play.

MIKE GROSS

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- NEEDLE IN A HAYSTACK—Velvelettes, V.I.P. (WMCA-New York; CKLW & WXYZ-Detroit; WRIT-Milwaukee)
- THANK YOU FOR LOVING ME—Sapphires, ABC (KQV-Pittsburgh; KEWB-San Francisco; WORC-Worcester; KDAB-Denver; WOKY-Milwaukee; KDKA-Pittsburgh)
- SACRIFICE—Little Milton, Chess (WLS-Chicago)
- GOTTA GET MY HANDS ON SOME LOVING—Artistics, Okeh (WLS-Chicago)
- A SMILE IS JUST A FROWN—Cheryl Crawford, Motown (WIBC-Indianapolis)
- GOTTA GIVE HER LOVE—Volumes, American Artists (WKNR-Detroit)
- JUMP BACK—Rufus Thomas, Stax (WINS-New York; WQXI & WPLO-Atlanta)
- BABY BE MINE—Gino Washington, Wand (CKLW-Detroit)
- MY ADORABLE ONE—Joe Simon, Vee Jay (WQXI-Atlanta)
- LA DE DA—Inez Foxx, Symbol (WXYZ-Detroit; WCPD-Cincinnati; WIBC-Philadelphia; WFON-Marietta)
- I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent (WIBC-Philadelphia; WINS & WMCA-New York; KYA-San Francisco)

R&B NATIONAL BREAKOUTS

(Not Listed in Rank Order)

- SOMETHING YOU GOT—Ramsey Lewis, Argo
- JUMP BACK—Rufus Thomas, Stax
- MAYBE THE LAST TIME—James Brown, Smash
- IT'S ALL OVER—Ben E. King, Atco
- OPPORTUNITY—Jewels, Dimension

R&B REGIONAL BREAKOUTS

(Not Listed in Rank Order)

- SATAN'S BLUES—Jr. Walker All Stars, Soul (Newark, Atlanta, Los Angeles, San Francisco, Detroit)
- DO YOU WANNA GO—Andy Mack, Chess (Baltimore-Washington)
- I'M LONELY—Bobby Byrd, Smash (Baltimore-Washington, New Orleans, Atlanta, Charlotte, Miami, Pittsburgh, Los Angeles)
- MAKE UP YOUR MIND—Anna King, Smash (Baltimore-Washington, New York, New Orleans, Memphis, Pittsburgh, Buffalo)
- LUMBERJACK—Brook Benton, Mercury (New York)
- I CAN'T GET ENOUGH OF YOUR LOVE—Eddie Floyd, Saffice (Miami, Atlanta)
- MR. HEARTACHES—Freddie Scott, Columbia (Baltimore)
- THEN YOU CAN TELL ME GOODBYE—Johnny Nash, Chess (Cleveland, Baltimore)
- GOTTA GIVE HER LOVE—Volumes, American Artists (Cleveland, Detroit, Baltimore, Washington, Charlotte)
- FEVER—Alvin Robinson, Red Bird (Cleveland, Chicago, New York)
- DOWN HOME GIRL—Alvin Robinson, Red Bird (Baltimore-Washington, Miami, Houston)
- JUST A MOMENT AGO—Soul Sisters, Sue (Cleveland, Baltimore, Chicago)
- SHAKE A LADY—Ray Bryant, Sue (San Francisco)
- UNTIE ME—Tams, Arlen (Philadelphia)
- I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent (New York, Chicago, San Francisco, Los Angeles, St. Louis)
- THE BOSS WITH THE HOT SAUCE—Davis Jones and the Fenders, Derry (St. Louis)

Wiswell Believes in Preparation

Continued from page 12

corded "Music Man," "Fiorello," "Little Mary Sunshine," "Tenderloin," "The Gay Life," "Sail Away," "Kwamina," "The Unsinkable Molly Brown," "A Funny Thing Happened On the Way to the Forum" and "No Strings." He copped Grammy awards from NARAS for "No Strings" in the "best original cast album" category and "Hello, Dolly!" was recently awarded a gold disk for sales of more

than one million dollars.

It's also interesting to note that "Fiddler" marks a reunion of Wiswell and music publisher Tommy Valando. Latter, who is publishing the "Fiddler" score, also publishes the scores for "Fiorello," "Tenderloin" and "Little Mary Sunshine."

When he's not busy with original cast album work at Victor, Wiswell attaches himself to straight pop recording. His credits here are good, too, considering that he produced John Gary's "So Tenderly" and "Encore" LP's, both of which are selling well and Gale Garnett's hit single, "We'll Sing in the Sunshine," which has passed the 500,000 copy sales mark, and her LP, "My Kind of Folk Songs," which is beginning to show strong sales action.

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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.

★ JERRY THOMAS, P. D.—KNOX, DALLAS-FORT WORTH

- FIRST APPEARANCE IN LOCAL TOP 15
LET ME LOVE YOU—B. B. King, Kent
TOO MANY DRIVERS—Lowell Fulson, Kent
RHYTHM—Major Lance, Okeh
I HAD A TALK WITH MY MAN—Mitty Collier, Chess
THE CLOCK—Baby Washington, Sue
AIN'T THAT BAD—Pancho Villa, Sue
- BREAKOUTS
I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent
FINGER POPPIN'—Ike & Tina Turner, WB
I WANNA THANK YOU—Enchanters, WB
OH JOHN—Jimmy Reed, Vee Jay
LAST NIGHT—Little Jr. Parker, Duke
TEENAGE LETTER—Roy Head & Traits, Backbeat
- RECORDS TO WATCH
BLESS OUR LOVE—Gene Chandler, Constellation
I WON'T BE YOUR FOOL ANYMORE (and flip)—Soul Sisters, Sue
HE'S JUST A PLAYBOY—Drifters, Atlantic
JUMP BACK—Rufus Thomas, Stax
UPSET MY SOUL/OH NO NOT MY BABY—Maxine Brown, Wand

★ JOHN RICHBOURG—WLAC, NASHVILLE

- RECORDS TO WATCH
HIGH HEEL SNEAKERS—Jerry Lee Lewis, Smash
MY LOVE—Buddy Ace, Duke
DON'T SPREAD IT AROUND—Barbara Lynn, Jamie
JUMP BACK—Rufus Thomas, Stax
TOO SOON TO KNOW—Esther Phillips, Atlantic
I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent
TROUBLE CHILD—Barbara Mason, Crusader
BREADWINNER—Sammy Ward, Soul
SOMETHING IN MY EYE—Music City Soul Brothers, Music City

★ ED (SCREAMING) TEAMER—WYLD, NEW ORLEANS

- FIRST APPEARANCE IN LOCAL TOP 15
MAKE UP YOUR MIND—Anna King, Smash
MY ADORABLE ONE—Joe Simon, Vee Jay
THAT'S HOW STRONG MY LOVE IS—O. V. Wright, Goldwax
OH LORD WHAT ARE YOU DOING TO ME—Big Maybelle, Scepter
- RECORDS TO WATCH
I'M A GOOD MAN/I WANNA THANK YOU—Enchanters, WB
JUMP BACK—Rufus Thomas, Atlantic

★ MILTON (BUTTERBALL) SMITH—WMBY, MIAMI

- FIRST APPEARANCE IN LOCAL TOP 15
WITHOUT THE ONE YOU LOVE—Arthur Prysock, Old Town
NEVER GET ENOUGH OF YOUR LOVE—Eddie Floyd, Saffice
IT'S TOO SOON TO KNOW—Little Esther, Atlantic
DOWN HOME GIRL—Alvin Robinson, Red Bird
JUMP BACK—Rufus Thomas, Stax
TRY ME—Jimmy Hughes, Fame
LONELY PEOPLE DO FOOLISH THINGS—Judy Clay, Scepter
- RECORDS TO WATCH
THIS LITTLE GIRL OF MINE—Righteous Brothers, Moonglow
DON'T SPREAD IT AROUND—Barbara Lynn, Jamie
DEEP DARK SECRET—Dee Dee Sharp, Cameo
SATURDAY NIGHT FISH FRY—Louis Jordan, Tangerine

★ BURKE JOHNSON—WAOX, ATLANTA

- BREAKOUTS
NEVER GET ENOUGH OF YOUR LOVE—Eddie Floyd, Saffice
MAKE UP YOUR MIND—Barrett Strong, Tollie
OPPORTUNITY—Jewels, Dimension
LUMBERJACK—Brook Benton, Mercury
OH NO NOT MY BABY—Maxine Brown, Wand
TROUBLE CHILD—Barbara Mason, Crusader
- RECORDS TO WATCH
YES I DO—Solomon Burke, Atlantic
BABY BABY ALL THE TIME—Superbs, Dore
GOTTA GIVE HER LOVE—Volumes, American Artists
THAT'S WHERE IT'S AT—Sam Cooke, Victor
TELL ME GOODBYE—Johnny Nash, Chess
I WAKE UP CRYING—Ray Charles, ABC
WITHOUT THE ONE YOU LOVE—Arthur Prysock, Old Town
BABY LOVE—Supremes, Motown

★ ERNIE DURHAM—WJLB, DETROIT

- BREAKOUTS
IN A BAD WAY—Freddie Gorman, Ric Tic
I CAN'T HELP MYSELF—Gems, Chess
SAND IN MY SHOES—Drifters, Atlantic
GOTTA GIVE HER LOVE—Volumes, American Artists
- RECORDS TO WATCH
COME BACK HOME—Deon Jackson, Atlantic
HAPPY STREET—Stevie Wonder, Tamla
JUST A MOMENT AGO—Soul Sisters, Sue
LUMBERJACK—Brook Benton, Mercury
I'VE GOT A THING GOIN' ON—Bobby Marchan, Dial
YOU'RE BREAKING ME UP—Lee Dorsey, Constellation

★ KEN HAWKINS & WILL RUDD—WJMO, CLEVELAND

- RECORDS TO WATCH
OPPORTUNITY—Jewels, Dimension
WE'RE GOING TO HAVE A GOOD TIME—Elgins, Congress
- TOP LP
COME SEE ABOUT ME (band)—Supremes LP, Motown

★ JOHNNY (Q) ASKEW—WHIH, NORFOLK

- RECORDS TO WATCH
TRY ME—Jimmy Hughes, Fame
HE'S JUST A PLAYBOY—Drifters, Atlantic
RUNNING OUT OF FOOLS—Aretha Franklin, Columbia

★ GEORGIE WOODS & JIMMY BISHOP—WDAS, PHILADELPHIA

- BREAKOUTS
OPPORTUNITY—Jewels, Dimension
GOTTA GET MY HANDS ON SOME LOVING—Artistics, Okeh
SAND IN MY SHOES—Drifters, Atlantic
BABY LOVE—Supremes, Motown
- RECORDS TO WATCH
GOOD—Dee Dee Sharp, Cameo
CHAINED—Otis Redding, Volt
HAPPY BIRTHDAY—4 Seasons, Vee Jay
MR. LONESOME—Carltons, Chess
NEEDLE IN A HAYSTACK—Velvelettes, V.I.P.
SOMETHING FOR THE BOYS—Anita Humes, Roulette
I CAN'T BELIEVE—Ike & Tina Turner, Kent
YOU DON'T KNOW—Kenny Gamble, Columbia
THANK YOU—Sapphires, ABC
ONE WOMAN MAN/LOOK AWAY—Garnet Mimms, UA
THAT'S WHERE IT'S AT—Sam Cooke, Victor
HAPPY STREET—Stevie Wonder, Tamla
THE BI—Candy & Kisses, Cameo
YES I DO—Solomon Burke, Atlantic

- TOP LP BAND
COME SEE ABOUT ME—Supremes, Motown

★ BOB KING—WOOK-TV & RADIO, WASHINGTON

- RECORDS TO WATCH
LUMBERJACK—Brook Benton, Mercury
BABY BABY ALL THE TIME—Superbs, Dore
HEY MR. LONESOME—Carltons, Chess
DOWN HOME GIRL/FEVER—Alvin Robinson, Red Bird
SOMETHING YOU GOT—Ramsey Lewis, Argo
JUST A MOMENT AGO—Soul Sisters, Sue
TAPKAPI—Jimmy McGriff, Sue
IT'S TOO SOON TO KNOW—Esther Phillips, Atlantic
GOTTA GIVE HER LOVE—Volumes, American Artists

★ PAUL (FAT DADDY) JOHNSON—WSID, BALTIMORE

- FIRST APPEARANCE IN LOCAL TOP 15
MAYBE THE LAST TIME—James Brown, Smash
MR. HEARTACHES—Freddie Scott, Columbia
AFTER THE LAUGHTER—Wendy Rene, Stax
- BREAKOUTS
THEN YOU CAN TELL ME GOODBYE—Johnny Nash, Chess
OH LORD WHAT ARE YOU DOING TO ME—Big Maybelle, Scepter
JUMP BACK—Rufus Thomas, Stax
ALL THAT'S GOOD—Fiestas, Old Town
SAND IN MY SHOES—Drifters, Atlantic
OH NO NOT MY BABY—Maxine Brown, Scepter
HEY MR. LONESOME—Carltons, Chess
I CAN'T BELIEVE—Ike & Tina Turner, Kent
SOMETHING YOU GOT—Ramsey Lewis, Argo
DO YOU WANNA GO—Andy Mack, Chess
I'M LONELY—Bobby Byrd, Smash
GOTTA GIVE HER LOVE—Volumes, American Artists
BABY BE MINE—Jellybeans, Red Bird
DOWN HOME GIRL—Alvin Robinson, Red Bird
BABY BABY ALL THE TIME—Superbs, Dore
NEEDLE IN THE HAYSTACK—Velvelettes, V.I.P.
LUMBERJACK—Brook Benton, Mercury

- RECORDS TO WATCH
POSSIBILITY—Crowns, Old Town
CHAIN AND BOUNDS—Otis Redding, Volt
DEEP DARK SECRET—Dee Dee Sharp, Cameo
HE'S GOT YOU NOW—Dipolmats, Arock
SOUND OF MUSIC—Patty & Emblems, Herald
LONELY PEOPLE—Judy Clay, Scepter
I WANNA BE WITH YOU—Nancy Wilson, Capitol
YES I DO—Solomon Burke, Atlantic

- TOP LP BANDS
COME SEE ABOUT ME—Supremes, Motown
THEY LONG TO BE CLOSE TO YOU & PEOPLE—Dionne Warwick, Scepter

★ NOVELLA SMITH—KYOK, HOUSTON

- FIRST APPEARANCE IN LOCAL TOP 15
MAKE UP YOUR MIND—Anna King, Smash
YOU'VE GOT IT—Johnny Williams, Kent
MY LOVE—Buddy Ace, Duke
LA DE DA—Inez Foxx, Symbol
LAST NIGHT—Jr. Parker, Duke
- BREAKOUTS
CANDY TO ME—Eddie Holland, Motown
WITHOUT THE ONE YOU LOVE—Arthur Prysock, Old Town
- RECORDS TO WATCH
IT AIN'T MY FAULT (Parts 1 & 2)—Smokey Johnson, Nola
I WON'T BE YOUR FOOL—Soul Sisters, Sue
TOO MANY DRIVERS—Lowell Fulson, Kent
ASK ANY GIRL—Supremes, Motown
I WANNA THANK YOU—Enchanters, WB
TAPKAPI—Jimmy McGriff, Sue

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THE COLORFUL VENTURES
BLP-2008/BST-8008



DANCE!
BLP-2010/BST-8010



DANCE WITH THE
VENTURES
BLP-2014/BST-8014



THE VENTURES
BEACH PARTY
BLP-2016/BST-8016



GOING TO THE VENTURES
DANCE PARTY
BLP-2017/BST-8017



TELSTAR/THE LONELY BULL
BLP-2019/BST-8019



SURFING!
BLP-2022/BST-8022



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THE COUNTRY CLASSICS
BLP-2023/BST-8023



LET'S GO!
BLP-2024/BST-8024




VENTURES IN SPACE
BLP-2027/BST-8027



THE FABULOUS VENTURES
BLP-2029/BST-8029

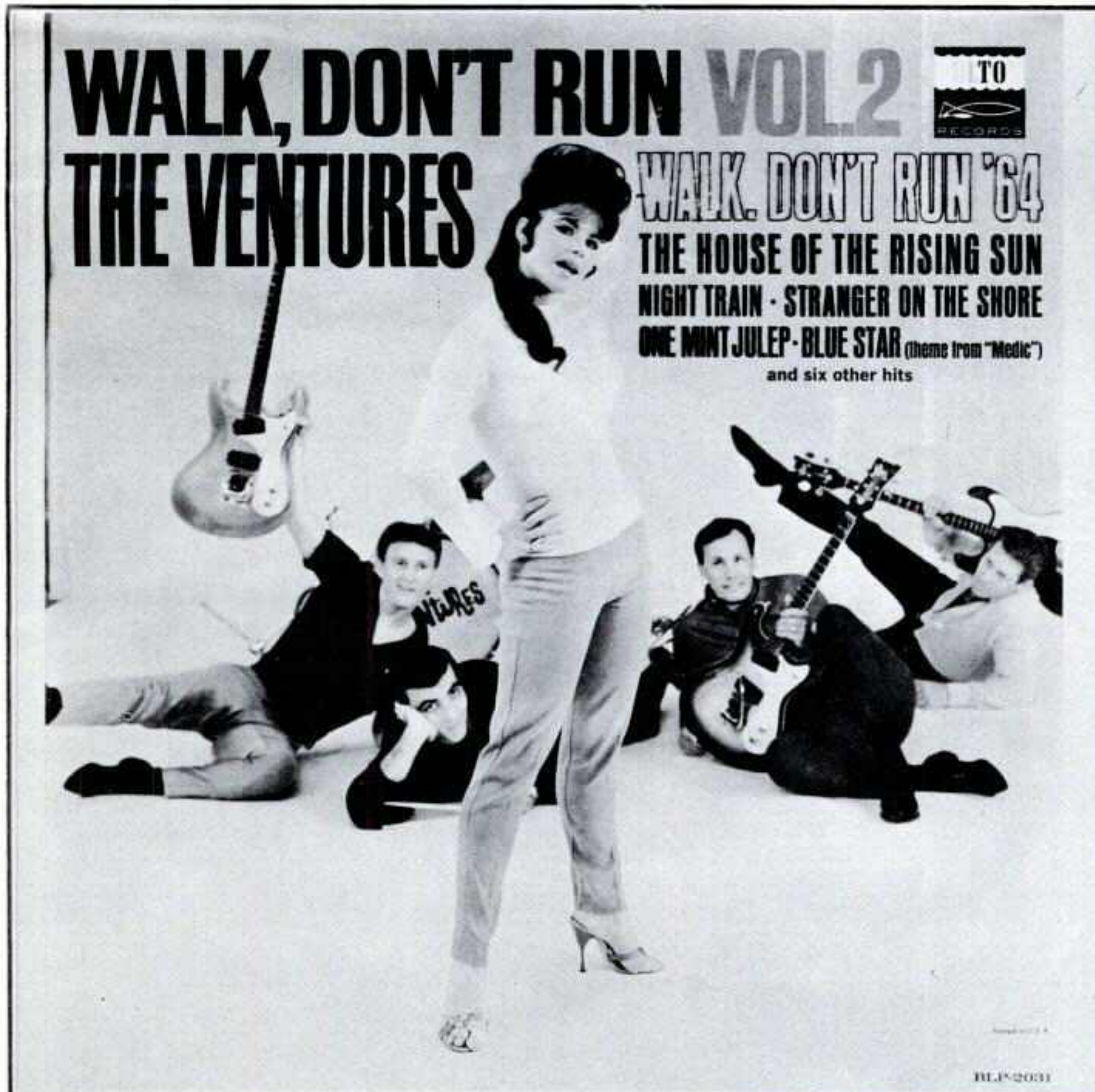
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CHARTS!

WALK, DON'T RUN VOL 2 

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KRLA Plays It Ghoul; to Debut a Monsterous Show

By ELIOT TIEGEL

PASADENA, Calif. — The monsters have arrived on Los Angeles radio. KRLA, taking cognizance of the splurge of monster shows on television, has gone outside its own organization to hire vocalist-comedian Bobby Pickett to handle a monster disk jockey show heard Saturdays from 9 to midnight.

The program has been bought for 13 weeks, at which time the station should know if it has a hit, stated General Manager John Barrett, who approached Pickett with the idea.

"We started out with the idea of having a deejay do monsters, but that didn't work, so we decided to have monsters do a deejay show."

Prior to the show's debut Saturday (26), the station began airing spot promotions for the graveyard program, which produced a call from an ad agency asking whether the station would accept a half-hour sponsorship. Barrett turned the offer down, stating he felt the show was an experiment and wanted to first see what the public's reaction would be before offering time blocks of advertising.

The first several shows will be taped by Pickett on Friday for broadcast the next night. Pickett is writing all his special material and handling all male voices for such characters as Count Dracula, Boris Karloff, Igor the Monster, Zombie the Surfer (who keeps trying to pad-



dle out to sea but can't make any headway because his bandages keep getting stuck on a pier) and other ghouls who happen to drop by the broadcast site, which Pickett says is a castle on the misty cliffs of Malibu.

Show's Budget

Barrett estimates the station is laying out from \$17,500 to \$20,000 for the first 13 weeks. KRLA's agreement with Pickett is for his exclusive services as host and creator of the show. Pickett has rights to any syndication outside of Los Angeles. This may present a problem as his material is being aimed at local teen-agers, with jokes and routines built around local habits such as driving down Hollywood Boulevard and parking on Mulholland Drive.

After the first several shows, Pickett may do the show live once he has become familiar with turntable operations.

All commercials, time checks and station i.d.'s are included on the tape. Pickett cuts in routines, utilizing one or several monsters

at once, with all records played right from the station's playlist.

One of the first audience participation features will be a poetry contest, with silver vampire wings given away for the best poems on subjects announced by Pickett. Assisting him with production is KRLA's Dick Morland.

The program does not replace any KRLA personality, it rather cuts down Dave Hull's Saturday night stint to a normal 6-9 p.m. arrangement.

The show features ethereal background music, vampire wings flapping in the night, chains rattling and doors squeaking, all which set up the spooky mood. The problem, if any, is for Pickett to regularly create original lead-in material for his disks. The station's traffic director, Sie Holliday, who does promotional spots, will handle the roll of Rhonda, a vampire on a Honda.

If the rash of monster tunes which should be appearing make the national charts, Pickett will have natural material to use on the show. KRLA is the first Los Angeles station to hop on the monster band wagon with this weekly spectacular. Ghouls, it appears, will shortly be haunting nighttime kilocycles.

Radio-TV

PROGRAMMING

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



KEN DOWE, right, program director at KLIF, Dallas, shows off the station's new studios and a revamped "pop chart" to Dick White (left), promotion man for Texas Western Distributing Company, and Bill O'Brien, national promotion director for Philips Records.

Spirit of Co-Operation: WWDC Helps Out WEEL

WASHINGTON—When the two-story building housing the studios of WEEL in suburban Fairfield County, Virginia, was razed by fire Monday (14), Washington's WWDC immediately offered its mobile trailer for emergency use, and the 50,000-watt was back in operation by Wednesday (16).

Some 80 firemen battled the two-hour blaze, which caused estimated damage of \$350,000, including \$70,000 of WEEL transmitting equipment. The heat

was so intense that it melted a new 50,000-watt transmitter which was installed Wednesday (9).

According to Mitch Litman, WEEL disk jockey, Ben Strauss, who heads the Washington station, immediately phoned Jules Henry, WEEL general manager, to offer the use of the mobile trailer facilities until WEEL's equipment was replaced. The offer was accepted immediately, and WEEL was back on the air in 48 hours.

'Pirate' Radio Heads for Germany

HAMBURG—The entertainment entrepreneur who sponsored the first appearance by the Beatles in Germany, Manfred Weissleder, is preparing to operate Germany's first commercial radio station aboard a ship anchored off the three-mile limit.

Weissleder has christened his "pirate" radio station Radio Star Club, the name of his Hamburg night spot. The ship will be anchored off the mouth of the Elbe River in the North Sea. Weissleder contends that Germany already has commercial radio, in effect, through the heavy German-language programming of Radio Luxembourg. He says there will be no legal difference between pro-

grams broadcast by Radio Luxembourg and those of Radio Star Club.

Weissleder's station will follow a music-news-commercials format, with emphasis on avant-garde hot spot music. His Star Club was the first night club in Germany to feature all-twist dance numbers.

The Beatles appeared at the Star Club in 1959 while a still unknown and struggling combo. They were in Hamburg several months and picked up considerable German in this time, enough so that they were able to bring out a recording recently for the German market in plausible Deutsch.

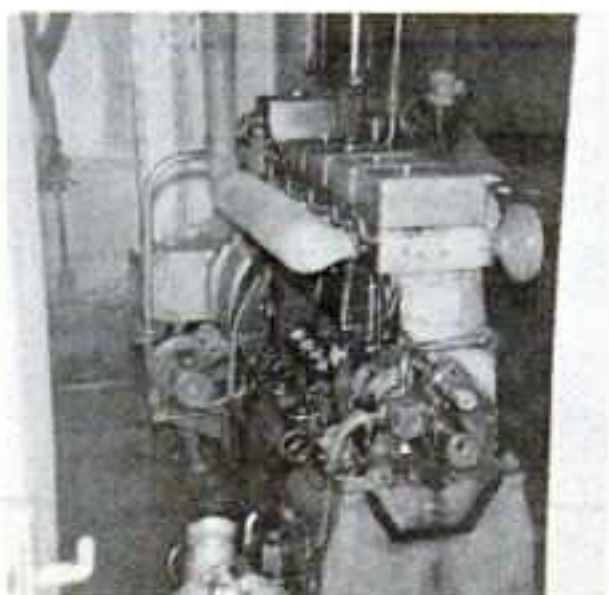
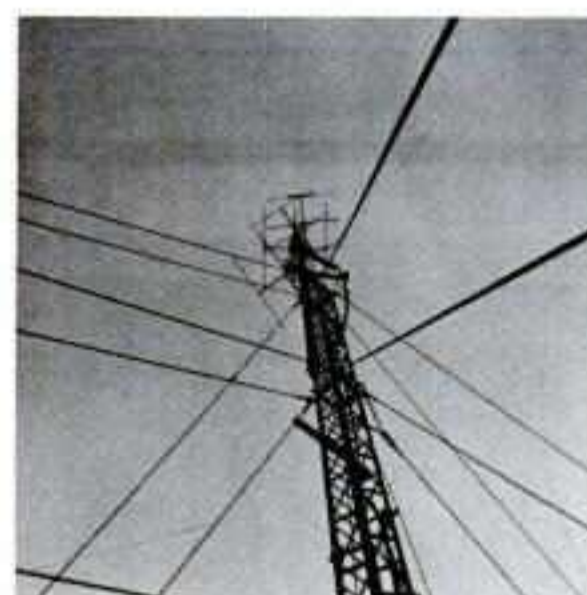
The Bonn government has "taken note" of Weissleder's plans, but interior ministry

officials say they will take no formal position until his pirate radio goes into actual operation. Unofficially, the interior ministry officials said they might move to suppress the Weissleder station under the recent proclamation to protect natural resources beyond the three-mile limit. By this proclamation, the Bonn government asserted its right to control offshore waters "to such limits as German interests are involved."

The proclamation already has been invoked to chase away an offshore drilling rig of the American Overseas Oil Company (Amoco), and authorities said it can be invoked to abate Weissleder's broadcasting venture as a "public nuisance."



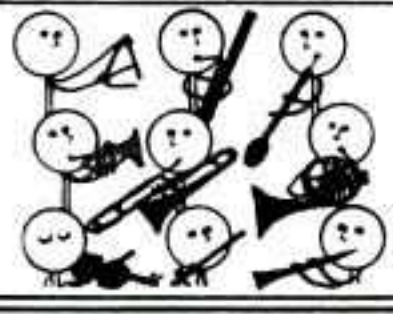

Rock 'n' Roll Radio at Sea, Pirate Style

Radio station management and programming personnel might find a job attractive that offered "Ocean bathing 10 seconds from the studio, no traffic on way to work, deep-sea fishing from transmitter, work a week-off a week, only drawback slight shortage of American records." It's all a way of life at Radio SYD, a pirate radio station operating in the international waters between Malmo, Sweden, and Copenhagen, Denmark, aboard the motorship Cheetah. Shown in the pictures, left to right: 1) Mrs. Britt Wadner, owner of the station, also known as the "Pirate Queen" and who has directed its activities since March 1962. 2) Engineer Borje at the controls. 3) 100-foot-high antenna which beams to Denmark and Sweden. 4) Studio designed for disk jockey shows, equipped with Garrard turntables and five Lyrec single-track 7½-ips tape recorders. 5) Generator for transmitter power. 6) Nine-kilowatt transmitter which broadcasts on 88.3 microhertz wavelength. 7) Office of Program Director Paul Hansen. 8) Disk jockeys on way to work. Four-man crew works alternate weeks.



ALLAN SHERMAN | **ARTHUR FIEDLER**

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IN A LIVELY NEW ALBUM**

RECORDED LIVE!!!	13,327 MUSIC LOVERS!!!!!! 96 SYMPHONY MUSICIANS 96 5 JAZZ CATS!!	 HEAR! HEAR!? Beethoven BAMBOOZLED Brahms BROW-BEATEN Tchaikovsky ICHASTISED!! VERDI VANDALIZED BIZET BEFUDDLED Mozart Mangled Schubert Schwomped SOUSA sabotaged PROKOFIEFF POSITIVELY PULVERIZED
	ALLAN SHERMAN	
	BOSTON POPS	
	Arthur FIEDLER	
Conducting Allan Sherman's New Highly Hilarious Composition		
PETER AND THE COMMISSAR		
VARIATIONS ON "HOW DRY I AM" XXX	<i>The End of a SYMPHONY</i>	

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'Martian' Views Station EARTH

By BILL GAVIN

One of the TV programs that I enjoy is "My Favorite Martian." I have often wondered what this super-intelligent visitor from another planet might think about American radio. If our man from Mars were to observe us and our world of broadcasting, he might write a column somewhat as follows:



AMERICA RADIO survives by a peculiar indirection. It offers its entertainment and information to its listeners without charge. Broadcast music comes almost entirely from phonograph records, most of which are supplied free to the radio stations by the record people. We might conclude that radio is a friendly trap, pleasantly baited with free entertainment, designed to catch and hold a large number of listeners so that their ears may be beguiled—or besieged—by advertisements. The entrapped captives are also tempted to buy the records that they hear and like. For this dual service radio receives money from the advertisers and free records—endless fresh bait for the trap—from the record companies.

The larger the number of available ears, the larger the amount of money the advertisers pay to borrow them for 60 seconds of sales talk. Stations establish their rates to advertisers in relation to the number of listeners they can count in their trap. To do the counting, various independent research organizations are employed.

On the basis of bimonthly research reports, advertisers make their selections of the most desirable stations on which to place their commercial messages. Most radio stations are constantly striving to change or perfect their programming techniques for the purpose of showing a larger number of listeners to their station in subsequent research surveys.

IT IS INTERESTING to note that many radio stations also employ research techniques in order

to determine which musical selections are preferred by the largest number of listeners. Weekly reports of record sales are tabulated, and a few stations also encourage and enumerate listener telephone requests. One might suppose that each radio station would employ a trained research expert, but such is not the case. Radio's research on record popularity is conducted for the most part by secretaries and librarians, whose only required qualification is an ability to perform simple arithmetic.

Almost all research on record popularity, as conducted by radio stations, is quantitative rather than qualitative. There is, in most cases, a curious indifference as to who is buying—or requesting—the records. The important thing seems to be how many. It is conceivable, therefore, that a record that appealed very strongly to bald-headed men, or to small children, might achieve a large enough total sale so that its sheer numbers would automatically place it for programming on a number of stations. So far as is known, no attempt has been made by any radio station to establish the qualitative components of its own audience and to relate such a yardstick to the purchasers of phonograph records.

Another factor, which is often discussed but has never been researched in any depth, is the function of music as a status symbol. Many Americans seek a higher social status by demonstrating superior taste in clothing, food, furniture, and entertainment. There is a curious snobbery in the status concepts of music, in which various musical forms are accepted or rejected, not in terms of their own merits, but according to who likes it. Thus, the music favored by adolescents and children is often condemned by adults, while the symphonic and operatic music patronized by the wealthy classes is acclaimed by many who seek to identify with persons of wealth and influence.

THIS STATUS symbolism in music poses a special problem for radio programming. Advertisers prefer to present themselves and their products in a favorable environment, and a great many are

(Continued on page 17)

Steve Allen, Group W Part

HOLLYWOOD—Steve Allen and Westinghouse Broadcasting Company have terminated their relationship for his TV syndicated five-day show, which has consistently presented the best of jazz and new pop music performers.

Allen departs the show Oct. 26, with Westinghouse president, Don McGannon, tabbing Regis Philbin, San Diego, Calif., TV personality, as his replacement. Allen recently took over the hosting chores of the CBS-TV feature, "I've Got a Secret," which is broadcast from New York. His Westinghouse show had been taped here and will continue to be produced in Los Angeles.

During the past several months the show has undergone production changes as a number of stations dropped the show, which is seen in 35 markets. Several ABC stations which had carried the Allen show have given WBC cancellation notices to pick up the new Les Crane late night show.

No word has been given about format changes for the new Philbin show.

WLS Feature

CHICAGO—"Good Sound of Music Spectacular" was aired by WLS, Sept. 4 through 11, featuring the top popular hits of the past five years. During the Dex Card show, 3-6 p.m., the "top 20" tunes of the present and the past five years were spotlighted. The 50,000-watt outlet is the ABC-owned station in the Windy City.

BEATLES ASKED TO APPEAR AT JFK BENEFIT

WASHINGTON, D. C. — While the Beatles were in Washington, WWDC's Carroll James asked Paul McCartney and press relations man Derek Taylor if the group would consider appearing here for the benefit of the John F. Kennedy Center for the Performing Arts.

James has also made the proposal in writing to the group's manager, Brian Epstein, and offered his services as chairman for the affair which could be held in the District of Columbia stadium. James also suggested that one of the President's daughters might be amenable to acting as hostess.

Clark Show Begins Oct. 3

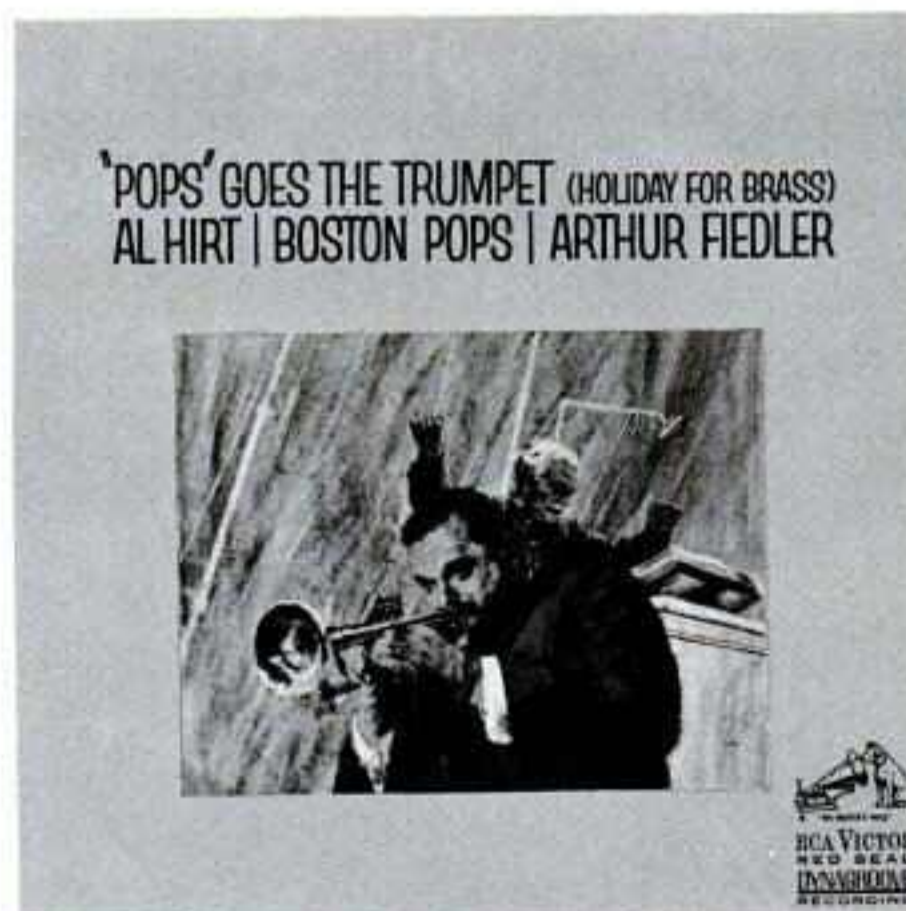
NEW YORK—Dick Clark kicks off the opening stanza of "New American Bandstand—'65" Oct. 3 on the ABC-TV network.

This year, his 13th on TV, one of his innovations will be a "hot line to the world of music" which will permit him to phone music business stars anywhere in the world for interviews.

Four songs will be presented in one segment of the show and the two recording guest stars will sing two songs, not one as in the past. New dances will be demonstrated on the show and, as always, the studio audience will be on camera while dancing.

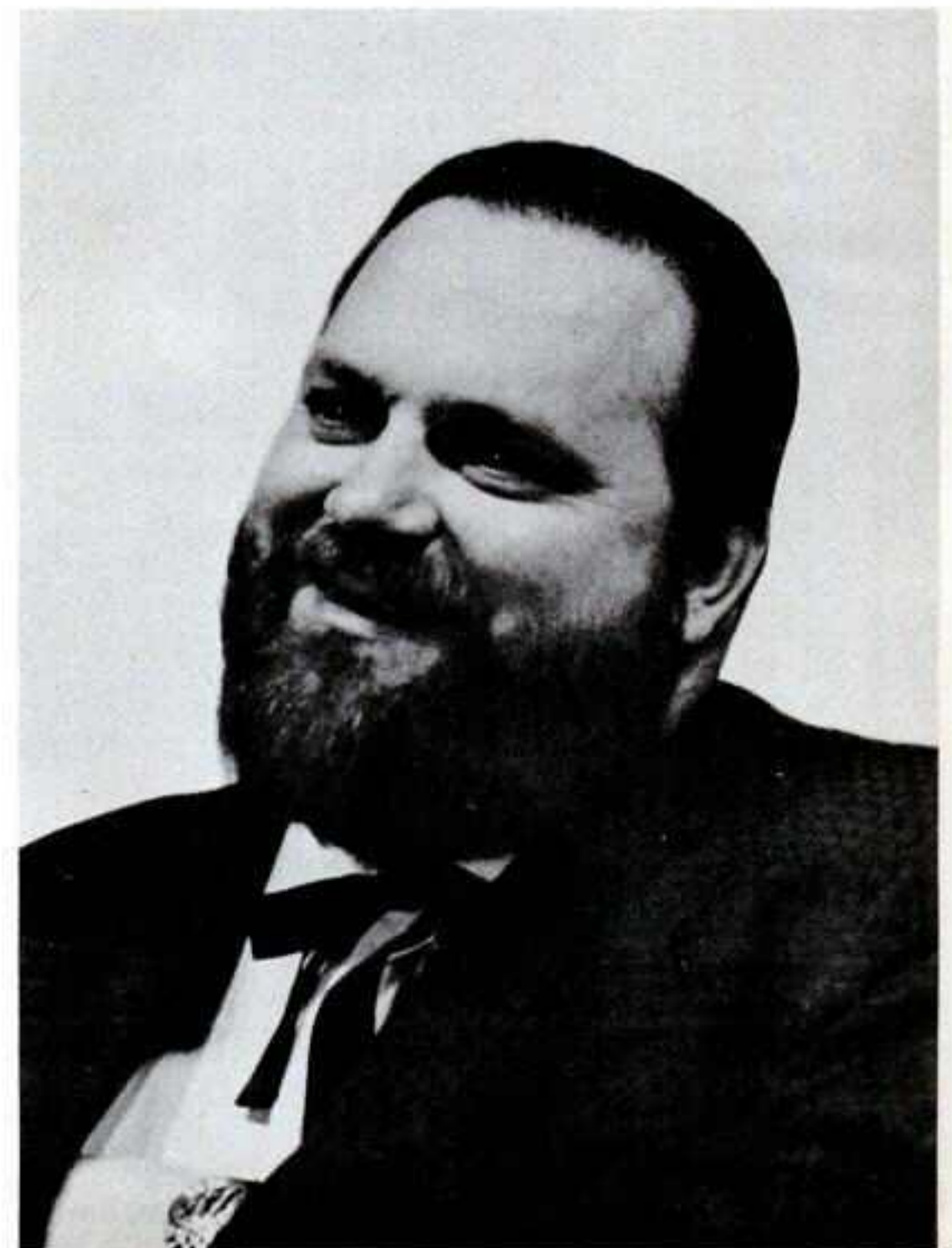
AL HIRT—ARTHUR FIEDLER

GREAT NEW ALBUM



Two of today's most exciting men of music together for the first time! Hirt, Fiedler and the Boston Pops in a lively and very listenable new album. 10 selections ranging from Haydn's Trumpet Concerto to Java . . . from The Lost Chord to Eili, Eili . . . from Pavanne to Carnival of Venice. A new Dynagroove album loaded with sales appeal! LM/LSC-2729

RCA VICTOR
The most trusted name in sound



House Committee Told of Gains To Reform Radio Rating Set-Up

• Continued from page 1

Raters were giving top spots to those who bought their market surveys — some of which were shown to originate in a single office employing no field researchers at all.

It was during those hearings that Radio Advertising Bureau President Edmund C. Bunker began his successful drive for a new deal in radio audience measurement that culminated in a joint research by NAB and RAB, in a \$200,000 All Radio Methodology Study (ARMS) under the direction of Ward Dorrell.

Problem a Tough One

In his report to the Harris Investigations Subcommittee last week, McGannon went thor-

oughly into plans for ARMS to improve measurement of radio's mobile and underestimated audience reach. As Ward Dorrell (RAB) has also recently reported, McGannon said the past 15 months of digging showed the problem was a tough one—but there has been substantial progress in ways to pinpoint radio listening.

Two ARMS task forces, one under George B. Storer, of Storer Broadcasting, and a technical committee under Mrs. Mary McKenna, Research Director of Metropolitan Broadcasting, are working on new ways to track radio listening both indoors and out, in cars, and on transistors. Ultimate aim is to provide a breakdown on listeners by age, income, education, sex, position in the household, and possibly by auto ownership, private home or apartment dwelling, etc.

ARMS basic aim is to track the complete radio audience by times of day and by stations, on

short-term and cumulative basis. In a study involving 13,400 phone calls in Kings, Nassau and Westchester counties, researchers found that the bogeyman of "confusion" over identity of station listened to, had been exaggerated. The test survey produced 90 per cent of listeners who successfully identified station being listened to, once they were asked to do so. Diary questions on radio listening will be geared to deal with the identity problem.

Men Are Better

The survey found that men identified station call letters better than women, and women identified better in the afternoon and evening hours than during the morning rush of getting breakfast, children off to school, et al.

The car-radio listening is big—and presents a big trackdown problem, but ARMS researchers are closing in on it. An extensive survey will be made with additional accuracy checks on auto

listening as reported in survey diaries. ARMS will set up checkpoints at "representative" traffic intersections in one or two markets to be surveyed, to spot-check auto listening and compare findings with other samplings of car radio use in the same area.

ARMS has not yet chosen the site for the main metropolitan area survey. There may be a second—even a third—survey of markets of smaller size.

With a fair shake in prospect for radio rating, deejays and radio stations will undoubtedly look for new and unforgettable themes, sounds, programs and distinctive mannerisms to fix their identities firmly in listening ears. In giant metropolitan markets, up to 30 stations are within listener radius. This may require some research spending by the stations themselves.

NEW YORK—The 25th season of the Bell Telephone Hour and its seventh on TV, kicks off Tuesday, Oct. 6, on NBC-TV with some top record artists on hand. Bing Crosby will make his first appearance on the series and others in the cast include Burl Ives and the McGuire Sisters.

TRIANGLE HAS NEW CENTER

PHILADELPHIA.—The Triangle Broadcast Center was opened here Sept. 21 before distinguished guests brought in from a five-state area. The building, circular in construction, has 80,000 square feet of floor space and houses WFIL-AM-FM-TV. It had been under construction since April, 1962, and is now occupied by more than 200 employees. It occupies four acres of land at Monument and City avenues and cost \$5,000,000 to construct.

NOW BREAKING POP!



Breaking in

- Baltimore • Washington • Detroit
- Philadelphia • Miami • Tampa • Cleveland • St. Louis • New York
- San Francisco • Pittsburgh • Charlotte.

Exclusively on

AMERICAN ARTS RECORDS
A subsidiary of World Artists Records

'Martian' Views Station EARTH

• Continued from page 15

influenced by the prevailing snobbery. It is not enough, apparently, for a station to rate high in audience measurement research. If that station's music is the type known to be favored by the young, a large number of advertisers reject it as unworthy and somehow not respectable. Other stations, equally aware of music's status symbol, diligently guard their programming against the intrusion of youth music and smugly characterize themselves as "good music" stations.

MUSIC, as nurtured by radio's powerful mass appeal, occasionally transcends the limitations of the auditory process and emerges as pure emotion. For example, a singing group known as the Beatles, having attained great popularity through their records, attract vast throngs at their personal appearances, most of whom respond to their idols' performance with such intense and continued screaming that hardly a note of the music can be heard.

Mars was never like this.



AL HIRT NEW HIT SINGLE

UP ABOVE MY HEAD

c/w

SEPTEMBER SONG

8439

Here's another hot one from "The Horn" — Hirt singing and playing a brand-new single from his latest album smash, "SUGAR LIPS" (LPM/LSP-2965). Al does the vocal on UP ABOVE MY HEAD, aided and abetted by some fine choral backing, then turns his king-size talents to an instrumental on SEPTEMBER SONG.

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SINGLES

REVIEWS



ACROSS-THE-BOARD SPOTLIGHTS

JOHNNY MATHIS—LISTEN, LONELY GIRL (Jenny, ASCAP) (2:29)—It's Mathis in top form. Watch the change of style half way through. Flip: "All I Wanted" (Bonjour, ASCAP) (2:06) **Mercury 72339**

AL HIRT—UP ABOVE MY HEAD (Beechmont, BMI) (2:14)—Another top rousing performance by Al Hirt, singing and swinging strongly into lots of sales and airplay. Flip: "September Song" (DeSylvia, Brown & Henderson, ASCAP) (2:42) **RCA Victor 8439**

HOT POP SPOTLIGHTS

ELVIS PRESLEY—ASK ME (Presley, BMI) (2:07)—One of his most powerful ballad performances since "Love Me Tender." Flip: "Ain't That Loving You Baby" (Presley, BMI) (2:20)—Swingin' revival of the great Ivory Joe Hunter-Clyde Otis shouter. Chart-buster all the way. **RCA Victor 8440**

THE SEARCHERS—WHEN YOU WALK IN THE ROOM (Metric, BMI) (2:23)—Potent follow-up to their recent hit. Written by singer Jackie DeShannon, this is top of the chart material. Flip: "I'll Be Missing You" (Toby, BMI) (2:06). **Kapp 618**

SHANGRI-LAS—LEADER OF THE PACK (Tender Tunes-Trio, BMI) (2:48)—The Red Bird label flies in with another hit. This hot group has the hot hit sound without question. Flip: "What Is Love?" (Tender Tunes-Trio, BMI) (2:55). **Red Bird 10-014**

THE CHARTBUSTERS—WHY (Chartbuster-Eastwick, BMI) (2:38)—More of the sound that puts their "Who's the One" into the top of the charts. Should do well. Flip: "Stop the Music" (Chartbuster-Eastwick, BMI) (2:35). **Mutual 508**

VENTURES—RAP CITY (Dobo, BMI) (2:00)—Sensational rouser to follow up their current hit. The original composer will never recognize the melody. A swinger that never stops. Flip: "Slaughter on 10th Avenue." (Chappell, ASCAP) (2:27)—Also a strong contender in today's pop singles market. **Dolton 300**

REVIEWED THIS WEEK, 140; LAST WEEK, 113

GUEST PANELIST OF THE WEEK DON OVENS

Programmer and writer of The Ted Steele Show WCBS Radio, New York

"LISTEN, LONELY GIRL"

JOHNNY MATHIS
Mercury 72339



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."

JERRY WALLACE — SPANISH GUITARS (Painted Desert, BMI) (2:39)—Coming off his "Misty Moonlight" hit, Wallace picks material in the same vein for another hit sound. Flip: "Even the Bad Times Are Good"—See Country Spotlights.

MUSTANGS—FIRST LOVE (Don, BMI) (2:30)—New group, strong teen ballad with an effective female solo. Definite hit waxing. Flip: "A Change" (Don, BMI) (2:25). **Sure-Shot 5004**

PROGRAMMING SPECIALS

HOT POP

VERNON GIRLS—Only You Can Do It (Unart, BMI) (2:38)—Stupid Little Girl (Hill & Range, BMI) (2:00). **CHALLENGE 59261**

DEE DEE SHARP—Good (Saturday, ASCAP) (2:11)—Deep Dark Secret (Saturday, ASCAP) (2:37). **CAMEO 335**

UPSETTERS — Dragg'n' the Main (Taracrest, BMI) (2:19). **AUTUMN 4**

SWEET NUTHIN'S—Nashville Tennessee (Asa, ASCAP) (1:50). **SWAN 4195**

JOHN FRED—You're Mad at Me (Roc-Rob & Su-Ma, BMI) (2:15). **JEWEL 736**

KAI WINDING—Do Anything You Wanna (Waygate, ASCAP) (2:40). **VERVE 10334**

BRIAN HYLAND—One Step Forward, Two Steps Back (Geld-Udell, ASCAP) (2:69). **PHILIPS 40221**

FARRARI'S OF CANADA—(All I Ever Want Is) Girls (South Mountain, BMI) (2:35). **DCP 1110**

DEACONS—The Bandle (Getter, BMI) (2:27). **RE-CAR 9004**

BANNY PRICE—Monkey See—Monkey Do (Su-Ma, BMI) (2:15). **JEWEL 733**

DANNY WILLIAMS—Forget Her, Forget Her (Amer. Met Ent of New York, BMI) (2:32). **UNITED ARTISTS 762**

JACKIE de SHANNON — Over You (Minit, BMI) (2:01). **LIBERTY 55735**

FENWAYS—Be Careful Little Girl (Instrumental) (RTD, BMI) (2:03). **ROULETTE 4573**

ANITA HUMES—Just for the Boy (Big Seven, BMI) (2:25). **ROULETTE 4575**

HOLLIES—Come On Back (Metric, BMI) (2:10). **IMPERIALS 66070**

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.

ROD & CAROLYN—Young Love (Cromwell, ASCAP) (2:04). **PARKWAY 918**

VIKKI CARR—Forget You (Chappell, ASCAP) (2:09). **LIBERTY IRMA THOMAS—Times Have Changed** (Blackwood, BMI) (2:28). **IMPERIAL 66069**

JACKIE WILSON—She's All Right (Ramitary-BRC, BMI) (2:21). **BRUNSWICK 55273**

BILLY STORM—Baby, Don't Look Down (Metric, BMI) (2:28). **LOMA 2001**

BRACELETS—You're Just Fooling Yourself (Philter-Mardix, BMI) (2:25). **20th CENTURY-FOX 539**

VITO & THE SALUTATIONS—Girls I Know (Ripling, BMI) (2:30). **REGINA 1320**

SPIDELS—Find Out What's Happening (Champion, BMI) (2:33). **MONZA 1122**

GRANT HIGGINS—Shame, Shame (Conrad, BMI) (2:30). **LIME-LIGHT 3036**

GARNET MIMMS—One Woman (Valley, ASCAP) (2:21). **UNITED ARTISTS 773**

ADAM FAITH—It's Alright (2:24). **AMY 913**

POP STANDARD

VIKKI CARR—Her Little Heart Went to Loveland (Budd, ASCAP) (2:26). **LIBERTY**

JIMMY McGRUFF—Topkpi (United Artists, ASCAP) (2:38)—The Theme from the Man With the Golden Arm (United Artists, BMI) (2:24). **SUE 112**

LOREZ ALEXANDER—Little Boat (Duchess, BMI) (2:17)—That Far Away Look (Chappell-Styne, ASCAP) (2:20). **ABC-PARAMOUNT 10594**

JOHN FOSTER—Amore Scusami (My Love Forgive Me) (Gil, BMI) (2:49). **DOT 16665**

EDDIE ALBERT—Fall Away (Acuff-Rose, BMI) (2:58). **HICKORY 1278**

FRANK IFIELD—True Love (Nor-Va-Jak, BMI) (2:45)—I Should Care (Dorsey, ASCAP) (2:27). **CAPITOL 5275**

FOLK

GALLOWS SINGERS—Mama Don't 'Low (Jeffmark-South Mountain, BMI) (1:50)—Long Time Boy (Duchess, BMI) (2:30). **DCP 1112**

MARTY COOPER CALN—Little Play Soldiers (Little Darlin', BMI) (2:15). **HOLIDAY 1212**

SPIRITUAL

PROFESSIONAL GOSPEL SINGERS—God Don't Ever Change (Lion, BMI) (2:22). **SONG BIRD 1016**

POP STANDARD SPOTLIGHTS

NO POP STANDARDS THIS WEEK

RHYTHM & BLUES SPOTLIGHTS

PATTY AND THE EMBLEMS—(THE SOUND OF) MUSIC MAKES ME WANT TO DANCE (Ben-Lee & Merjoda, BMI) (2:39)—Good teen beat, well arranged. Good chance for pop action, too. Flip: "You Took Advantage of a Good Thing" (Ben-Lee, BMI) (2:21). **Herald 593**

SOLOMON BURKE—YES I DO (Keetch, Caesar & Dino, BMI) (3:04)—Burke combines emotion and deep feeling in this performance about a forthcoming marriage. Flip: "Won't You Give Him (One More Chance)" (T.M., BMI) (2:3). **Atlantic 2254**

OTIS REDDING—CHAINED AND BOUND (East-Time, BMI) (2:25)—Lots of action on his last release and it started to go pop. This one may help him further. Flip: "Your One and Only Man" (East-Time, BMI) (2:48). **Volt 121**

BOBBY BLAND—AIN'T DOING TOO BAD (Parts I & II) (Don, BMI) (2:35 & 2:30)—A shouting rocker, loaded with excitement that keeps on building. **Duke 383**

Album Reviews on Page 48

COUNTRY & WESTERN SPOTLIGHTS

JOHNNY WESTERN — TENDER YEARS (South Crest, BMI) (2:56) — A real weeper, beautifully sung. Could go pop. Flip: "Light the Fuse" (Doral, BMI) (2:02). **Philips 40231**

JERRY WALLACE—EVEN THE BAD TIMES ARE GOOD (Four Star, BMI) (2:52)—This is the flip of "Spanish Guitars" you'll find under Hot Pop Spotlights. This is a strong country-flavored ballad that could hit in the pop field as well. A warm performance. **Challenge 59265**

COUNTRY & WESTERN

WILMA LEE & STONEY COOPER—This Train (Acuff-Rose, BMI) (2:13)—I Couldn't Care Less (Acuff-Rose, BMI) (2:32). **HICKORY 1279**

GENE CASSADY—Daddys Home (Pure Gold-Sandra, BMI) (2:50)—Keys to Your Back Door (Pure Gold-Sandra, BMI) (2:25). **PURE GOLD 312**

WYNN STEWART—The Happy Part of Town (Central Songs, BMI) (2:39). **CAPITOL 5271**

ESCO HANKINS—What About You (Hill & Range, BMI) (2:56). **COLUMBIA 43142**

DARRELL McCALL—Hello World (Cedarwood, BMI) (2:10). **PHILIPS 40233**

GARY WOODALL—I've Lost Touch with the World Outside (Security, BMI) (2:05). **COUNTRY HIT 338**

ROY FERGUSON—Gonna Find Mr Someone (Gale a, BMI) (1:45). **GALENA 11923**

RAY VERNON—I Couldn't Keep From Crying (Fred Rose, BMI) (1:55). **LAWN 245**

SPIRITUALS

REVEREND ROBERT BALLINGER—Two Wings (Lion, BMI) (2:30)—Somebody Saved Me (Lion, BMI) (2:20). **PEACOCK 3028**

SENSATIONAL PORTER SINGERS—By and By (Lion, BMI) (2:35). **SONG BIRD 1018**

(Continued on page 32)

BILLBOARD, October 3, 1964

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**ON YOUR 8th U.S.A. TOUR
SEPT. 26th to NOV. 29th**

MONTY'S NEWEST RELEASE



THE INCOMPARABLE MANTOVANI—

- I Wonder Who's Kissing Her Now
- As Time Goes By
- Catch A Falling Star
- Where Are You
- I Left My Heart in San Francisco
- I'll Be Seeing You
- Yesterdays
- Fly Me To The Moon
- I'll Get By
- September In The Rain
- Long Ago And Far Away
- More (from Mondo Cane)

Stereo PS392 Mono LL3392

MONTY'S ITINERARY

- September 26 Fall River, Mass.
- September 27 Lynn, Mass.
- September 28 Nashua, N. H.
- September 29 Portland, Maine
- September 30 Boston, Mass.
- October 2 Hartford, Conn.
- October 3 Troy, N. Y.
- October 5 Utica, N. Y.
- October 6 Rochester, N. Y.
- October 7 Buffalo, N. Y.
- October 8 Columbus, Ohio
- October 9 Ft. Wayne, Ind.
- October 10 Detroit, Mich.
- October 11 Chicago, Ill.
- October 12 Kankakee, Ill.
- October 13 Davenport, Iowa
- October 14 Waterloo, Iowa
- October 15 Minneapolis, Minn.
- October 16 Fargo, N. Dak.
- October 17 Spokane, Wash.
- October 19 Seattle, Wash.
- October 21 Portland, Ore.
- October 23 Berkeley, Cal.
- October 24 San Francisco, Cal.
- October 26 San Jose, Cal.
- October 27 Sacramento, Cal.
- October 28 Bakersfield, Cal.
- October 29 Pasadena, Cal.
- October 30 Long Beach, Cal.
- October 31 Santa Monica, Cal.
- November 1 Ontario, Cal.
- November 2 Tempe, Ariz.
- November 4 Big Spring, Tex.
- November 5 Austin, Tex.
- November 7 Shreveport, La.
- November 8 Kilgore, Tex.
- November 9 Jackson, Miss.
- November 10 Memphis, Tenn.
- November 11 Normal, Ill.
- November 12 Indianapolis, Ind.
- November 13 Dayton, Ohio
- November 14 Cleveland, Ohio
- November 15 Cuyahoga Falls, Ohio
- November 16 Youngstown, Ohio
- November 17 Mt. Lebanon, Penna.
- November 18 Pittsburgh, Penna.
- November 19 Uniontown, Penna.
- November 20 Harrisburg, Penna.
- November 21 Washington, D. C.
- November 22 Baltimore, Md.
- November 23 Newport News, Va.
- November 24 Richmond, Va.
- November 25 Philadelphia, Penna.
- November 27 White Plains, N. Y.
- November 28 Stratford, Conn.
- November 29 New York City

OTHER RECENT LP's



FOLK SONGS AROUND THE WORLD
From America: Skip To My Lou; The Streets Of Laredo; others. From Europe: Au Clair de la Lune; others. From British Isles: Introducing Greensleeves; others. From Other Lands: Two Guitars; others. Stereo PS360 Mono LL3360



MANHATTAN
Slaughter On 10th Avenue; Harlem Nocturne; Take The "A" Train; Manhattan Lullaby; The Bowery; West Side Story (Maria/Somewhere); Belle Of New York; Autumn In New York; Give My Regards To Broadway; Manhattan Serenade; Tenebment Symphony. Stereo PS328 Mono LL3328



LATIN RENDEZVOUS
Granada; Malagueña; Cielito Lindo; Be Mine Tonight; La Paloma; Siboney; Andaluçia; Maria Elena; Perfidia; Estrellita; Amapola; España. Stereo PS295 Mono LL3295

6 "GOLD RECORD" LP's

MUSIC FROM EXODUS AND OTHER GREAT THEMES
Exodus; Karen; Theme from "A Summer Place"; Seventy-Six Trombones; The Sundowners; I Love Paris; The Carousel Waltz; The Sound Of Music; 4 others. Stereo PS224 Mono LL3231

STRAUSS WALTZES
Blue Danube; Roses From The South; Village Swallows; Wine, Women and Song; Tales From The Vienna Woods; Morgenblätter; Emperor Waltz; 5 others. Stereo PS118 Mono LL685

FILM ENCORES—Vol. 1
My Foolish Heart; Unchained Melody; Over The Rainbow; Summertime In Venice; Intermezzo; Three Coins In The Fountain; Love Is A Many Splendored Thing; Laura; High Noon; 3 others. Stereo PS124 Mono LL1700

SONG HITS FROM THEATRELAND
If I Loved You; Wunderbar; I've Never Been In Love Before; Hello Young Lovers; Stranger In Paradise; C'est Magnifique; I Talk To The Trees; They Say It's Wonderful; 4 others. Stereo PS125 Mono LL1219

AN ALBUM OF CHRISTMAS MUSIC
The First Nowell; Joy to the World; Hark, The Herald Angels Sing; Silent Night; Holy Night; God Rest Ye Merry, Gentlemen; O Tannenbaum; White Christmas; Midnight Waltz; Nazareth; others. Stereo PS142 Mono LL913

GEMS FOREVER
All The Things You Are; True Love; I Could Have Danced All Night; You Keep Coming Back Like A Song; This Nearly Was Mine; Summertime; 6 others. Stereo PS106 Mono LL3032



HOT 100

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

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'OH, PRETTY WOMAN', 'DO WAH DIDDY DIDDY', 'BREAD AND BUTTER'.

Table with columns: Rank, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'YOU'LL NEVER GET TO HEAVEN', 'ON THE STREET WHERE YOU LIVE', 'IN THE MISTY MOONLIGHT'.

Table with columns: Rank, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'THE CAT', 'I WANNA BE WITH YOU', 'CANDY TO ME', 'WHO CAN I TURN TO'.

HOT 100—A TO Z—(Publisher-Licensee)

Table listing songs and artists from A to Z, including 'All Cried Out', 'Always Together', 'Anahim, Azusa & Cucamonga Sewing Circle'.

Table listing songs and artists from A to Z, including 'Have I the Right?', 'House of the Rising Sun', 'I Can't Believe What You Say'.

Table listing songs and artists from A to Z, including 'Remember (Walkin' in the Sand)', 'Rhythm (Jalynne-Curtom)', 'Ride the Wild Surf'.

BUBBLING UNDER THE HOT 100

Table listing songs and artists bubbling under the Hot 100, including '101. I SEE YOU', '102. SHAGGY DOG', '103. LETTER FROM ELAINA'.

THE HIT MAKING

SUPREMES

WITH THEIR LATEST SMASH SINGLE

BABY LOVE

MOTOWN 1066

PLUS—THEIR CHART BREAKING ALBUM



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MOTOWN-GORDY
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BUSINESS**

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CORP.**

2648 West Grand Blvd. Detroit, Michigan

TOP LP'S

★ **STAR performer—LP's on chart 9 weeks or less registering greatest proportionate upward progress this week.**

Record Industry Association of America seal of certification as million dollar LP's.

This Week	Last Week	Title, Artist, Label	Wks. on Chart	This Week	Last Week	Title, Artist, Label	Wks. on Chart	This Week	Last Week	Title, Artist, Label	Wks. on Chart
1		THE BEATLES—A HARD DAY'S NIGHT Soundtrack, United Artists UAL 3366 (M); UAS 6366 (S)	12	52	39	TODAY New Christy Minstrels, Columbia CL 2199 (M); CS 8959 (S)	25	103	125	THE SEX LIFE OF THE PRIMATE (And Other Bits of Gossip) Shelly Berman, Verve V 15043 (M); V6-15043 (S)	2
2		SOMETHING NEW Beatles, Capitol T 2108 (M); ST 2108 (S)	9	53	67	UNDER THE BOARDWALK Drifters, Atlantic 8099 (M); SD 8099 (S)	8	104	104	GOLDEN HITS OF THE FOUR SEASONS Vee Jay LP 1065 (M); SR 1065 (S)	53
3		EVERYBODY LOVES SOMEBODY Dean Martin, Reprise R 6130 (M); RS 6130 (S)	8	54	48	LAND OF GIANTS New Christy Minstrels, Columbia CL 2187 (M); CS 8987 (S)	6	105	58	READY OR NOT... HERE'S GODFREY CAMBRIDGE Epic FLM 13101 (M); (no Stereo)	13
4		PETER, PAUL & MARY IN CONCERT Warner Bros. W 1555 (M); WS 1555 (S)	8	55	55	MOONLIGHT AND ROSES Jim Reeves, RCA Victor LPM 2854 (M); LSP 2854 (S)	17	106	66	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	63
5		ALL SUMMER LONG Beach Boys, Capitol T 2110 (M); ST 2110 (S)	10	56	60	THE SECOND BARBRA STREISAND ALBUM Columbia CL 2054 (M); CS 8854 (S)	56	107	77	THE FABULOUS VENTURES Dolton BLP 2029 (M); BST 8029 (S)	12
6		HOW GLAD I AM Nancy Wilson, Capitol T 2155 (M); ST 2155 (S)	5	57	53	I WALK THE LINE Johnny Cash, Columbia CL 2190 (M); CS 8990 (S)	11	108	98	THIS IS US—THE SEARCHERS Kapp KL 1409 (M); KS 3409 (S)	6
7		GETZ/GILBERTO Stan Getz & Joao Gilberto, Verve V 8545 (M); V6-8545 (S)	18	58	51	THE BEATLES' SONG BOOK Hollyridge Strings, Capitol T 2116 (M); ST 2116 (S)	16	109	113	JOAN BAEZ, VOL. I Vanguard VRS 9078 (M); VSD 2077 (S)	136
8		FUNNY GIRL Original Cast, Capitol VAS 2059 (M); SVAS 2059 (S)	23	59	62	LICORICE STICK Pete Fountain, Coral CRL 57460 (M); CRL 757460 (S)	7	110	106	CHARADE Henry Mancini & His Ork, RCA Victor LPM 2755 (M); LSP 2755 (S)	41
9		HELLO, DOLLY! Original Cast, RCA Victor LOC 1087 (M); LSO 1087 (S)	33	60	81	WHO'S AFRAID OF VIRGINIA WOOLF? Jimmy Smith, Verve V 8583 (M); V6-8583 (S)	25	111	114	MARY WELLS SINGS MY GUY Motown M 617 (M); (no Stereo)	11
10		THE IMPRESSIONS KEEP ON PUSHING ABC-Paramount ABC 493 (M); ABCS 493 (S)	9	61	72	JOHNNY'S GREATEST HITS Johnny Mathis, Columbia CL 1133 (M); CS 8634 (S)	335	112	117	LAWRENCE OF ARABIA Soundtrack, Colpix CP 514 (M); SCP 514 (S)	84
11		SUGAR LIPS Al Hirt, RCA Victor LPM 2965 (M); LSP 2965 (S)	7	62	50	I DON'T WANT TO BE HURT ANYMORE Nat King Cole, Capitol T 2118 (M); ST 2118 (S)	10	113	95	I LEFT MY HEART IN SAN FRANCISCO Tony Bennett, Columbia CL 1849 (M); CS 8649 (S)	118
12		AMERICAN TOUR Dave Clark Five, Epic LN 24117 (M); BN 26117 (S)	6	63	63	WOODY ALLEN Colpix CP 518 (M); SCP 518 (S)	8	114	126	ANOTHER SIDE OF BOB DYLAN Columbia CL 2193 (M); CS 8993 (S)	3
13		HELLO, DOLLY! Louis Armstrong, Kapp KL 1364 (M); KS 3364 (S)	21	64	73	WHERE LOVE HAS GONE Jack Jones, Kapp KL 1396 (M); KS 3396 (S)	6	115	100	BACK IN TOWN Kingston Trio, Capitol T 2081 (M); ST 2081 (S)	19
14		COTTON CANDY Al Hirt, RCA Victor LPM 2917 (M); LSP 2917 (S)	20	65	57	DAYS OF WINE AND ROSES Andy Williams, Columbia CL 2015 (M); CS 8815 (S)	77	116	112	THE BEST OF MARIO LANZA RCA Victor LM 2748 (M); LSC 2748 (S)	9
15		THE CHIPMUNKS SING THE BEATLES HITS Liberty LRP 3388 (M); LST 7388 (S)	5	66	71	MOON RIVER & OTHER GREAT MOVIE THEMES Andy Williams, Columbia CL 1809 (M); CS 8609 (S)	126	117	115	REFLECTIONS Peter Nero, RCA Victor LPM 2853 (M); LSP 2853 (S)	18
16		RAG DOLL 4 Seasons, Philips PPM 200-146 (M); PHS 600-146 (S)	9	67	70	INTRODUCING THE BEATLES Vee Jay LP 1062 (M); SR 1062 (S)	35	118	111	OFF THE BEATLE TRACK George Martin & His Ork, United Artists UAL 6377 (M); UAS 6377 (S)	5
17		IT MIGHT AS WELL BE SWING Frank Sinatra, Count Basie & His Ork, Reprise F 1012 (M); FS 1012 (S)	7	68	74	SO TENDERLY John Gary, RCA Victor LPM 2922 (M); LSP 2922 (S)	8	119	110	THE FIRST NINE MONTHS ARE THE HARDEST Len Weinrib & Joyce Jameson, Capitol T 2034 (M); ST 2034 (S)	13
18		BARBRA STREISAND/THE THIRD ALBUM Columbia CL 2154 (M); CS 8954 (S)	32	69	69	HOW THE WEST WAS WON Soundtrack, MGM 1E5 (M); 15E5 (S)	77	120	90	THE MANY SIDES OF THE SERENDIPITY SINGERS Phillips PPM 200-134 (M); PHS 600-134 (S)	15
19		THE PINK PANTHER Henry Mancini & His Ork, RCA Victor LPM 2795 (M); LSP 2795 (S)	26	70	123	GREAT SONGS FROM MY FAIR LADY AND OTHER BROADWAY HITS Andy Williams, Columbia CL 2205 (M); CS 9005 (S)	2	121	129	TOGETHER AGAIN/MY HEART SKIPS A BEAT Buck Owens & His Buckeroos, Capitol T 2125 (M); ST 2125 (S)	5
20		THE ANIMALS MGM E 4264 (M); SE 4264 (S)	5	71	75	SURFIN' U. S. A. Beach Boys, Capitol T 1890 (M); ST 1890 (S)	64	122	139	IN THE NAME OF LOVE Peggy Lee, Capitol T 2096 (M); ST 2096 (S)	2
21		THE BEST OF JIM REEVES RCA Victor LPM 2890 (M); LSP 2890 (S)	9	72	76	ROBIN AND THE 7 HOODS Soundtrack, Reprise F 2021 (M); FS 2021 (S)	12	123	140	NAT KING COLE SINGS MY FAIR LADY Capitol W 2117 (M); SW 2117 (S)	2
22		HONEY IN THE HORN Al Hirt, RCA Victor LPM 2733 (M); LSP 2733 (S)	55	73	65	KISSIN' COUSINS Elvis Presley, RCA Victor LPM 2894 (M); LSP 2894 (S)	26	124		BREAD AND BUTTER Newbeats, Hickory LPM 120 (M); (No Stereo)	1
23		THE UNSINKABLE MOLLY BROWN Soundtrack, MGM E 4232 ST (M); SE 4232 ST (S)	12	74	82	IT MUST HAVE BEEN SOMETHING I SAID! Smothers Brothers, Mercury MG 20904 (M); SR 60904 (S)	20	125	120	PRESENTING: THE BACHELORS London LL 3353 (M); PS 333 (S)	16
24		TRINI LOPEZ AT PJ's Reprise R 6093 (M); R9-6093 (S)	64	75	83	SURFER GIRL Beach Boys, Capitol T 1981 (M); ST 1981 (S)	33	126	132	JACK JONES' WIVES AND LOVERS Kapp KL 1352 (M); KS 3352 (S)	41
25		THE LATIN ALBUM Trini Lopez, Reprise R 6125 (M); RS 6125 (S)	7	76	89	THE LAWRENCE WELK TELEVISION SHOW 10TH ANNIVERSARY Dot DLP 2591 (M); DLP 2591 (S)	9	127	124	MORE GOLDEN HITS OF THE FOUR SEASONS Vee Jay VJ 1088 (M); VJS 1088 (S)	5
26		THE BARBRA STREISAND ALBUM Columbia CL 2007 (M); CS 8807 (S)	78	77	78	CATCH A RISING STAR John Gary, RCA Victor LPM 2745 (M); LSP 2745 (S)	48	128	128	MOMS THE WORD Moms Mabley, Mercury MG 20907 (M); SR 60907 (S)	3
27		IN THE WIND Peter, Paul & Mary, Warner Bros. W 1507 (M); WS 1507 (S)	50	78	85	NORTHERN JOURNEY Ian & Sylvia, Vanguard VRS 9154 (M); VSD 29154 (S)	5	129	133	NINA SIMONE IN CONCERT Phillips PPM 200-135 (M); PHS 600-135 (S)	3
28		CALL ME IRRESPONSIBLE AND OTHER HIT SONGS Andy Williams, Columbia CL 2171 (M); CS 8971 (S)	22	79	92	AL-DI-LA AND OTHER EXTRA-SPECIAL SONGS FOR YOUNG LOVERS Ray Charles Singers, Command RS 870 (M); RS 870 SD (S)	5	130	136	WE'LL SING IN THE SUNSHINE Gale Garnett, RCA Victor LPM 2832 (M); LSP 2832 (S)	2
29		THE BEATLES' SECOND ALBUM Capitol T 2080 (M); ST 2080 (S)	24	80	80	ROY ORBISON'S GREATEST HITS Monument MLP 8000 (M); SLP 18000 (S)	110	131	148	"POPS" GOES THE TRUMPET Al Hirt/Boston Pops Ork (Fiedler), RCA Victor LM 2729 (M); LSC 2729 (S)	2
30		THE ROLLING STONES London LL 3275 (M); PS 375 (S)	15	81	88	EVERYBODY KNOWS Steve Lawrence, Columbia CL 2227 (M); CS 9027 (S)	4	132	137	I WISH YOU LOVE Gloria Lynne, Everest RR 5226 (M); SDRR 1226 (S)	18
31		GLAD ALL OVER Dave Clark Five, Epic LN 24093 (M); BN 26093 (S)	26	82	79	BEWITCHED Jack Jones, Kapp KL 1365 (M); KS 3365 (S)	16	133	138	THIS IS THE GIRL THAT IS... Nancy Ames, Liberty LSP 3369 (M); LST 7369 (S)	2
32		LOUIE LOUIE Kingston, Wand 657 (M); (no Stereo)	38	83	86	BACH'S GREATEST HITS Creative Swingle Singers, Philips PPM 200-097 (M); PHS 600-097 (S)	50	134		DELICIOUS TOGETHER Betty Everett & Jerry Butler, Vee Jay VJ 1099 (M); VJS 1099 (S)	1
33		TODAY, TOMORROW, FOREVER Nancy Wilson, Capitol T 2082 (M); ST 2082 (S)	19	84	103	WHERE DID OUR LOVE GO Supremes, Motown MT 621 (M); S 621 (S)	3	135	131	EVERLASTING SONGS FOR EVERLASTING LOVERS Arthur Prysock, Old Town LP 2007 (M); LP 2007 (S)	8
34		MARY WELLS GREATEST HITS Motown 616 (M); (no Stereo)	19	85	87	CAMELOT Original Cast, Columbia KOL 5620 (M); KOS 2031 (S)	193	136		INVISIBLE TEARS Ray Conniff & the Singers, Columbia CL 2264 (M); CS 9064 (S)	1
35		JOHNNY RIVERS AT THE WHISKEY A GO GO Imperial LP 9264 (M); LP 12264 (S)	16	86	116	KINGSMEN, VOL. 2 Wand LP 659 (M); LP 659 (S)	2	137	130	ROGER WILLIAMS ACADEMY AWARD WINNERS Kapp KL 1406 (M); KS 3406 (S)	5
36		HAVE A SMILE WITH ME Ray Charles, ABC-Paramount ABC 495 (M); ABCS 495 (S)	6	87	93	JOAN BAEZ IN CONCERT Vanguard VRS 9112 (M); VSD 2122 (S)	102	138		INVISIBLE TEARS Johnny Mann Singers, Liberty LRP 3387 (M); LST 7387 (S)	1
37		RAMBLIN' New Christy Minstrels, Columbia CL 2055 (M); CS 8855 (S)	59	88	99	AMOR Eddie Gomez & the Trio Los Panchos, Columbia CL 2203 (M); CS 9003 (S)	4	139	150	MILES DAVIS IN EUROPE Columbia CL 2183 (M); CS 8983 (S)	2
38		PETER, PAUL AND MARY Warner Bros. W 1449 (M); WS 1449 (S)	128	89	84	YESTERDAY'S LOVE SONGS—TODAY'S BLUES Nancy Wilson, Capitol T 2012 (M); ST 2012 (S)	37	140		MARY POPPINS Soundtrack, Vista BV 4026 (M); STER 4026 (S)	1
39		WEST SIDE STORY Soundtrack, Columbia OL 5670 (M); OS 2070 (S)	154	90	91	SOMETHING SPECIAL FOR YOUNG LOVERS Ray Charles Singers, Command RS 866 (M); RS 866 SD (S)	27	141	145	CHAD & JEREMY YESTERDAY'S GONE Chad Stuart & Jeremy Clyde, World Artists WAM 2002 (M); (no Stereo)	2
40		MORE OF ROY ORBISON'S GREATEST HITS Monument MLP 8024 (M); SLP 18024 (S)	7	91	97	PRAYER MEETIN' Jimmy Smith, Blue Note 4164 (M); 84164 (S)	10	142	134	A WORLD WITHOUT LOVE Peter and Gordon, Capitol T 2115 (M); ST 2115 (S)	14
41		DREAM WITH DEAN Dean Martin, Reprise R 6123 (M); RS 6123 (S)	6	92		PEOPLE Barbra Streisand, Columbia CL 2215 (M); CS 9015 (S)	1	143		BOBBY VINTON'S GREATEST HITS Epic LN 24098 (M); BN 26098 (S)	1
42		SHUT DOWN, VOL. 2 Beach Boys, Capitol T 2027 (M); ST 2027 (S)	26	93	94	ENCORE John Gary, RCA Victor LPM 2804 (M); LSP 2804 (S)	33	144	142	ONE MORE ROUND Glenn Yarborough, RCA Victor LPM 2905 (M); LSP 2905 (S)	3
43		TRINI LOPEZ ON THE MOVE Reprise R 6112 (M); RS 6112 (S)	26	94	101	MY FAIR LADY Original Cast, Columbia OL 5090 (M); OS 2015 (S)	413	145		GREAT THEMES FROM HIT FILMS Enoch Light & His Ork, Command RS 871 (M); RS 871 SD (S)	1
44		MEET THE BEATLES Capitol T 2047 (M); ST 2047 (S)	36	95	96	MOVING Peter, Paul & Mary, Warner Bros. W 1473 (M); WS 1473 (S)	90	146	146	DEAD MAN'S CURVE/THE NEW GIRL IN SCHOOL Jan & Dean, Liberty LRP 3361 (M); LST 7361 (S)	20
45		I LOVE YOU MORE AND MORE EVERY DAY/TEARS AND ROSES Al Martino, Capitol T 2107 (M); ST 2107 (S)	15	96	81	TELL ME WHY Bobby Vinton, Epic LN 24113 (M); BN 26113 (S)	11	147	105	SPEAK TO ME OF LOVE Ray Conniff Singers, Columbia CL 2150 (M); CS 8950 (S)	19
46		BE MY LOVE Jerry Vale, Columbia CL 2181 (M); CS 8981 (S)	6	97	102	MONDO CANE Soundtrack, United Artists UAL 4105 (M); UAS 5105 (S)	64	148	147	THE GREAT YEARS Johnny Mathis, Columbia CL 34 (M); CS 834 (S)	10
47		THE BEST OF MANCINI Henry Mancini, RCA Victor LPM 2693 (M); LSP 2693 (S)	9	98	64	LITTLE DEUCE COUPE Beach Boys, Capitol T 1998 (M); ST 1998 (S)	42	149	144	SHAKESPEARE: HAMLET Original Cast, Columbia DOL 302 (M); DOS 702 (S)	8
48		CHUCK BERRY'S GREATEST HITS Chess 1485 (M); (no Stereo)	18	99	119	DANG ME/CHUG-A-LUG Roger Miller, Smash MGS 27049 (M); SMS 67049 (S)	14	150		ELLINGTON 65 Duke Ellington, Reprise R 6122 (M); RS 6122 (S)	1
49		THE CONCERT SOUND OF HENRY MANCINI RCA Victor LPM 2897 (M); LSP 2897 (S)	10	100	118	THE CAT Jimmy Smith, Verve V 8587 (M); V6-8587 (S)	3				
50		THE DAVE CLARK FIVE RETURN! Epic LN 24104 (M); BN 26104 (S)	16								
51		THE BEST OF BUCK OWENS Capitol T 2105 (M); ST 2105 (S)	12								

LIBERTY'S FALL PROGRAM, PART 2 — PROVES AGAIN THAT...
LIBERTY ENTERTAINMENT IS FOR EVERYONE!
 with these brand new albums —



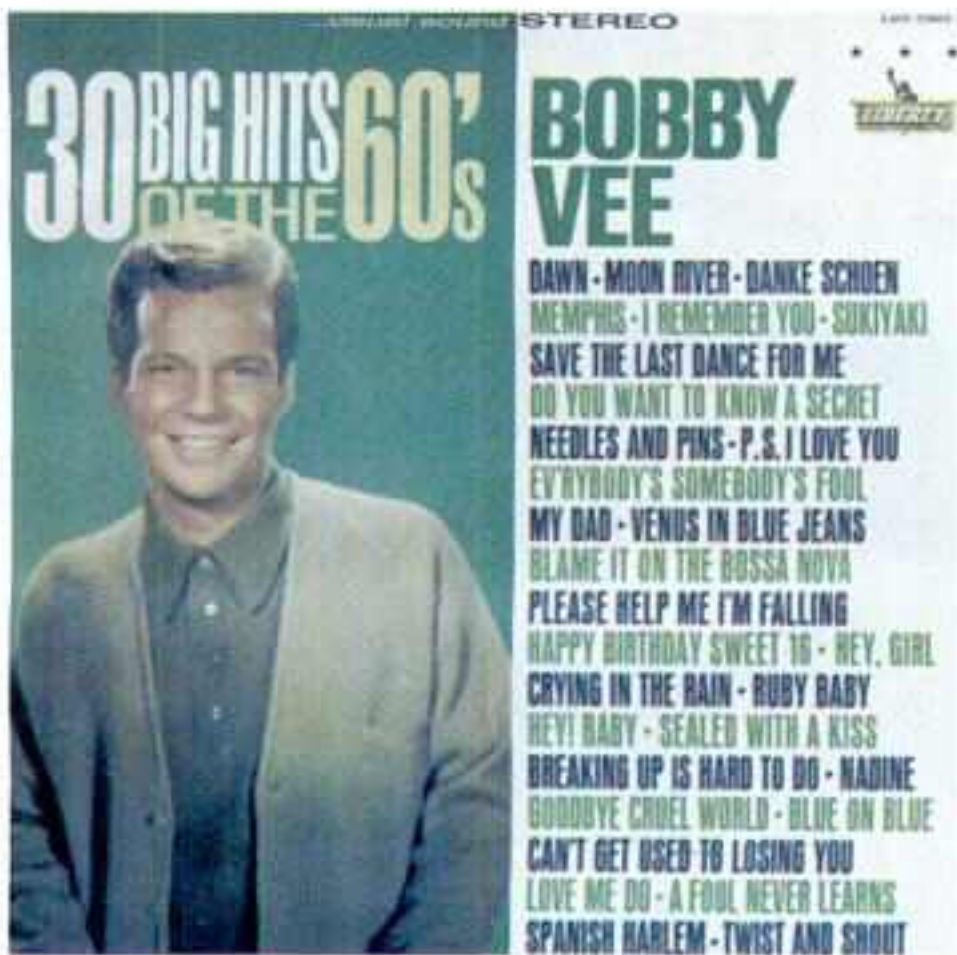
RIDE THE WILD SURF
 Jan & Dean LRP-3368/LST-7368



THE LITTLE OLD LADY FROM PASADENA
 Jan & Dean LRP-3377/LST-7377



THE STANDELLS IN PERSON AT P.J.'s
 LRP-3384/LST-7384



30 BIG HITS OF THE 60's
 Bobby Vee LRP-3385/LST-7385



I'M OLD FASHIONED
 Inga Swenson LRP-3379/LST-7379



BUD & TRAVIS IN PERSON
 LRP-3386/LST-7386



ORIGINAL COUNTRY HITS #3
 LRP-3382



HERE AND NOW!
 Bob Florence LRP-3380/LST-7380



WALK, DON'T RUN — VOL. 2
 The Ventures Dolton BLP-2031/BST-8031

Special displays, extensive promotions and built-in sales appeal make this the hottest LP program in Liberty's history!





POP SPOTLIGHT
MY FAIR LADY
 Sound Track. Columbia KOL 8000 (M); KOS 2600 (S)

A blockbuster! Cast is excellent. Performance is outstanding. Sound is great. This movie soundtrack album of the Warner Bros. picture "My Fair Lady," with Rex Harrison and Audrey Hepburn, with music supervised and conducted by Andre Previn, will sell and sell. Makes the ideal gift for Christmas or anytime. De luxe packaging with four-color photos on two pages in the center of the album. Columbia has the original Broadway show album and now the motion picture album. A pair of aces!



POP SPOTLIGHT
THE LITTLE OLD LADY FROM PASADENA
 Jan & Dean. Liberty LRP 3377 (M); LST 7377 (S)

Jan & Dean display the best surfing tradition in this album. Strongest cuts should be the title song, "Memphis," and one which is coming up strong as a single—"The Anaheim, Azusa and Cucamonga Sewing Circle Book Review and Timing Association." It really moves.



POP SPOTLIGHT
WALK, DON'T RUN, VOL. 2
 The Ventures. Dolton BLP 2031 (M); BST 8031 (S)

The guitar artistry of the Ventures comes across strong in "Night Train," "Walk, Don't Run '64," and "Stranger on the Shore." Add in "The House of the Rising Sun"—and it's tough to see how this can miss. The funky arrangements hit just the right mood.



POP SPOTLIGHT
THE PLATTERS' 10TH ANNIVERSARY ALBUM
 Mercury MG 20933 (M); SR 60933 (S)

This album culminates 10 years of show business success for the Platters. Their previous albums have been best sellers and the same should hold true for their latest efforts. A most unusual arrangement of "Volare" stands out. Variety of rhythms in song material shows their versatility as the magic touch of the Platters is applied to a baker's dozen of top tunes.



CLASSICAL SPOTLIGHT
HEIFETZ
 Jascha Heifetz. RCA Victor LM 2740 (M); (No Stereo)

Sir William Walton's commissioned-by-Heifetz violin concerto is a striking example of two masters at work. Heifetz works here with the Philharmonia Orchestra under the composer's direction and the result is quite stirring. On the flip is Castelnuovo-Tedesco's "Concerto No. 2."



CLASSICAL SPOTLIGHT
MAHLER: SYMPHONY NO. 1
 London Symphony Orchestra (Solti). London CM 9401 (M); CS 6401 (S)

The recent revival of Gustav Mahler's popularity will be enhanced by Georg Solti and the London Symphony Orchestra's flawless performance on this record. It was Mahler's first published symphony, and it's still his most popular one.



CLASSICAL SPOTLIGHT
BARTOK: MIRACULOUS MANDARIN SUITE
 London Symphony Orchestra (Solti). London CM 9399 (M); CS 6399 (S)

A brilliant performance, superbly recorded with particular interest for the stereophile, gives this Bartok ballet strong sales potential.



LOW PRICE CLASSICAL SPOTLIGHT
SIBELIUS: SYMPHONY NO. 2 IN D MAJOR
 London Symphony Orchestra (Collins). Richmond B 19103

A highly sensitive reading of the Sibelius Second is captured in an excellent recording, giving the budget line buyer an outstanding package, and the dealer strong product.

SEE ALBUM REVIEWS ON BACK COVER

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

PEOPLE

Barbra Streisand, Columbia CL 2215 (M); CS 9015 (S)

BREAD AND BUTTER

Newbeats, Hickory LPM 120 (M); (No Stereo)

★ 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.

BECKET . . .

Various Artists, RCA Victor LOC 1091 (M); LSO 1091 (S)

THE BEACH BOYS SONG BOOK . . .

Hollyridge Strings, Capitol T 2156 (M); ST 2156 (S)

THE JAMES BOND THEME, WALK, DON'T RUN '64

Billy Strange, Crescendo GNP 2004 (M); GNPS 2004 (S)

THE 7TH DAWN . . .

Soundtrack, United Artists UAL 4115 (M); UAS 5115 (S)

THE BEATLES VS. THE FOUR SEASONS . . .

Vee Jay DX 30 (M); (No Stereo)

ZULU . . .

Soundtrack, United Artists UAL 4116 (M); UAS 5116 (S)

THE BEATLES GREATEST HITS . . .

Santo & Johnny, Canadian-American CALP 1017 (M); SCALP 1017 (S)

MY FAIR LADY . . .

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



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.

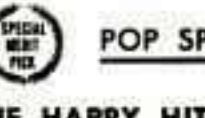


POP SPECIAL MERIT

PUT ON A HAPPY FACE

Joni James. MGM E 4248 (M); SE 4248 (S)

Joni James has made over three dozen albums for MGM Records. Her fans, responsible for an issuance of so many albums by Joni, will want the latest, done in her own style and devoted to songs with a happy up-beat tempo. Chuck Sagle's orchestrations are in the Dixieland vein. Jack Halloran's sing-a-longers add to the brightness and happy effect. "April Shows" and "Hello, Dolly!" stand out.



POP SPECIAL MERIT

THE HAPPY HITS

Dick Schory & His Percussion Pops Ork. RCA Victor LPM 2926 (M); LSP 2926 (S)

Percussionist Dick Schory makes his eighth album the easy way, with happy songs like "Java" and "If I Had a Hammer," all right off the hit parade and done with one of the greatest collections of percussion instruments ever assembled. It's extra special in the stereo version with a few bonuses like the rain and thunder at the end of "Don't Let the Rain Come Down."



CLASSICAL SPECIAL MERIT

BEETHOVEN: SONATAS FOR PIANO AND CELLO (2-12")

Mstislav Rostropovich/Sviatoslav Richter. Philips PHM 2-520 (M); PHS 2-920 (S)

This two-record album features masterful interpretations of Beethoven's sonatas for piano and cello by two of Russia's foremost artists.



CLASSICAL SPECIAL MERIT

THE GREGORIAN CHANT

Dominican Sisters of Fichermont. Philips PCC 212 (M); PCC 612 (S)

This is a de luxe package of Gregorian Chants sung by the Dominican Sisters of Fichermont, Belgium, the order to which the Singing Nun belongs. It is the latest in the Connoisseur Collection series issued by the international Philips Records organization. This recording is a thing of beauty. An ideal gift, anytime, for those in the service of the Lord, not necessarily Catholic.



CLASSICAL SPECIAL MERIT

ROSSINI: LA CENERENTOLA (3-12")

Giulietta Simonato; Chorus & Orchestra of Maggio Musicale Fiorentino (De Fabritiis). London A4376 (M); OSA 1276 (S)

Rossini's opera based on the Cinderella legend is not his most popular work—but it's one of his best. No other recording of



COUNTRY SPOTLIGHT
ORIGINAL COUNTRY Hits #3
 Various Artists. Liberty LRP 3382 (M)

An exciting collection of top yesteryear country sellers by some of the field's outstanding names, including such all-stars as Patsy Cline, Cowboy Copas, Slim Whitman, Johnny Cash—to name but a few.



RHYTHM & BLUES SPOTLIGHT
DOWN HOME BLUES
 Lightnin' Hopkins. Prestige PR 1086.

The appeal of real blues is growing. It is a part of America's contribution to musical culture. Lightnin' Hopkins is an outstanding purveyor of the blues as blues should be sung. His guitar and vocal work are a perfect marriage of instrument and talent and the selection of material like "I Woke Up This Morning" and "Let's Go Sit on the Lawn" are perfect showcases to prove the point.



LOW PRICE SPOKEN WORD
TELL TALE HEART & LEGEND OF SLEEPY HOLLOW
 Various Artists. Mercury SLP 114

Combination of excellent treatment of two classics and budget price makes this package a solid contender. It's well timed for the school season, and the mystery tale pairing also aims it for Halloween business.

the opera is available—and if there were it would be difficult to top this one. Giulietta Simonato's considerable talents are particularly suited to a taxing role in this opera buffa.



CLASSICAL SPECIAL MERIT

WAGNER: SIEGFRIED, ACT 3, SCENE 3

Eileen Farrell, Set Svanholm, Rochester Philharmonic Orchestra (Leinsdorf). RCA Victor LM 2761 (M); (No Stereo)

This recording was made in 1949, long before Miss Farrell attained attention with her Metropolitan Opera work. It also spotlights conductor Leinsdorf prior to his triumphs as music director of the Boston Symphony. It is a proper addition to the series RCA Victor has titled a "Treasury of Immortal Performances."



CLASSICAL SPECIAL MERIT

GILBERT & SULLIVAN: THE YEOMEN OF THE GUARD (2-12")

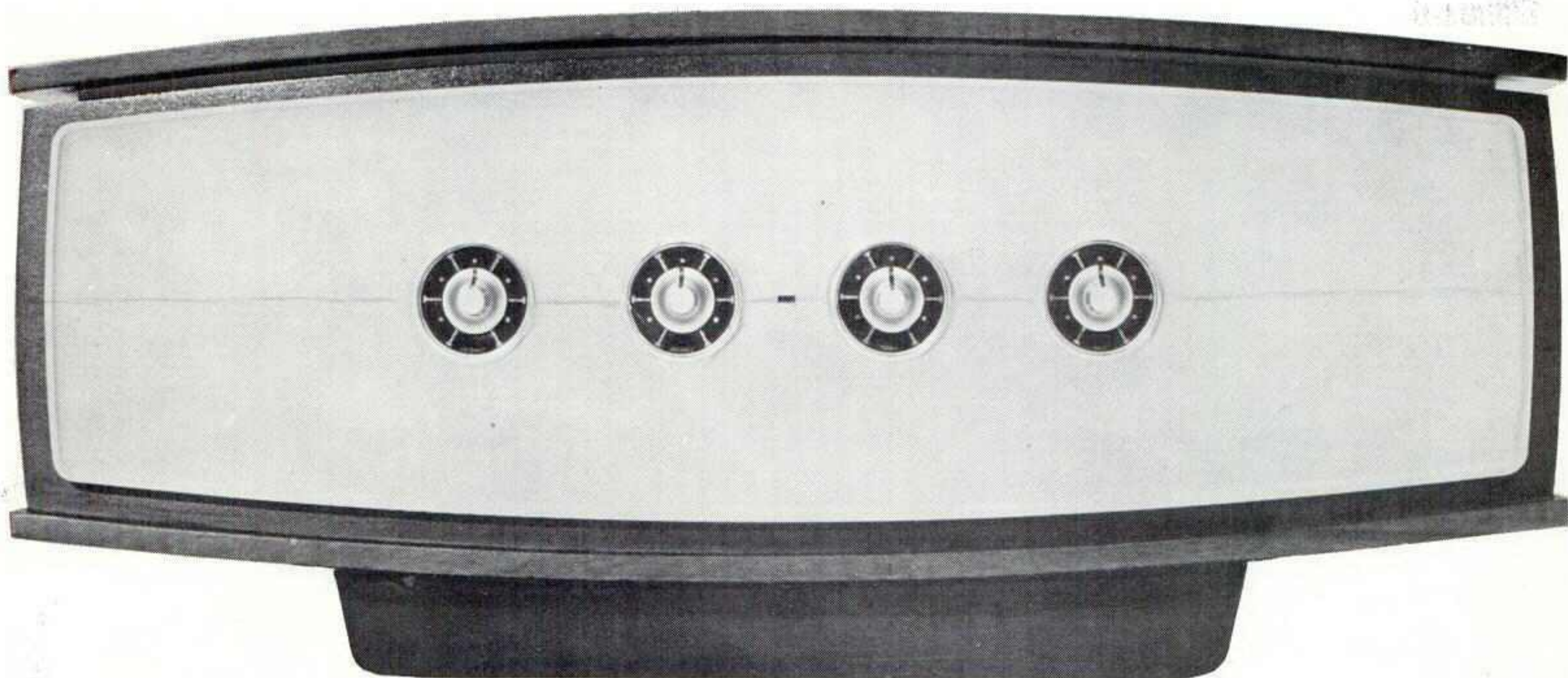
D'Oyly Carte Opera Company. London A 4258 (M); OSA 1258 (S)

Gilbert & Sullivan buffs are treated to another delight from the D'Oyly Carte factory. With the Royal Philharmonic Orchestra under the direction of Sir Malcolm Sargent leading the way all hands make it a lasting charmer. It's a two-LP set.

continued

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.



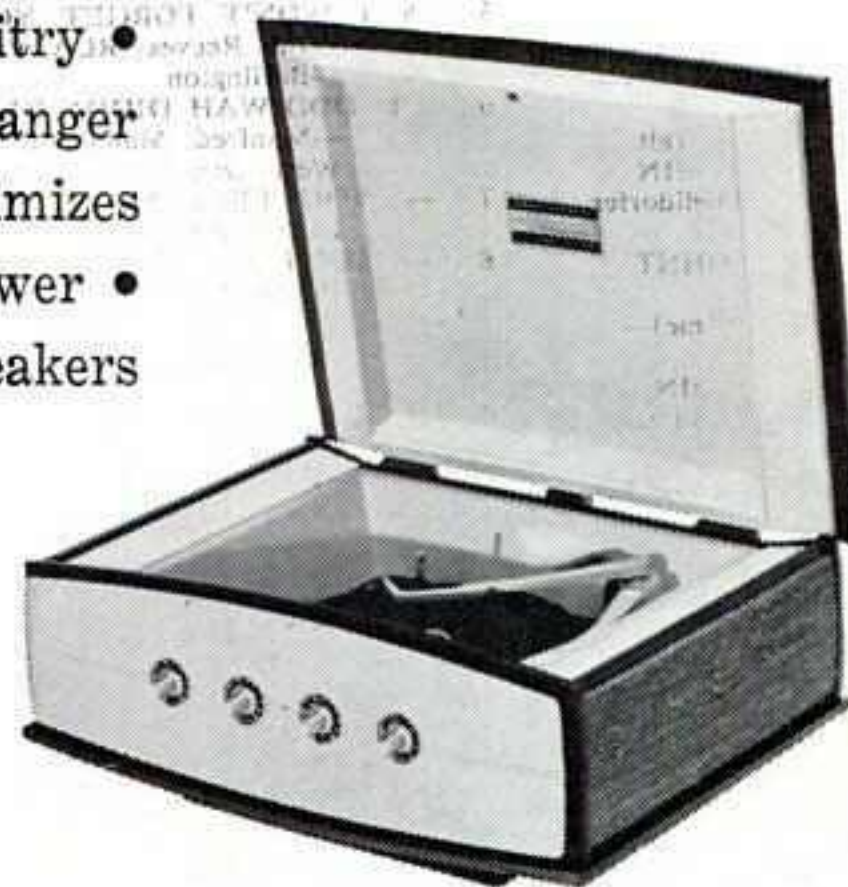
There's a new shape to sound

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RADIO RESPONSE RATING

PROVIDENCE, R. I. SECOND CYCLE

TOP STATIONS

Rank	Call Letters	% of Total Points
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★ POP Singles

1.	WICE	63%
2.	WPRO	37%

★ POP LP's

1.	WJAR	57%
2.	WEAN	17%
3.	WPRO	11%
Others		15%
(WHIM, WLKW, WICE)		

(NO R&B STATIONS IN THE PROVIDENCE AREA)

★ C&W

1.	WRIB	100%
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★ CONSERVATIVE

1.	WLKW	75%
2.	WEAN	25%

★ CLASSICAL

1.	WPJB-FM	75%
2.	WJAR	25%

THE RADIO RESPONSE RATINGS of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popularity poll, the ratings are strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase the singles and albums played on the air. The ratings likewise point up the importance of music of all types in building audiences and creating the framework conducive to influencing the listener to purchase other products and services advertised on radio stations.

STATIONS BY FORMAT

PROVIDENCE - PAWTUCKET: Thirty-first largest radio market. Total 8 AM, 4 FM. 3 pop-contemporary, 1 standard-pop, 2 standard-conservative, 1 pop-standard, 1 C&W, 1 Classical-pop-contemporary (FM).

WEAN: 5,000 watts; owned by Providence Journal. CBS and Yankee Network affiliate. Music format: "Standard-pop." Four-man news department headed by Harry McKenna. Five-minute news every half hour during traffic periods in a.m. & p.m. "Rhode Island News Beat" Wed. & Fri., 10:15-10:35 p.m. "Radio Press Conference" Mon. 10:15-10:45 p.m. One mobile unit. Special programs: "Rhode Island Philharmonic Orch." (live) Sat. 8-10:30 p.m. (Simulcast on WPJB-FM). Gen'l mgr., H. William Koster. Prog. dir., Tom Robertson. Records should be directed to H. William Koster, Journal Bldg., 75 Fountain St., Providence 2, R. I. **WHIM:** 1,000 watts; owned by Golden Gate Corp. Music format: "Standard-conservative," four song

blocks-clustered commercials programming. Two-man news department headed by Neal Gurtin. Five-minute news casts on the hour. Two mobile units. Gen'l mgr. & prog. dir., Allen Collier. Records should be directed to Allen Collier, 115 Eastern Ave., East Providence, R. I.

WICE: 5,000 watts-1,000 watts nights. Susquehanna Broadcasting Co. Music format: "Pop-Contemporary." Editorialize regularly. Highly identifiable air personalities. Four-man news department headed by John Kennedy. Five-minute news hourly and headlines at half past the hour. Helicopter reports. Public service efforts include East Providence K. of C. Fund Drive, ALSAC Awards and the Jimmy Fund Drive. Gen'l mgr., Luther R. Strittmatter. Prog. dir., Art Knight. Music Dir., Chuck Fredericks. Direct records to Art Knight, 198 Dyer St., Providence, R. I.

WJAR: 5,000 watts. Independent. NBC affiliate. Music format: "Pop-

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.

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 October 5, 1959

- Mack the Knife, B. Darin, Atco
- Put Your Head on My Shoulder, P. Anka, ABC-Paramount
- Sleep Walk, Santo & Johnny, Canadian-American
- (Til) I Kissed You, Everly Brothers, Cadence
- The Three Bells, Browns, RCA Victor
- Teen Beat, Sandy Nelson, Original Sound
- I'm Gonna Get Married, L. Price, ABC-Paramount
- Mr. Blue, Fleetwoods, Dolton
- Red River Rock, Johnny & the Hurricanes, Warwick
- Poison Ivy, Coasters, Atco

POP—10 Years Ago October 2, 1954

- Hey, There, R. Clooney, Columbia
- Sh-Boom, Crew Cuts, Mercury
- Skokiaan, R. Marterie, Mercury
- This Ole House, R. Clooney, Columbia
- I Need You Now, E. Fisher, RCA Victor
- Hold My Hand, D. Cornell, Coral
- If I Give My Heart to You, D. Day, Columbia
- Little Shoemaker, Gaylords, Mercury
- Shake, Rattle and Roll, B. Haley, Decca
- High and the Mighty, V. Young, Decca

RHYTHM & BLUES—Five Years Ago—October 5, 1959

- Poison Ivy, Coasters, Atco
I'm Gonna Get Married, L. Price, ABC-Paramount
Sea of Love, P. Phillips, Mercury
I Want to Walk You Home, F. Domino, Imperial
Sleep Walk, Santo & Johnny, Canadian-American

- I Loves You Porgy, N. Simone, Bethlehem
Red River Rock, Johnny & the Hurricanes, Warwick
Thank You Pretty Baby, B. Benton, Mercury
What'd I Say, R. Charles, Atlantic
Say Man, B. Diddley, Checker

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	Weeks on Hot 100
		TITLE, ARTIST, LABEL	
1	1	WE'LL SING IN THE SUNSHINE, Gale Garnett, RCA Victor 8388	8
2	3	A SUMMER SONG, Chad Stuart & Jeremy Clyde, World Artists 1027	7
3	2	EVERYBODY LOVES SOMEBODY, Dean Martin, Reprise 0281	14
4	6	ALWAYS TOGETHER, Al Martino, Capitol 5239	7
5	8	ON THE STREET WHERE YOU LIVE, Andy Williams, Columbia 43128	4
6	4	IN THE MISTY MOONLIGHT, Jerry Wallace, Challenge 59246	10
7	9	SOFTLY, AS I LEAVE YOU, Frank Sinatra, Reprise 0301	4
8	10	FUNNY GIRL, Barbra Streisand, Columbia 43127	4
9	7	MICHAEL, Trini Lopez, Reprise 0300	6
10	14	I DON'T WANT TO SEE TOMORROW, Nat King Cole, Capitol 5261	3
11	11	THE JAMES BOND THEME, Billy Strange, Crescendo 320	6
12	17	THE DOOR IS STILL OPEN TO MY HEART, Dean Martin, Reprise 0307	2
13	12	PEARLY SHELLS, Burl Ives, Decca 31659	4
14	—	I WANNA BE WITH YOU, Nancy Wilson, Capitol 5254	1
15	—	WHO CAN I TURN TO, Tony Bennett, Columbia 43141	1
16	13	I WOULDN'T TRADE YOU FOR THE WORLD, Bachelors, London 9693	4
17	16	YET... I KNOW (Et Pourant), Steve Lawrence, Columbia 43095	5
18	15	IT'S FOR YOU, Cilla Black, Capitol 5258	3
19	—	WHEN YOU'RE YOUNG AND IN LOVE, Ruby & the Romantics, Kapp 615	1
20	10	I GUESS I'M CRAZY, Jim Reeves, RCA Victor 8383	4

Standard. Special programs: "920 Open Line," Audience telephone participation show with guest authorities four days a week with one day for general discussion. Hosted by Bob Cain, M-F, 7-8 p.m. Brown University Football, University of Rhode Island Basketball, Boston Patriots Football. Seven-man news department under direction of Dave Mohr. "News at Eight" 8-8:15 a.m. "Newscope" 6-7 p.m. daily. Local and network news every hour daily. Two mobile units. Station mgr., Robert J. Crohan. Prog. dir., Phillip Taylor. Direct records to Phillip Taylor, 176 Weybosset St., Providence, R. I.

WLKW: 50,000 watts. Independent. Mutual Affiliate. Music format: "Standard-Conservative" ("The Sound of Beautiful Music"); Editorialize regularly, M-F, 8:30 a.m. and 4:30 p.m. Special programs: "Command Performance" listener request show, Sun. 1-4 p.m. "Showcase" listener format—ideas, M-F, 9-10 a.m. & 2-3 p.m. Four-man news dept. under direction of Joe Postar. Ten-minute newscast Mon. through Sat. at 7 a.m., 8 a.m., noon, 5 p.m., 6 p.m. Five-minute local news M-F at 6:30 a.m., 7:30 a.m., 8:30 a.m. & 10:30 a.m. & 1:30 p.m., 4:30 p.m. & 5:30 p.m. "This is Rhode Island" (expansion of important news highlight) Sat. 4:15-4:30 p.m. Gen'l mgr., Mowry Lowe; prog. dir., Peter T. Barstow. Records should be directed to Peter Barstow, 228 Weybosset St., Providence, R. I. **WPJB-FM:** ERP 20,000 watts. (FM outlet for WEAN.) Music format: "Classical-Pop-Contemporary."

WPRO: 5,000 watts. Capitol Broadcasting Corporation. Music format: "Pop-Contemporary." Highly identifiable air personali-

ties. Special programs: "College Forum," "Teen-Age View," "People You Should Know" and a 30-minute public service show aired Sunday. Eight-man news dept. headed by Ed Brown. News on the hour daily. Capsule news on the half hour. Four mobile units and helicopter news at traffic time. V.P. and gen'l mgr., Jack Lee; prog. dir., Dave MacFee; music dir., Pat Patterson. Records should be directed to Pat Patterson, WPRO Bldg., 24 Mason St., Providence, R. I.

WRIB: 1,000 watts. Independent. Music format: "Country and Western." Special programs: The morning format features foreign language programs (Portuguese 7-7:45 a.m.) (Italian 8:30-10 a.m.) and Religious programs at 7:45-8:30 a.m. & 10 a.m.-1:00 p.m. On the spot coverage from Narragansett Race Track 1:30-4:20 p.m. Mon. through Sat. News under direction of Don Rattray. News every half hour daily. V.P. & gen'l mgr., Arthur Tacker; prog. dir., Eddie Zack. Records should be directed to Art Tacker, Water St., East Providence, R. I.

WXTR: (Pawtucket) 1,000 watts. Independent. ABC affiliate. Music format: "Pop-Contemporary-Jazz" (Demand—55)—only records having sold 1,000,000 copies programmed). Special programs: "Breakfast Club: (net) 10-11 a.m. M-F. "Demand 55 with Fred Grady" 10 p.m.-2 a.m. daily. Three-man news dept. under direction of Mel Burns. Local headline news at 25 past the hour. ABC news at 5 to the hour with Paul Harvey. Three mobile units. Gen'l mgr., Donald R. Hysko; prog. dir., Mel Burns. Records should be directed to Donald R. Hysko, Box 55, 55 Mill St., Cumberland, R. I.

VOX JOX

By GIL FAGGEN

Bob Raleigh, WWDC, Washington, took the MugWumps for a tour in the station's Amphicar, the vehicle that the news department uses on land and water. . . . Ralph Emery, the all-night man for the past seven years on WSM's "Opry Star Spotlight," Nashville, has resigned. He'll do his own TV show and make records for Mercury.

Jim McMartin has joined WPTR, Albany, N. Y., and will hold down the 1 a.m. to 6 a.m. spot nightly on the 50,000 watter. . . . Gary Portmess, producer and director, WDAD, Indiana, Pa., is interested in setting up a "radio-idea" bank, with other broadcasters, to share ideas in the programming field. . . . WNEP-TV, Scranton, Pa., returned Saturday (19) for its sixth year with TV Bandstand Sid Friedman is the host of the hour-long show.



WABC (New York) top-rated deejays, Cousin Bruce Morrow (at Ringo's left) and "Scottso" Muni (right) look on as Ringo Starr accepts his lost St. Christopher medallion from Angie McGowan (back to camera). Ringo, caught in the mob waiting the group's arrival at New York's Hotel Delmonico, appealed for help to WABC when he discovered his keepsake medal had been lost in the shuffle. Bruce and Scott, broadcasting from the eighth floor of the hotel, found the finder after fielding an onslaught of itinerate would-be medal finders.

WAB(eatle)C put on such an impressive display of Beatle art recently at the World's Fair that Huntington Hartford, famed art collector and founder of the Gallery of Modern Art on Manhattan's Columbus Circle, announced his intention to hang the winning entries in his gallery. Hartford was one of the judges of the contest which drew over 50,000 entries.

SEGUE

Paul Sidney, program director of WLNG, Sag Harbor, L. I., has taken on promotion duties for Long Island's newest station. . . . Florida Educational Television Commission's new chairman is Glenn Marshall Jr., WJXT-TV, Jacksonville. He's president of the station. . . . William S. Sanders is program director at WPTR, Albany, N. Y. He was PD at WNOX, Knoxville.

Harry F. Albrecht, with Crosley Broadcasting Corporation for over 20 years, has joined Keystone Broadcasting System, Chicago, as vice-president. Some 1,170 stations are affiliated with the Keystone transcription network.

RCA Artist Looks to Hollywood To Produce Gospel TV Show

HOLLYWOOD—Stating the timing is perfect for the first "dedicated" Christian music television show, Solomon King, RCA's new gospel artist, is shooting for assistance from Hollywood to present a half-hour gospel TV show.

Recently returned from European concerts, King said he hoped to negotiate a deal with Gene Autry before leaving for Eastern concert dates. Autry and associates own KTLA and King wants to air the show locally and then syndicate it.

King reports enthusiasm for gospel music is at its peak around the country and that religious movies have all proved successful, indicating an interest in biblical subjects.

The towering vocalist, whose style is unorthodox in that he seeks to present gospel music with a modern music sound (as on his debut RCA LP "The Golden Voice of the Gospel"), reports also having interested Eastern and Western financial figures in securing backing for

a musical cantata for Broadway which would relate the life of Christ.

King says he envisions a TV show with the great Christian musicians providing entertainment on a Sunday evening. He says shows which offer dogma are not included in his plans. For the Broadway production, the vocalist estimates the cost at \$500,000.

He says people at his concerts have told him "now is time for gospel music to come alive with the proper push," which to King means national television.

Born Alan Levy of Jewish parents in Lexington, Ky., King was converted to Christianity two years after a serious illness. He calls his voice a lyric baritone tenor and has a three-and-one-half octave range.

King believes by putting a modern touch to gospel music, he can sell it to millions of people, whereas in its present state, people listen to it and "put it off in a corner."



THE JOHNSON SISTERS, recognized for 12 years as America's Sweethearts of Gospel Music, is a unit of the Gospel Singing Caravan, a one-hour TV program being produced and syndicated nationally by Programming, Inc., in Atlanta. Their new album, "The Johnson Sisters Sing Harmony," is being released on the Sing label this week.

(Advertisement)

Dave Miller To Bow Line

NEW YORK—Dave Miller, head of Miller International Company (Stereo-Fidelity, Somerset, Sodor), plans to market a \$3.98 and \$4.98 record line under the name of Audio-Spectrum. Artists are now being signed for the label.

Miller previously released under the Audio-Spectrum label 48 prerecorded tapes at \$4.98 list. These tapes, which have been on the market for 10 weeks, are reported to exceed sales expectations.

Miller believes that the 99-cent figure represents the true budget line today. General category merchandise at \$3.98 list is being so heavily discounted that it dips into the higher budget line merchandise, and the difference is negligible in the present market picture.

Kiddie Line Is Launched

NEW YORK—A new kiddie line was launched recently, called Storytime Records-Puzzles. It will present modern fairy tales and new versions of the classics, encased in an album that consists of a jigsaw puzzle within a frame.

The new firm is headed by Sella Ben Abou Douglas, who was responsible for album covers at Disque Barclay in Paris. She is the wife of Alan Douglas, a producer of jazz records. The label's national sales distribution will be handled by Kent Beauchamp through his Small Fry Sales outfit of Chicago.

ITALIAN SINGLE BOUGHT BY DOT

HOLLYWOOD — Dot has made one of its infrequent foreign master purchases, rushing into release the Italian single, "Amore Scusami," by John Foster. President Randy Wood secured the Style disk from publisher George Pincus.

Wood said it has not been his practice to buy foreign masters and that the last European products he released were of German origin several seasons back.

Discotheque Comes to S. F.

SAN FRANCISCO—Discotheque entertainment has arrived here in the form of a private club in the Alexis Restaurant. Called Le Disque Alexis, the club plans securing 400 members at \$50 a year a couple, \$35 for single folk over 30 and \$25 for swingers between 21 and 30.

Music is supplied by records spun by disk jockey Peter Spira. The club was organized by socialite Mimi London and features foreign disks from France and England. The appeal of the club is toward San Francisco's society crowd, which filled the Medieval Room of the restaurant to overflow during the recent opening.

The current night club fad in the North Beach entertainment center of town centers around the swim, a name tagged onto rock 'n' roll music and features attractive girls gyrating

SHOW CHANGES SCORE, EYES DISK APPEAL

HOLLYWOOD—What works for the movie companies should work for the TV filmeries appears to be the thinking on the set of the Kraft Suspense Theater.

Executive producer Frank Rosenberg, cognizant of the importance picture companies put on music which can be released on records, has had the main theme for the new Kraft series changed to increase its potential for being recorded.

"We felt last season's theme was too dissonant," he said, "so we had Johnny Williams create a new score." Williams had also written the original. The new score is more symphonic and lends itself better to disk coverage.

The series is a Universal TV property, with Decca/Coral part of the corporate family. The one-hour color series debuts Oct. 1 on NBC Thursday nights.

on bars, pianos and in showers to the screeching strains of amplified guitars.

The music is so loud, in fact, that passers-by on Broadway where the clubs are located, can clearly hear the bands blasting away inside. Gone are the beatnicks from Broadway and present are the young frug, swim, etc., dancers.

The new discotheque, while not yet catering to the mass public, is providing the frenetic beat to members of the social register and potential blue book entries.

Chappell, Henney Part

LONDON — Jimmy Henney has quit his job as general manager of Chappell Music, Ltd., and subsidiary companies. He has been with the company for more than 20 years. Henney, who is also a freelance disk jockey, said that his departure from Chappell was a friendly one.

Although he would not give details of his plans, it is understood that Henney will join John Hayman's Publicity and Allied Interests firm, which is attracting substantial attention here. The firm handles Chad Stuart and Jeremy Clyde and film star Diana Dors, among others.

CMA Growing

CINCINNATI — Eleven new members were added to the membership roster of the Country Music Association last week, according to Mrs. Jo Walker, CMA executive secretary. New members are Douglas E. Dickerson, Garner, N. C.; Roy W. Jackson, Picher, Okla.; Chuck Spencer, Berlin, N. H.; Rufus Shoffner, Monroe, Mich.; Viola M. Akins, Millersburg, Ohio; Phyllis Festa, New York; Ralph Frazer, Boise, Idaho; Eunice M. and James W. Kemp, Adair, Ia.; Faye Keys, Duncanville, Tex., and Fred Rains, Springfield, Mo.

BEST SELLING GOSPEL LP's BY LABEL

These listings are the current best selling Gospel LP's as reported to Billboard by the leading manufacturers in this field.

HEART WARMING RECORDS

1. BLENDS AND RHYTHMS, Jake Jess and the Imperials, LPHF 1785 (M); LPS 1784 (S).
2. FIRESIDE HYMNS, Jake Jess and the Imperials, LPHF 1783 (M); LPS 1782 (S).
3. I'LL SING HALLELUJAH, Lowell and Connie Lundstrom, LPHF 1769 (M); LPS 1768 (S).
4. INTRODUCING THE ILLUSTRIOUS IMPERIALS, Jake Jess and the Imperials, LPHF 1777 (M); LPS 177 (S).
5. SWEET AND SMOOTH, The Wetherford Quartet, LPHF 1787 (M); LPS 1786 (S).

RCA VICTOR RECORDS

1. THE BLACKWOOD BROTHERS QUARTET, featuring their famous bass, J. D. Summer, LPM 2752 (M); LSP 2752 (S).
2. THE PEARLY WHITE CITY, The Blackwood Brothers Quartet, LPM 2397 (M); LSP 2397 (S).
3. ON STAGE—THE BLACKWOOD BROTHERS QUARTET, LPM 2646 (M); LSP 2646 (S).
4. A GOSPEL CONCERT, Statesmen Quartet, LPM 2647 (M); LSP 2647 (S).
5. THE MYSTERY OF HIS WAY, Statesmen Quartet, LPM 2546 (M); LSP 2546 (S).

SIMS RECORDS

1. THE BEST OF THE HAPPY GOODMAN FAMILY, SLP 117.
2. I'M TOO NEAR HOME, the Happy Goodman Family, SLP 113.
3. SWEET JESUS, the Frost Brothers, SLP 120.
4. MOTHER LEFT ME HER BIBLE, the Luttrells, SLP 116.
5. GOD STILL LIVES, the Smith Brothers, SLP 119.

SING RECORDS

1. THE GOSPEL SINGING CARAVAN, Various Artists, MFLP 575.
2. LORD IT'S ME AGAIN, Le Fevres Quartet, MFLP 3211.
3. ROSE COVERED LANE, the Blue Ridge Quartet, MFLP 458.
4. JOE MOSCHEO AND THE PROPHETS, MFLP 3004.
5. I'LL WALK WITH GOD, Willie Wynn of the Oak Ridge Boys, MFLP 2061.

SKYLITE RECORDS

1. SINGIN' TIME IN DIXIE, Various Artists, SW 404 (M); (No Stereo).
2. WITHOUT HIM, New Stamp Quartet, SRLP 6021 (M); SSLP 6021 (S).
3. THE UNSEEN GUEST, the Rebels Quartet, SRLP 6022 (M); SSLP 6022 (S).
4. HIS GRACE REACHES ME; the Jr. Blackwood Brothers, SRLP 6025 (M); SSLP 6025 (S).
5. THE GARDEN OF MELODY, the Speer Family, SRLP 6013 (M); SSLP 6013 (S).

SONGS OF FAITH RECORDS

1. THE AWARD WINNING SEGO BROTHERS AND NAOMI, SOF 121 (M & S).
2. THE FLORIDA BOYS UP IN THE SKY, SOF 120 (M & S).
3. SING THE GOSPEL, Sege Brothers and Naomi, SOF 110 (M & S).
4. VALLEY OF DECISION, Wally Fowler and the Sege Brothers, SOF 118 (M & S).
5. CLOSE TO THE MASTER, Dixie Echoes with Hal Kennedy, SOF 122 (M & S).

STARDAY RECORDS

1. HE'S GOT THE WHOLE WORLD IN HIS HANDS, the Sunshine Boys, SLP 290.
2. MORE WALLY FOWLER ALL NIGHT SONG CONCERT, SLP 301.
3. SINGING IN MY SOUL, the Lewis Family, SLP 289.
4. GOLDEN GOSPEL MILLION SELLERS, the Sunshine Boys, SLP 156.
5. THE GLORYLAND MARCH, the Masters Family, SLP 246.

WARNER BROS. RECORDS

1. THE OAK RIDGE BOYS, W 1497 (M); WS 1497 (S).
2. NOTHING BUT—THE GOSPEL TRUTH, the Curriers, W 1514 (M); WS 1514 (S).
3. FOLK-MINDED SPIRITUAL FOR SPIRITUAL-MINDED FOLKS, the Oak Ridge Boys, W 1521 (M); WS 1521 (S).
4. WARNER BROS. PRESENTS THE GOSPEL ECHOES, W 1499 (M); WS 1499 (S).
5. INTRODUCING STAN AND DAN, Stan Bonham and Dan Howell, W 1498 (M); WS 1498 (S).

NASHVILLE SCENE

By DON LIGHT

Joe Maphis has recorded a new Starday instrumental album under the direction of the label's Tommy Hill. . . . Chuck Chellman, Starday's promotion man currently covering the East, reports much action on the new Willis Brothers release. . . . Sue Thompson recorded for Wesley Rose's Hickory label last week at the Fred Foster Sound Studio. . . . Billy Sherrill, Epic's man in Nashville, hopped to the West Coast on business last week.

Hickory's Lester Rose accompanied the Newbeats to the West Coast where they will be doing TV shows. . . . Willie Nelson, recently signed by Monument Rec-

ords, is currently working dates in Arizona. . . . Ernest Tubb and the Texas Troubadours are on a tour of Florida and Georgia, set by Haze Jones of Hal Smith Artist Production.

Joe Henderson, whose recording of "Snap Your Fingers" topped the charts a few seasons ago, recorded his first session for RIC Records last week under the direction of Grady Martin, Nashville a&r man. . . . United Artists' Georgie Riddle is off on a tour of Illinois, Indiana, and winding up with a 15-day stint in California set through Smiley Wilson of the Wil-Helm Agency. While on the West Coast, he will be busy with radio and TV appearances.

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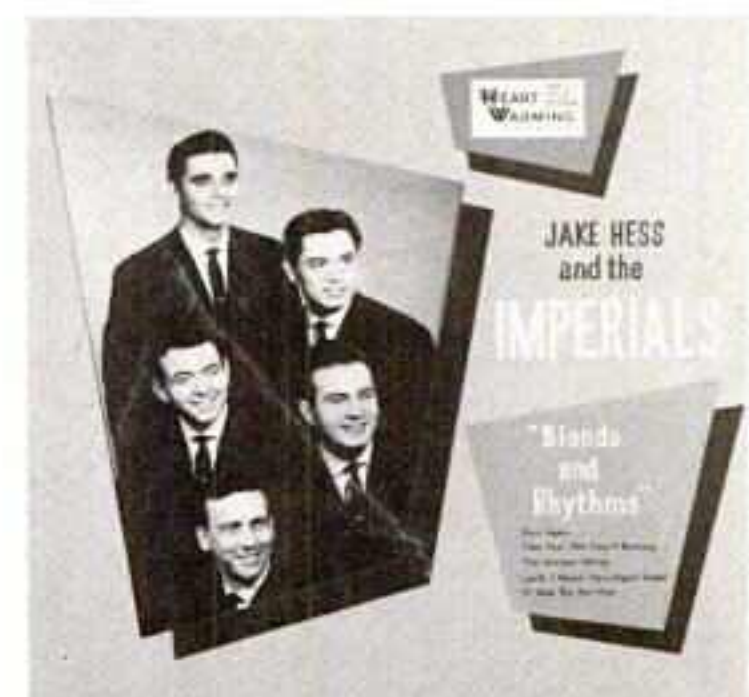
LPS 1794 Stereo

LPHF 1795 Mono



LPS 1784 Stereo

LPHF 1785 Mono



LPS 1776 Stereo

LPHF 1777 Mono

Here are the newest . . . the happiest . . . the most gifted men . . . in gospel music today. Appearing Coast-to-Coast in concerts . . . before thousands and thousands of people . . . their popularity blankets the nation. Their daily T.V. program . . . an easygoing 15-minute show of songs and hymns . . . produced by Programming, Inc. . . . enjoys high ratings in 20 major markets. . . . Their four great releases . . . on Heart Warming label . . . are best selling religious albums.



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A. O. Stinson, President

Programming, Inc. 



JOHNNY BOND, Starday recording artist, and Smiley Burnette, of TV's "Petticoat Junction" and Western movie fame, headlined a series of shows in Hawaii the first two weeks in September. Promoter of the shows was Bob Smith, of KHVH-TV, Honolulu. Left to right, above: Bob Smith; John and Sharon Leighton, singing act who reside in the Islands; Smiley Burnette, Ole Frog of Western movies and now Charlie Pratt on "Petticoat Junction," and Johnny Bond, veteran c&w artist. Background, Cecil White and His Ozark Playboys. Photo was taken at Hickham Field EMC Club, site of one of the shows.

Ramblin' Lou Exits WWJL

BUFFALO — Ramblin' Lou, who has been featuring c&w music three hours daily over WWJL, Niagara Falls, the last 17 years, resigned his post there, effective Sept. 26, to accept the position of program director of country music at WWOL-AM-FM here.

Approximately 60 per cent of WWOL's broadcast time will be devoted to c&w music, Ramblin' Lou says, the most time ever given over to such music by a Buffalo station. WWOL's signal covers most of New York State, Northern Pennsylvania and Ontario.

Ramblin' Lou's new show kicks off Oct. 5 and he is soliciting congratulatory tapes from artists and deejays to be played on the show that week.

Jim Reeves Firm Back in Running

MADISON, Tenn.—With the recent passing of Jim Reeves in a plane crash, Jim Reeves Enterprises, headed by Mrs. Jim Reeves, is again back to normal operation, which includes the exclusive booking and promotion of the Jim Reeves band, the Blue Boys, which last Tuesday (22) began a tour of the Southwest.

Bunky Keels, pianist and saxophonist, associated with the Reeves combo a year ago, has been engaged to fill the place of pianist Dean Manuel, who died in the plane crash with Reeves July 31. Others in the Blue Boys line-up are Leo Jackson, guitar-

C&W SHOW IN TORONTO

TORONTO — The "Country and Western Music Festival," starring Hank Williams Jr., Bill Anderson, Bobby Bare, Wanda Jackson, Grandpa Jones and Melba Montgomery, played a three-a-day stand at Massey Hall in Toronto (26). The Mason's Rani Ghar Grotto stayed with a good thing in sponsoring the shows, having sold out with fun-raising country music shows for the last three years.

8,500 See KRDS Show

PHOENIX, Ariz. — A crowd estimated by police at 8,500 jammed the stadium at the Arizona State Fairgrounds here Sept. 11 to catch a "Grand Ole Opry" package sponsored by Station KRDS, Central Arizona's only 24-hour-a-day, 100 per cent country & western station. Featured in the show were Hank Snow, Bobby Bare, Merle Haggard, Sonny James, Glen Campbell, Wayland Jennings and Dal Perkins.

Faced with a nut of more than \$5,000, KRDS cracked that figure, and more, in advance sales. KRDS deejays emceed the event, which was promoted solely through spots on KRDS-Radio. Children under six were admitted free to the show.

ist; Bud Logan, bass and vocals, and Jimmy Orr, drummer. Ray Baker, of Jim Reeves Enterprises, handles the bookings.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Little Richie Johnson, c&w platter promoter, says he has a house full of hot records, including new singles by Faron Young, Sheb Wooley, Darnell Miller, Ronnie Chambers, Bobby Buttram and even one of his own, which he'll be pleased to share with country jockeys who'll write to him at Box 3, Belen, N. M. . . . Miller O. Gore, who airs country music to the patients at V. A. Hospital, Sheridan, Wyo., advises that he will be discharged from the hos-

pital in November. Gore says that all records received by him have been turned over to Jay Nugent, who spins c&w at KROE, Sheridan, for airing to the general public. KROE spins more country music than any other station in the Sheridan area, Gore says.

Martin J. (Rocky) Willis has left Station WKIK, Leonardtown, Md., to take over the country chores at WPTX, Lexington Park, Md., and asks that the diskeries, artists and promotion men change

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY for Week Ending 10/3/64

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 13 Jim Reeves, RCA Victor 8383	13	26	40	ONCE A DAY 2 Connie Smith, RCA Victor 8416	2
2	2	I DON'T CARE 6 Buck Owens, Capitol 5240	6	27	32	STRONGER THAN DIRT 6 Glenn Barber, Starday 676	6
3	3	THE BALLAD OF IRA HAYES 13 Johnny Cash, Columbia 43058	13	28	25	ONE IF FOR HIM, TWO IF FOR ME 13 David Houston, Epic 9690	13
4	5	PASSWORD 19 Kitty Wells, Decca 31622	19	29	27	ASK MARIE 9 Sonny James, Capitol 5197	9
5	4	DANG ME 18 Roger Miller, Smash 1881	18	30	28	TOGETHER AGAIN 27 Buck Owens, Capitol 5136	27
6	6	I DON'T LOVE YOU ANYMORE 16 Charlie Louvin, Capitol 5173	16	31	33	JUST BETWEEN THE TWO OF US 4 Merle Haggard & Bonnie Owens, Tally 181	4
7	12	DON'T BE ANGRY 7 Stonewall Jackson, Columbia 43076	7	32	30	THE NESTER 9 Lefty Frizzell, Columbia 43051	9
8	8	BAD NEWS 11 Johnny Cash, Columbia 43058	11	33	38	FINALLY 2 Kitty Wells & Webb Pierce, Decca 31663	2
9	11	FORT WORTH, DALLAS OR HOUSTON 6 George Hamilton IV, RCA Victor 8392	6	34	36	MOTHER-IN-LAW 2 Jim Nesbitt, Chart 1100	2
10	15	PLEASE TALK TO MY HEART 5 Ray Price, Columbia 43086	5	35	26	WHERE DOES A LITTLE TEAR COME FROM 16 George Jones, United Artists 724	16
11	10	HERE COMES MY BABY 7 Dottie West, RCA Victor 8374	7	36	35	SWEET ADORABLE YOU 12 Eddy Arnold, RCA Victor 8363	12
12	7	THE COWBOY IN THE CONTINENTAL SUIT 16 Marty Robbins, Columbia 43049	16	37	34	PLEASE BE MY LOVE 5 George Jones & Melba Montgomery, United Artists 732	5
13	9	I LOVE TO DANCE WITH ANNIE 16 Ernest Ashworth, Hickory 1265	16	38	37	PUT YOUR ARMS AROUND HER 16 Norma Jean, RCA Victor 8328	16
14	18	CHUG-A-LUG 3 Roger Miller, Smash 1926	3	39	39	THEN I'LL STOP LOVING YOU 21 Browns, RCA Victor 8348	21
15	19	DERN YA 5 Ruby Wright, Ric 126-64	5	40	46	FORBIDDEN STREET 2 Carl Butler & Pearl, Columbia 43102	2
16	13	SAM HILL 8 Claude King, Columbia 43083	8	41	42	EVERYTHING'S O. K. ON THE LBJ 3 Lawton Williams, RCA Victor 8407	3
17	14	CHIT AKINS, MAKE ME A STAR 11 Don Bowman, RCA Victor 8384	11	42	44	TEARS AND ROSES 2 George Morgan, Columbia 43098	2
18	17	SECOND FIDDLE (To An Old Guitar) 19 Jean Shepard, Capitol 5169	19	43	43	IN THE MIDDLE OF A MEMORY 2 Carl Belew, RCA Victor 8406	2
19	16	ME 11 Bill Anderson, Decca 31630	11	44	41	WINE, WOMAN AND SONG 23 Loretta Lynn, Decca 31608	23
20	20	MEMORY #1 19 Webb Pierce, Decca 31617	19	45	45	IF ANYONE CAN SHOW CAUSE 7 Glenn Barber, Starday 676	7
21	22	GIVE ME 40 ACRES (To Turn This Rig Around) 5 Willis Brothers, Starday 681	5	46	31	CIRCUMSTANCES 24 Billy Walker, Columbia 43010	24
22	29	THE RACE IS ON 2 George Jones, United Artists 751	2	47	48	TH' WIFE 2 John D. Loudermilk, RCA Victor 8389	2
23	21	WORKIN' IT OUT 8 Lester Flatt & Earl Scruggs & the Foggy Mountain Boys, Columbia 43080	8	48	50	LET ME GET CLOSE TO YOU 2 Skeeter Davis, RCA Victor 8397	2
24	24	MR. AND MRS. USED TO BE 11 Ernest Tubb & Loretta Lynn, Decca 31643	11	49	49	TALKING TO THE NIGHT LIGHTS 9 Del Reeves, Columbia 43044	9
25	23	TAKE MY RING OFF YOUR FINGER 16 Carl Smith, Columbia 43033	16	50	—	MY FRIEND ON THE RIGHT 1 Faron Young, Mercury 72313	1

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	THE BEST OF JIM REEVES 9 RCA Victor LPM 2890 (M); LSP 2890 (S)	9	11	14	TRAVELIN' WITH DAVE DUDLEY 4 Mercury MG 20927 (M); SR 60927 (S)	4
2	2	I WALK THE LINE 13 Johnny Cash, Columbia CL 2190 (M); CS 8990 (S)	13	12	12	ON THE BANDSTAND 39 Buck Owens, Capitol T 1879 (M); ST 1879 (S)	39
3	5	TOGETHER AGAIN/MY HEART SKIPS A BEAT 5 Buck Owens & His Buckeroos, Capitol T 2135 (M); ST 2135 (S)	5	13	11	BEFORE I'M OVER YOU 7 Loretta Lynn, Decca DL 4541 (M); DL 74541 (S)	7
4	8	LOVE LIFE 5 Ray Price, Columbia CL 2189 (M); CS 8989 (S)	5	14	9	GOLDEN COUNTRY HITS 9 Hank Thompson, Capitol T 2089 (M); ST 2089 (S)	9
5	3	MOONLIGHT AND ROSES 18 Jim Reeves, RCA Victor LPM 2854 (M); LSP 2854 (S)	18	15	13	WEBB PIERCE STORY 7 Decca DXB 181 (M); DXSB 7181 (S)	7
6	6	DANG ME/CHUG-A-LUG 9 Roger Miller, Smash MGS 27049 (M); SRS 67049 (S)	9	16	16	MORE HANK SNOW SOUVENIRS 24 RCA Victor LPM 2812 (M); LSP 2812 (S)	24
7	4	BEST OF BUCK OWENS 13 Capitol T 2105 (M); ST 2105 (S)	13	17	17	THERE STANDS THE GLASS 14 Carl Smith, Columbia CL 2173 (M); CS 8973 (S)	14
8	15	R. F. D. 5 Marty Robbins, Columbia CL 2220 (M); CS 9020 (S)	5	18	—	COUNTRY DANCE FAVORITES 1 Faron Young, Mercury MG 20931 (M); SR 60931 (S)	1
9	7	THANKS A LOT 9 Ernest Tubb, Decca DL 4514 (M); DL 74514 (S)	9	19	—	GEORGE JONES SINGS LIKE THE DICKENS! 2 United Artists UAL 3364 (M); UAS 6364 (S)	2
10	10	PORTER WAGONER—IN PERSON 16 RCA Victor LPM 2840 (M); LSP 2840 (S)	16	20	20	SLIPPIN' AROUND 2 George Morgan & Marion Worth, Columbia CL 2197 (M); CS 8997 (S)	2

their listing accordingly. . . . Jim Hobbs, program director at KWNT, Davenport, Ia., reports that since going all-country a little more than a year ago, the station has gone from a dead last in a five-station market to a tie for No. 1 in the afternoon. "The results have been most gratifying," writes Hobbs, "and we are as proud as punch. Two of our

shows with high ratings are "Trade-A-Way," wherein listeners call in items to buy, sell or trade, etc. The remaining time is 100 per cent country music. KWNT is 500 watts, serving the Quint City sector, a heavy industrial area. The music is all formatted, using a Top 25 playlist, oldies, a feature album and a pick hit. No cowboy suits are worn by any of the air

personnel. What's most important—sales are up!"

Bob Lunningham, with KRZE, Farmington, N. M., the last three years, has joined the staff at WRHC, Jacksonville, Fla., where he's spinning the country wax five hours daily, six days a week. Bob will also work in sales. . . . Handling the turntable duties at WGYW, Knoxville, which recently

made the switch to an all-country format, giving the town the first full-time country music station in more than three years, are Pleasant Ray Hegwood, 5 a.m. to 10 a.m.; George Joen, 10 a.m. to 12 noon; Ron Roberts, noon to 3 p.m., and Big Jim Hess, 3 p.m. to 6 p.m. The last two hours of the Ray show are aired from the Dogwood Room of Knoxville's Farragut Hotel, where the station maintains studios and offices. Dale Hawkins, WGYW general manager, and Jack Morgan, station manager, have also instituted a weekly country show billed as the "Friday Night Barn Dance." Morgan invites c&w artists to send in tapes to be aired on the show for a period of four weeks.

Lee Ross, the Hoss, of KFOX-Radio, Long Beach, Calif., is sporting a new release on Sims Records, a tune called, "The Town Crier," from his own pen. According to Lee, he's currently on the charts with it in San Diego, Calif.; San Francisco; Montgomery, Ala.; KMOP, Tucson, Ariz.; KSOP, Salt Lake City, and his own KFOX. Reports are also good from Nebraska and Texas sector, Ross says. Lee has a number of country hits to his credit, among them, "My Shoes Keep Walking Back to You," "The Curtain in the Window" and "Heart to Heart Talk." . . . Deejay copies of Earnesteen Bridges' new release, "Loser From the Start" b.w. "You Call Me Your Little Yo-Yo," may be obtained by writing on your station letterhead to Don Shryock at Sunar Records, Box 203, Heber Springs, Ark.

The two fastest-rising records in the Houston area the past week, according to Ed Stewart, KIKK music director, were, "The Race Is On," by George Jones, and "Spanish Lace and Memories," by Howard Crockett. "It is interesting to note," writes Stewart, "that your magazine picked both of these records as hits." . . . Jim McCoy, who spins the country wax at WABH, Deerfield, Va., has a new release on the Alear label, "There's Not a Thing" b.w. "This Heart." Deejays missed in the mailing may obtain a copy by writing to Jim at the above station. . . . Station WIII, with studios and offices at 507 Northwest Second Street, Homestead, Fla., comes through tersely with "We need records!"

Big country sellers in Phoenix, Ariz., and the Valley of the Sun these days are "Don't Be Angry," by Stonewall Jackson, and Wayland Jennings' "Just to Satisfy You," reports Johnny Hatfield, PD at KRDS, Phoenix. Hatfield reports further that one of the KRDS deejays has recorded a comedy disk for Sims called, "Walkin' and Whistlin'," done in Huckleberry Hound style, which seems to be getting favorable re-



MERLE KILGORE, well-known Nashville songwriter and MGM recording artist, appears to have a hit with his new MGM release of "Bell Witch." Kilgore, writer of "Wolverton Mountain" and "Ring of Fire," was voted into the Top 10 Most Popular Songwriters last year by the disk jockeys. He is booked by the Bob Neal Agency, Nashville. (Advertisement)

Chas. Walker Epic Signer

NEW YORK—Charlie Walker, c&w artist, has been signed to an exclusive recording deal with the Epic label. Currently a disk jockey with KMAC, San Antonio, Tex., singer-guitarist Walker comes to Epic with long c&w experience.

He's been a leading disk jockey for the past 10 years, and he performs six times yearly at the Golden Nugget, Las Vegas, Nev., and in January, he begins an extended European concert tour. He had a hit single on the Columbia label titled "Pick Me Up on Your Way Down." Walker's first single for Epic titled "Close All the Honky Tonks," was directed by Nashville a&r producer Billy Sherrill.

action in many parts of the country. Hatfield says a recent item here has netted him some results in the way of promotion disks, but that the station is still hurtin' for the real oldies and albums, including religious, while new releases are welcome all the time.

Joe Poovey, who records for Sims Records, now holds down the noon to 3 p.m. slot on KPCN, Dallas, Monday through Friday, plus a six-hour stint on Saturdays. Joe reports good reaction to his tune, "I'm Barely Hanging On to Me," as recorded by Bob Jennings. In addition to his deejay chores, Poovey has recently taken over publicity for KPCN. . . . Kyle Gay, formerly with KCKN, Kansas City, Mo., has taken over as music director at KPCN, Dallas. . . . Ed Milton, formerly with KDSX, Sherman, Tex., has returned to KPCN, Dallas, as news director. Ed is planning a Nov. 30 wedding.

Record hustler Walt Breeland typewrites that he has available promotion copies of Willie Nelson's new release on the Monument label, "I Never Cared for You" b.w. "You Left Me a Long, Long Time Ago," both a product of Willie's pen. It's Nelson's first release for the House of Foster. Breeland also has on hand sample copies of "I'm Changing the Numbers on My Telephone," by Clay Allen on Longhorn, and "Mama Stays Home," by Eddie Noack. Write to Breeland on your station letterhead. Address: 8708 Ruthby Street, Houston, Tex. 77017. . . . Ramblin Lou, who last week made the shift to WWOL, Buffalo, after 17 years of spinning the country wax at WJLL, Niagara Falls, N. Y., asks that the artists and diskeries send the records to his new address: Station WWOL, Hotel Lafayette, Buffalo, N. Y. Lou will continue to book live talent in the Buffalo area and will continue with the operation of his own band, the Twin Pine Mountaineers.

COUNTRY MUSIC CORNER

By BILL SACHS

Johnny and Jonie Mosby were in Nashville Tuesday (22) for another Columbia session. . . . Roy Drusky was in New York last week to cut a seg for the Jimmy Dean TV show to be aired December 1. . . . "Grand Ole Opry's" Cousin Jody is currently on a six-week trek through Germany and England, playing U. S. military bases. . . . The Caravan East, Albuquerque, N. M., owned and operated by Bob Johnson, is reported enjoying vastly improved business since adopting a country & western talent policy some weeks ago. A number of top c&w names have already played the spot. . . . Bobby Boyle, with Bryte and Roy Records the last three years, has left to join Janie Records, for which he has just cut his initial release, "Book Upon a Shelf." Brite Star is handling promotion on the new release. Deejay copies may be obtained by writing Brite Star Record Company, Newbury, Ohio.

Billy Walker's personal appearance schedule for the next three weeks calls for a series of one-nighters through the Midwest, then westward to California. . . . Dave Dudley and the Roadrunners will swing westward through Colorado, Wyoming, Texas and Oklahoma through October. . . . Buddy Meredith and band are slated for a week's stand at the Navajo Hogan, Colorado Springs, Colo., starting Oct. 12.

Billy Deaton infos that country music is still going great guns in the Texas territory. He reports that he recently used Carl Smith and Hank Thompson on two separate weekends to turnaway business. Deaton says he had the same results with Rusty and Doug recently, and that he has the Jim Reeves Blue Boys set for Texas dates this week. . . . Wynn Stewart and Buddy Cagle are currently holding forth at the Lazy X, newest country-oriented nitery in North Hollywood, Calif. Wynn's debut waxing since his return to Capitol hits the mails this week. Top side is the new Danny Dill ballad, "The Happy Part of Town." . . . Johnny Western took time off recently from eight weeks of Midwestern fair and rodeo dates to cut his first sides for Philips, with the first single due out this week. . . . "Bitter Tears" is the title of a new Indian album which Johnny Cash has just finished cutting for Columbia. It will be released Oct. 1.

WWIL, Lauderdale, Bows New C&W Seg

FORT LAUDERDALE, Fla.—A new country and western show has galloped off to great success on WWIL-AM-FM here. "Country and Western Classics," heard each Friday night, 8 to 9, is sponsored by A-1 King Size Sandwiches, local food processing company. Bruno M. Kern, WWIL station manager, said he is pleased by the reception given the program to date.

The show, an hour of country music and comments, is co-hosted by the sponsor, Jess Stansbury, and Ed Bunce, WWIL's air personality, who has a daily country and western show from 5 to 7 a.m., Monday through Saturday.

"Country and Western Classics" each week selects a star from yesterday and a Nashville artist of today, and features their records.

Say You Saw It in
Billboard

"THE JIMMY DEAN SHOW"



COUNTRY STYLE

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"THE JIMMY DEAN SHOW"



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Singing his recording hits:

- ★ ANY MORE
- ★ PEEL ME A NANNER
- ★ YOU NEVER CRIED
- ★ SECOND HAND ROSE

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ALBUM REVIEWS

Continued from page 24

JAZZ SPECIAL MERIT

STRETCHIN' OUT

Jazz Crusaders. Pacific Jazz PJ 83 (M); ST 83 (S)

There's a freshness in delivery by these Jazz Crusaders. Jazz buffs call it the "Big Texas Sound." It's great swinging and "Robbin's Nest" proves the point. For a slower work of beauty, try "Polka Dots and Moonbeams" featuring Wayne Henderson on an instrument called the euphonium. It's a great new sound.

LOW PRICE CLASSICAL SPECIAL MERIT

BIZET: CARMEN (3-12")

Various Artists. Richmond RS 63006

L'Opera Comique comes through with a spirited performance of the oft-recorded Carmen. It's a pity it comes on the heels of the Leontype Price version. But this version should do well as a low-priced package.

LOW PRICE CLASSICAL SPECIAL MERIT

MASCAGNI: CAVALLERIA RUSTICANA (2-12")

Mario Del Monaco & Various Artists. Richmond RS 62008

Mascagni's popular opera gets an enjoyable reading from an Italian company headed by Mario Del Monaco, Elena Nicolai and Aldo Protti. The orchestra and chorus are under the vivid direction of Franco Ghione. It's a two-album package.

LOW PRICE CLASSICAL SPECIAL MERIT

GILBERT & SULLIVAN: THE GONDOLIERS (2-12")

D'Oyly Carte Opera Company. Richmond RS 62010

Martyn Green heads an accomplished O'Doyly Carte cast in a far-better-than-average presentation of the popular Gilbert and Sullivan

opera. Particularly effective is the New Promenade Orchestra and chorus conducted by Isidore Godfrey.

LOW PRICE CHILDREN'S SPECIAL MERIT

LIFE STORY OF GEORGE WASHINGTON & THE LIFE STORY OF ABE LINCOLN

Various Artists. Mercury SLP 112

This is an example of an outstanding series released by Mercury. This album, with the life story of George Washington on one side and that of Abe Lincoln on the other, is dramatically performed and a 40-piece symphony orchestra provides excellent background and bridge music. Wonderful way to introduce children to history.

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

GUITAR GALAXIES
George Barnes. Mercury MG 20956 (M); SR 60956 (S)

FREDERICK FENNEL CONDUCTS VICTOR HERBERT
Mercury MG 20954 (M); SR 60954 (S)

THE MAN OF STEEL
Jerry Byrd. Mercury MG 20932 (M); SR 60932 (S)

CHERRY BLOSSOM TIME
Carmen Cavallaro. Decca DL 4545 (M); DL 74545 (S)

HERE AND NOW!
Bob Florence. Liberty LRP 3380 (M); LST 7380 (S)

THE STANDELLS IN PERSON AT P.J.'S
Liberty LRP 3384 (M); LST 7384 (S)

XAVIER CUGAT PLAYS THE MUSIC OF ERNESTO LECUONA
Mercury MG 20936 (M); ST 60936 (S)

CLASSICAL

BRITTEN: YOUNG PERSON'S GUIDE; SERENADE
London Symphony Orchestra (Britten). London CM 9398 (M); CS 6398 (S)

HANDEL: JULIUS CAESAR ARIAS
Joan Sutherland. London 5876 (M); OS 25876 (S)

MOZART: HORN CONCERTOS NOS. 1, 2, 3, 4
Erich Penzel, Horn; Vienna Symphony (Paumgartner). Mercury MG 50407 (M); SR 90407 (S)

MOZART: HORN CONCERTOS 1-4
Barry Tuckwell; London Symphony (Maag). London CM 9403 (M); CS 6403 (S)

SONGS OF SENTIMENT
John McCormack. RCA Victor LM 2755 (M); (No Stereo)

DVORAK: SYMPHONY NO. 2 IN D MINOR
London Symphony Orchestra (Kertesz). London CM 9402 (M); CS 6402 (S)

BACH: HARPSICHORD CONCERTOS 1 & 2
George Malcolm, Harpsichord; Stuttgart Chamber Orchestra (Munchinger). London CM 9392 (M); CS 6292 (S)

LOW PRICE CLASSICAL

VIENNA PHILHARMONIC NEW YEAR CONCERT, VOL. 2
Richmond B 19106

MAHLER: SYMPHONY NO. 4 IN G MAJOR
Concertgebouw Orchestra of Amsterdam (Van Beinum). Richmond B 19104

BACH: SUITES NOS. 2 & 3 FOR ORCHESTRA
Stuttgart Chamber Orchestra (Munchinger). Richmond B 19102

JAZZ

FLUTE, OBOE & STRINGS
Bud Shank/Bob Cooper Ork. World-Pacific WP 1827 (M); ST 1827 (S)

OSCAR PETERSON TRIO + ONE
Mercury MG 20975 (M); ST 60975 (S)

GIFTS & MESSAGES
Roland Kirk. Mercury MG 20939 (M); SR 60939 (S)

SACRED

SACRED FOLK STYLINGS
Jerry Barnes. Word W 3302

SONGS OF THE SOUTHLAND
Melody Four. Word W 3313

COUNTRY

COUNTRY SONGS/CITY HITS
Slim Whitman. Imperial LP 9268 (M); LP 12268 (S)

FOLK

BUD & TRAVIS IN PERSON
Liberty LRP 3386 (M); LST 7386 (S)

LOW PRICE CHILDREN'S

THE LIFE STORIES OF GENERAL CUSTER & GERONIMO
Various Artists. Mercury SLP 113

INTERNATIONAL

ANTONIO AND THE BALLETS DE MADRID
London Int'l TW 91341 (M); SW 99341 (S)

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

POPULAR

HARMONICA HOLIDAY
Richard Hayman. Mercury MG 20953 (M); SR 60953 (S)

THE ORIGINAL COOL JAMAICAN SKA
Various Artists. London LL 3384 (M); PS 384 (S)

OUDI HRANT TURKISH DELIGHTS
Prestige 1089

CLASSICAL

BACH: CLAVIER CONCERTOS, NOS. 1, 4 & 5
Vasso Devetzi; Moscow Chamber Orchestra (Barshal). Mercury MG 50410 (M); SR 90410 (S)

CONCERTOS FOR TWIN PIANOS
Willi Stech & Borislav Rokovic, Pianists, with Kurt Edelhagen & His Orch. MGM E 4230 (M); SE 4230 (S)

SONGS OF NEW NATIONS
De Paur Chorus. Mercury MG 50382 (M); SR 90382 (S)

LOW PRICE CLASSICAL

BEETHOVEN: SYMPHONY NO. 5 IN C MINOR
Concertgebouw Orchestra of Amsterdam (Kleiber). Richmond B 19105

SPIRITUAL

THE BEST FROM THE WEST, VOLUME ONE
Various Artists. Proverb PR LP XX01

OTHER ALBUMS REVIEWED

POPULAR

ESCAPE
Bob Bellows. Art ALP-33-S (S)

CLASSICAL

SOUND SPECTRUM, VOL. 5, FOR SYMPHONIC BAND UNDER THE DIRECTION OF JOHN CACAVAS
Murbo MLPS 5000 (S)

ASCAP Booklet

NEW YORK—The American Society of Composers, Authors & Publishers (ASCAP) has published a booklet of hit tunes from 1892 to the present day as part of its 50th anniversary celebration. In a foreword to the booklet, the Society points out that objective criteria were used in the selection of the more than 2,400 songs listed. Various lists and surveys were correlated with ASCAP's own performance records of the works of its members. It was also pointed out that the songs listed represent only a fragment of the Society's repertory.

Name Goldmark

NEW YORK—Aaron (Goldie) Goldmark has been appointed general manager of the Ampco (BMI) publishing firms, owned by ABC-Paramount. ABC-Paramount President Sam Clark said that the firm will operate as an independent entity and will attempt to enlarge its catalog.

PROGRAMMING SPECIALS

Continued from page 18

RHYTHM & BLUES

DANNY WHITE—Love Is a Way of Life (Frisco-Shirley's, BMI) (3:04)—**Moonbeam** (Frisco-Shirley's, BMI) (2:56). ABC-PARAMOUNT 10589

SUGAR PIE De SANTO—I Love You So Much (Chevis, BMI) (2:38)—**I Don't Wanna Fuss** (Chevis, BMI) (2:45). CHECKER 1093

OLYMPICS—Return of the Watusi (Keyman, BMI) (2:32)—**Return of Big Boy Pete** (Venice, BMI) (2:20). DUO DISC 105

LOTS A POPPA—THAT'S WHERE IT'S AT (Crazy Cajun, BMI) (3:10)—**I Found a Love** (Lupine-Alibri, BMI) (2:53). TRIBE 8305

BOBBY CHARLES—Ain't Misbehavin' (Mills-Joy, ASCAP) (2:07)—**Preachers Daughter** (BMI) (2:15). JEWEL 735

BARBARA & THE BROWNS—In My Heart (East, BMI) (2:45). STAX 158

JAZZ

EDDIE CHAMBLEE—Champin' (Prestige, BMI) (2:30)—**Skang** (Prestige, BMI) (3:00). PRESTIGE 329

LEE MORGAN—The Sidewinder, Part 2 (Nom, BMI) (3:00). BLUE NOTE 1911

SHIRLEY SCOTT—Soul Shoutin' (Pres, BMI) (3:00)—**Deep Down Soul** (Pres, BMI) (2:45). PRESTIGE 328

YUSEF LATEEF—Blues for the Orient (Alnur, BMI) (2:40)—**I'll Remember April** (Leeds, ASCAP) (3:08). PRESTIGE 332

MILES DAVIS—It's Only a Paper Moon (Harms, ASCAP) (2:45). PRESTIGE 321

FREDDIE HUBBARD—Blue Frenzy (Groove, BMI) (3:00). BLUE NOTE 1908

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COME A LITTLE BIT CLOSER
UA 759
On the One to Watch
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Say You Saw It in
Billboard

Crewe in UK For Session

LONDON—Bob Crewe arrived here to record his theme music for the English dubbing of Gilbert Miller's Italian movie, "Lipstick." Also in for the project were arrangers Charlie Callo and David Epstein. Crewe's latest protege, Tracey Day, has recorded the title song, which she sings in the film over the credits.

At Philips' London studios, Crewe recorded a complete instrumental album of the Four Seasons' hits. The musicians were assembled by Crewe's British recording friend, Andrew Oldham. Crewe announced that he plans to visit Britain regularly to record and was setting up a deal with Andrew Oldham for the exchange of their material.

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Dave Clark Five, Epic 9722

I WANNA BE WITH YOU

Nancy Wilson, Capitol 5254

WHO CAN I TURN TO

Tony Bennett, Columbia 43141

★ 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.

SHAGGY DOG . . .

Mickey Lee Lane, Swan 4183 (Survey, BMI) (Boston, Dallas-Fort Worth, Houston)

SHE'S NOT THERE . . .

Zombies, Parrot 9695 (Gallico, BMI) (Boston, Seattle)

THE INVASION . . .

Buchanan & Greenfield, Novel 711 (Novel, BMI) (Chicago)

I SEE YOU . . .

Cathy & Joe, Smash 1929 (J.D.A., BMI) (New Orleans)

I COULD CONQUER THE WORLD . . .

Shevelles, World Artists 1025 (Unart, BMI) (Seattle)

ONCE A DAY . . .

Connie Smith, RCA Victor 8416 (Moss Rose, BMI) (Houston)

SOFTLY AS I LEAVE YOU . . .

Matt Monro, Liberty 55725 (Robbins, ASCAP) (Cleveland)

NANCY'S THEME . . .

Earl Hagen, Colpix 740 (Screen Gems-Columbia, BMI) (Detroit)

SCRATCHY . . .

Travis Wammack, Ara 204 (Rolando, BMI) (Dallas-Fort Worth)

OVER YOU . . .

Paul Revere & the Raiders, Columbia 43114 (Minit, BMI) (Seattle)

GALE WINDS . . .

Egyptian Combo, Norman 549 (Gil-Cajun, BMI) (St. Louis)

AFTER LAUGHTER COMES TEARS . . .

Wendy Rene, Stax 154 (East, BMI) (Washington)

HEY THERE BEAUTIFUL . . .

Paul Petersen, Colpix 730 (Screen Gems-Columbia, BMI) (Houston)

Lurie Chosen

NEW YORK—The promotion and exploitation of London Records' pop product emanating from England and the Continent together with artists relations will now be under the guidance of Carl Lurie. Lurie, who has been with London Records for 16 years will become involved with the many artists planning U. S. tours in the near future.

CHAPPELL HAS TALENT AG'CY

LONDON—Chappell & Company is the latest music publisher to form its own artists management agency. The move follows that of Kassner Music, who publishes both sides of the Kings' smash single and also manages the group.

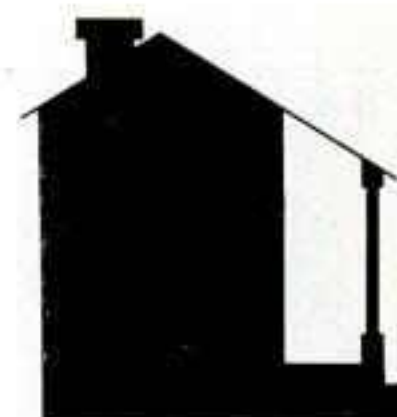
Raynard Distrib

MILWAUKEE — Raynard Records is now being distributed in the Wisconsin and Upper Michigan territory by Beckerman Distributing Company. The label is getting good regional response with its latest release, "Shake Up," b-w "Room-Boom." Vocals on both sides are by Al Jarreau.

REPRISE HAS RECORD MONTH

HOLLYWOOD—Dean Martin's "Everybody Loves Somebody" RIAA certified gold record plus several fast-moving new LP's have provided Reprise with its best month in history. Sales during August exceeded \$1 million, according to Mo Ostin, label's general manager.

Four Trini Lopez LP's led the sales surge plus two Dean Martin packages and single packages by Frank Sinatra-Count Basie and the "Robin and the Seven Hoods" soundtrack, Ostin revealed.



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NEW ALBUM RELEASES

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

ANGEL		NOUVELLES	
	M S		M S
BUESNELLO-MONTEVERDI—L'Incoronazione Di Poppe; 3644 BL	—	GILBERT BECAUD; PAM 67.122	—
VERDI: Requiem Mass; 3649 BL, SB 3649	—	GILBERT BECAUD A L'Olympia; PAM 67.144	—
FRANCO CORELLI Sings Great Religious Songs & Arias; 36208	—		
BEETHOVEN OVERTURES: The Philharmonic Orch (Klemperer); 36209	—		
SAINT-SAENS: Samson & Delilah; Jon Vickers, Rita Gorr; 36210, S 36210	—		
SCHUTZ: The Christmas Oratorio; Georg Jelden, Edith Mathis; 36211, S 6211	—		
MARIA CALLAS Sings Verdi Arias; 36221	—		
LUISA TETRAZZINI—Operatic Arias & Songs; COLH 136	—		
ALEGRE		PEACOCK	
EDDIE PALMIERI—Lo Que Traigo Es Sabroso; LPA 832	—	ORIGINAL FIVE BLIND BOYS—Father I Stretch My Hands to Thee; LP 113	—
		SENSATIONAL NIGHTINGALES—Travel On; PLP 118	—
AMY		PRINCESS	
DEL SHANNON—Handy Man; 8003	—	KARL BOXER TRIO—Jazz Impromptu; A 201	—
		ART MALVIN—Hardtack & Famous American Railroad Songs; CAL 1056, CAS 1056	—
BLUE NOTE		TOM GLAZER—I Like Holidays; CAL 1055, CAS 1055	—
WAYNE SHORTER—Night Dreamer; BLP 4173; BST 84173	—	WALT DISNEY'S Johnny Appleseed & Pecos Bill; CAL 1054; CAS 1054	—
ANDREW HILL—Judgement; BLP 4159, BST 84159	—	THE HECTOR HEATHCOVE SHOW; Cal 1053, CAS 1053	—
Anniversary Album/25 Years Blue Note; BLP 1001	—	SHARI LEWIS—Jack & the Beanstalk; CAL 1052, CAS 1052	—
		THE THREE SUNS—The Sound of Christmas; CAS 633	—
CAPITOL		Original Recordings by Great Bands of Our Times; CAS 811	—
FREDDIE & THE DREAMERS—I Love You Baby; T 6085	—	JIM REEVES—Have I Told You Lately That I Love You; CAL 842, CAS 842	—
PARSONS AND POOLE; T 6088, ST 6088	—	LIVING GUITARS SHINDIG; CAL 844, CAS 844	—
VARIOUS ARTISTS—Your Favourite Radio & TV Themes; T 6089	—	Christmas With GEORGE BEVERLY SHEA; Cal 850, CAS 850	—
BILLY J. KRAMER AND THE DAKOTAS—Little Children; T 6091	—	DR. SEUSS Presents Horton Hatches the Egg & Other Stories; CAL 1051, CAS 1051	—
VARIOUS ARTISTS—Caribbean Treasure Chest; T 6078	—	ROBERT SHAW CHORALE—Joy to the World; CAS 448	—
THE BEACH BOYS' CHRISTMAS ALBUM; T 2164, ST 2164	—		
AL MARTINO—A Merry Christmas; T 2165, ST 2165	—		
HANK THOMPSON & THE BRAZOS VALLEY BOYS—It's Christmas Time; T 2154, ST 2154	—		
JO STAFFORD—The Joyful Season; T 2166, ST 2166	—		
VARIOUS ARTISTS—The Favorite Songs of Christmas; T 2176, ST 2176	—		
THE LETTERMEN—She Cried; T 2142, ST 2142	—		
GEORGE SHEARING—Deep Velvet; T 2143; ST 2143	—		
More FOUR FRESHMEN & FIVE TROMBONES; T 2168, ST 2168	—		
THE FOUR PREPS—How to Succeed in Love; T 2169	—		
ST 2169	—		
THE GOOD TIME SINGERS—One Step More!; T 2170, ST 2170	—		
THE THREE D'S—New Dimensions in Folk Songs; T 2171, ST 2171	—		
THE GALLANTS Rock, Swing and Dance With "My Fair Lady"; T 2134, ST 2134	—		
Folk Songs by PETE SEEGER; W 2172	—		
SHELLY MANNE—My Fair Lady; T 2173, ST 2173	—		
GORDON MAC RAE & DOROTHY KIRSTEN—Kismet; W 2022, SW 2022	—		
LIZA MINNELLI—Lizal Lizal; T 2174, ST 2174	—		
CAPITOL OF THE WORLD		RCA ITALIANO	
OLAV WERNER & THE SOELVGUTTENE—Christmas in Norway; T 10377	—	CORALE "GIUSEPPE VERDI" DI TERAMO—Canti D'Abruzzo; PML 10378	—
VARIOUS ARTISTS—"Round the World Christmas; T 10379	—		
CHALLENGE		RCA RED SEAL	
JERRY WALLACE—In the Misty Moonlight; CH 619	—	MAR'AN ANDERSON—Songs at Eventide; LM 2769; LSC 2769	—
		LAURENCE OLIVIER as "Othello"; VDM 100, VDS 100	—
COLPIX		VERDI: RIGOLETTO; Anna Moffo, Robert Merrill (Solti); LM 7027, LSC 7227	—
FRANNIE HEINTZ—Modern Square Dances; CP 474, SCP 474	—	PETER & THE COMMISSAR . . . Variations on "How Dry I Am" . . . The End of a Symphony; LM 2773, LSC 2773	—
THE WILL BRONSON SINGERS—But Beautiful; CP 467, SCP 467	—	LEONARD PENNARIO—Humoresque; LM 2731, LSC 2731	—
		VARIOUS COMPOSERS—Italian Arias; Rome Opera House Orch. (Serafin); LM 2741, LSC 2741	—
COLUMBIA		The World's Greatest Marches: Boston Pops Orch. (Leinsdorf); LM 2757, LSC 2757	—
MY FAIR LADY—Soundtrack; KOL 6000, KOS 2600	—	BRITTEN: A Ceremony of Carols; Robert Shaw Chorale; LM 2759, LSC 2759	—
IRMA SERRANO—La Nueva Interpreté De La Cancion Ranchera; EX 5125	—	ROBERT SHAW CHORALE—Songs of Faith & Inspiration; LM 2760, LSC 2760	—
		MENOTTI: Amahl & the Night Visitors; Cast of NBC TV Prod. (Grossman); LM 2762, LSC 2762	—
COMMAND		RCA VICTOR	
ENOCH LIGHT & HIS ORCH.—Discotheque Dance Dance Dance; RS 873, RS 873 SD	—	SIBELIUS & GRIEG: Finlandia & Other Favorites; VIC 1069, VICS 1069	—
		PAUL ANKA Italiano; LPM 10130	—
DECCA		JUSSI BJORLING; LN 9884	—
THE MUNSTERS; DL 4588, DL 74588	—	MAURICE CHEVALIER; 530.007, 540.001	—
THE VENTURES—Walk, Don't Run, Vol. 2; BLP 2031, BST 8031	—	SEGUIRE MI VIAJE; MKL 1599	—
		STOMPS & JOYS; LPV 508	—
EVERGREEN		SMOKY MOUNTAIN BALLADS; LPV 507	—
Through the Years With VINCENT YOUMANS; 6401/2	—	MARTY GOLD & HIS ORCH.—In a Young Mood; LPM 2942, LSP 2942	—
		The ED AMES Album; LPM 2944, LSP 2944	—
KING		DAVID MERRICK Presents Hits From His Broadway Hits; LPM 2947, LSP 2947	—
JAMES BROWN & THE FAMOUS FLAMES—The Unbeatable 16 Hits; 919	—	HOMER & JETHRO—Fractured Folk Songs; LPM 2954, LSP 2954	—
CRASH CRADDOCK—I'm Torn Up; 912	—	BOBBY BARE—The Travelin' Bare; LPM 2955, LSP 2955	—
In Memory of the DELMORE BROS., Vol. 2.; 920	—	Music From the Broadway Hit "FIDDLER ON THE ROOF"; LPM 2964, LSP 2964	—
A Week-End With the IMPACS; 916	—	ELVIS PRESLEY—Roustabout; LPM 2999, LSP 2999	—
FOR KAMES—Polka Magic & Golden Waltzes; 915	—	RITA PAVONE—Small Wonder; LPM 2996, LSP 2996	—
DON RENO & RED SMILEY—Reno & Smiley Sing a Bluegrass Tribute to Cowboy Copas; 914	—	DRACULA'S Greatest Hits; LPM 2977, LSP 2977	—
PIED & TRAVIS in Person; LRP 3386, LST 7386	—	ORIGINAL MUSIC FROM THE ROGUES; LPM 2976, LSP 2976	—
ANN FLORENCE—Here and Now!; LRP 3380, LST 7380	—	FESS PARKER—Sings About Daniel Boone, Davy Crockett, Abe Lincoln; LPM 2973, LSP 2973	—
JAN & DEAN—Ride the Wild Surf; LRP 3368, LST 7368	—	SAM COOKE at the Copa; LPM 2970, LSP 2970	—
THE STANDELLS in Person at P.J.'s; LRP 3384, LST 7384	—	JOHN KLEIN—Let's Ring the Bells All Around the Christmas Tree; LPM 2914, LSP 2914	—
VARIOUS ARTISTS—Original Country Hits #3; LRP 3382	—	FRANKIE CARLE Plays the Big Imported Hits; LPM 2920, LSP 2920	—
ROPPY VEE—30 Big Hits of the 60's; LRP 3385, LST 7385	—	THE DAROL RICE SILVER SAXOPHONES PLAY THE GOLDEN HYMNS; LPM 2929, LSP 2929	—
BOBBY VEE's Golden Greats; LRP 3245, LST 7245	—	DORIS AKERS & THE STATESMEN QUARTET Sing for You; LPM 2936, LSP 2936	—
		GEORGE BEVERLY SHEA—Hark! the Herald Angels; LPM 2937, LSP 2937	—
LONDON		THE BLACKWOOD BROS. QUARTET Present Their Exciting Tenor BILL SHAW; LPM 2938, LSP 2938	—
KENNETH McKELLAR—Folk Songs From Scotland's Heritage; TW 91331, SW 99331	—	STAN WORTH—The Worth Is Yet to Come; LPM 2939, LSP 2939	—
		The JOHN GARY Christmas Album; LPM 2940, LSP 2940	—
MINARET		Christmas With the NORMAN LUBOFF CHOIR; LPM 2941, LSP 2941	—
TIKIS—In Town Tonight; TLP 7001	—		

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NICK NOBLE
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"I DON'T UNDERSTAND"
TOMMY ADDERLEY
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SA 507



MM 501

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• Continued from page 3

Jelivity Oct. 1, Beucler said. Dealer prices vary by region, the machine selling on the East Coast for \$117.47, in the West for \$119.47.

Beucler calls the machine "revolutionary" in that instruments may be played through it, the musician can accompany records and the unit may be used as a public address system. The executive believes it will next spring before competitors catch up with the design or start copying it.

"A dealer's ultimate profit doesn't stop with the machine's sale," he emphasizes. "The dealer can sell the customer regular earphones, pillow earphones, contact mikes and instruments."

Beucler added he would be "unhappy if the machine didn't move 5,000 units initially." He says advance orders are the greatest for any machine previously released by Capitol.

The instrument is manufactured for CRDC in Lowell, Mass. The Command Performer is applicable for college and teen-ager musicians with limited funds and limited room space for both a phonograph system and guitar amplifier system.

One unique feature of the instrument is that a guitar may be played late at night through the amplification system with the student plucking the strings gently yet hearing the notes loudly through earphones. Records may also be stacked for late evening listening and heard through a headset with the machine shutting off after the last record.

The Command Performer is the lead machine in CRDC's new line of five portables. Two of the four are transistorized, the SA 508 (\$99.95) and MM 502 (\$31.95), which Beucler calls the lowest priced, solid-state machine introduced by any major manufacturer. The two other portables are the SA 507 (\$79.95) and MM 404 (\$49.95). These machines are already available.

same day another member of the military, Maj. Gen. John W. O'Neill, commander of the USAF Electronic Systems Division, addressed the convention.

Friday's sessions commenced with a briefing on export opportunities to the United Kingdom by Daniel L. Goldy, national export expansion coordinator of the Commerce Department and members of the department's Electronics and Automation Trade Mission to Great Britain.

Final featured speaker was Albert W. Saunders, engineer, service technician and radio-TV educator, who spoke on television servicing.

Zenith Bows 25-Inch Color TV Series

CHICAGO—Zenith's new 25-inch rectangular color TV line with list prices starting at \$795 will be shipped to dealers in early October, according to L. C. Truesdell, Zenith Sales Corporation president.

Truesdell unveiled the line at a national distributor meeting held in the Palmer House here last week. He said initial shipments would be in limited quantities.

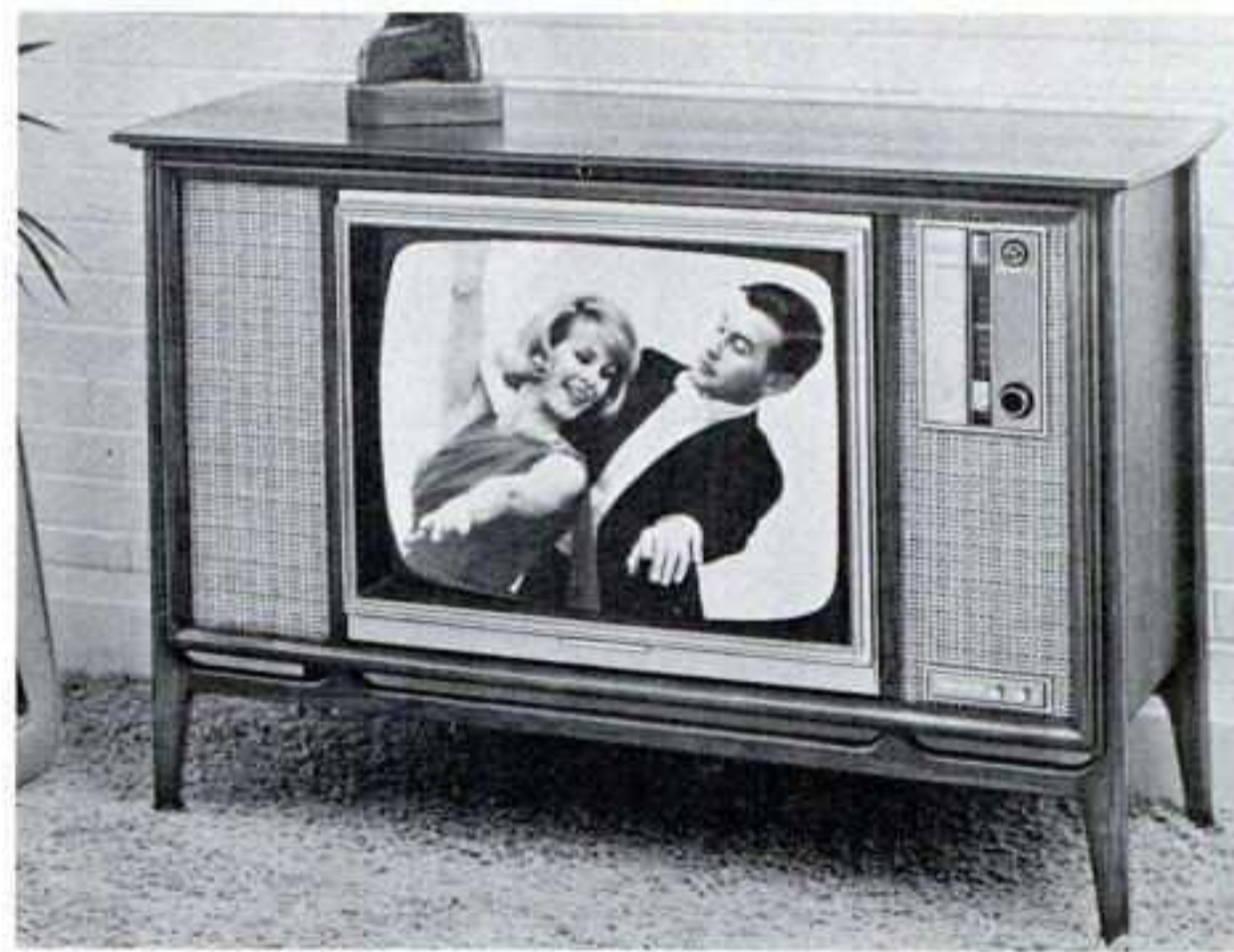
Truesdell said that the 25-inch units retain all the desirable performance characteristics of the 21-inch round tube sets with some added improvements.

Variety of Stylings

The line will be available in a variety of period stylings and will feature a new alignment of controls and a simplified escheon.

Truesdell emphasized that the company expects the conventional 21-inch color sets to continue to dominate industry production for the rest of this year and some time to come, "because the more costly rectangular tube and other factors make the 25-inch sets considerably higher in price than the 21-inch receivers."

Zenith's 25-inch, rectangular color tube is the three-gun, shadow mask type. Compared to the 21-inch, round screen tube with a 70-degree deflection angle and 265 square inches of rectangular picture area, the new tube has a projected viewing area of 300 square inches, a 90-degree deflection angle and is four inches shorter than the 21-inch tube, making possible slimmer cabinets.



ZENITH'S NEW 25-INCH, RECTANGULAR COLOR TV LINE includes the Alderson in Danish cabinet, with oil-finished walnut veneers and solids. The set has Zenith's Super Gold Video Guard 82-channel tuning system, a handcrafted horizontal chassis, two nine-inch-by-six-inch double cone speakers, one 3½-inch cone-type tweeter.

EIA Holds Boston Meeting; Discuss Variety of Subjects

BOSTON—The Electronic Industries Association met at the Statler Hilton here last week, with industry representatives sitting in on discussions with experts on a variety of topics related to the electronic field.

The meetings opened on Tuesday, with the day's program featuring Bradford Boss, assistant sales manager of the A. T. Cross Company speaking on "Strategy for Marketing a High-Quality Item in a Highly Competitive Market." Later in the day industry training officials participated in a roundtable discussion of "Effective Training."

Wednesday's sessions featured Col. George Thompson, USAF, assistant to the chairman of the Defense Department's ASPR Committee, discussing proposed changes in the Armed Services Procurement Regulation. Donald Price, vice-president of the Norton Company, spoke later on "Distribution in the Mill Supply Area."

Director of the Navy's Undersea Development Division, Capt. Donald G. Dockum, outlined new developments in anti-submarine warfare to industry officials on Thursday. Later the

Italians Rap TV-Phono Tax

MILAN—Strong opposition to government-proposed tax hikes affecting the home entertainment industry was voiced here in a keynote address to the 30th National Radio-TV Show by Dr. Piero Anfossi, president of the Italian National Electronics Association.

Nothing that the Italian TV industry has weathered a drop in domestic sales by moving successfully into the export market, Dr. Anfossi declared: "The industry faces 1965 with uncertainties due to the difficulty of maintaining prices at a competitive level, not only in the inter-

national market but also in the internal market."

Domestic sales dropped 20 per cent in 1964, Dr. Anfossi revealed, while costs were rising considerably. An increased tax burden, he explained, would deal the industry a severe blow.

"The industry will become more untable if costs rise in other sectors," he said. "Higher costs could put us out of international competition." Present in the session at which Anfossi spoke was Pietro Quaroni, former Italian ambassador to Great Britain, the new president of Italian Radiotelevisione. He said his organization, which is responsible for most Italian TV programs, would probably side with Anfossi's group in the battle against higher taxes.

The exposition, one of the oldest of this type in Europe, opened here Sept. 12 and will continue through Sept. 20.

FROM JAPAN TO RUSSIA

LONDON—As importer J. & I. Arbiter completed a contract for \$480,000 worth of Japanese-made guitars and drum sets last week, Premier Drum Company received an order from the Moscow Philharmonic Orchestra and Bolshoi Theater for over \$15,000 worth of new pedal-type tympani and other percussion instruments. The Japanese instruments will be produced to the London importer's designs and specifications. The lot includes 12 guitar models retailing at \$14 to \$140. Drum outfits range in price from \$140 to \$224.

RCA Shipping 25-Inch Color

CHICAGO—RCA will start shipping 25-inch rectangular tube color TV sets to distributors during the coming three weeks.

Shipping schedules for the company's new line of receivers, with optional retail prices ranging from approximately \$800 to \$1,300, were disclosed late last week by W. Walter Watts,

group executive vice-president.

Watts said the new 25-inch sets would be available in limited quantities through the end of this year, but announced plans for an \$8 million expansion program to increase RCA's color television picture tube production facilities.

"The new program is geared to parallel the projected growth

of color television set sales, which are expected to more than double during the next five years," Watts said.

Planned as a permanent addition to the full RCA color TV line, the 25-inch rectangular tube will permit extra-slim cabinet construction featuring full disappearing doors and period styling.

Zenith to Sponsor Nobel Doc'ment'ry

CHICAGO — An hour-long documentary presenting the Nobel Prize Awards in a special telecast on U. S. television for the first time is to be sponsored this winter by the Zenith Sales Corporation.

The announcement was made at a luncheon press conference here last week by L. C. Truesdell, president of Zenith Sales Corporation.

Carried by the entire American Broadcasting Company network, the program will be aired Saturday, Dec. 12, from 7:30 to 8:30 p.m. (EST), two days after the Nobel Awards ceremonies in Stockholm's Concert Hall.

"In concept and scope, the Nobel Prize Awards program gives promise of an excellent spectacular of true dignity as well as high drama," Truesdell said. "A program that not only promotes better international understanding but also has exciting entertainment values, the 1964 Nobel Prize Awards documentary will undoubtedly represent the television medium at its best. We are proud to sponsor the

1964 Nobel Prize Awards as part of a continuing endeavor to promote quality TV programming."

Cooke to Host

Narrator, writer and host for the program will be Alistair Cooke, correspondent for The Manchester Guardian, who has won Peabody and Emmy Awards for his "Omnibus" program and news reporting.

Walter Schwimmer, well-known Chicago producer of TV special events programs, conceived the idea for the Nobel documentary and will produce the 1964 program.

"We are hoping to make this an annual event," Schwimmer announced.

According to Schwimmer, the Nobel foundation has granted permission for unprecedented behind-the-scenes camera coverage of the judges in the conference room of the Royal Academy of Science.

Interviews with the winners, conducted by Cooke, will also be incorporated in the documentary, Schwimmer disclosed.

EQUIPMENT NEWSLETTER

Color TV—Full-Fledged Boom

By DAVID LACHENBRUCH
Contributing Editor

The TV boom of the early 1950's is beginning all over again—in color.

There have been doubts—even recently—about the real breadth of color TV's appeal, and to what extent the American public would exchange their black-and-white sets for color. These were real, honest doubts, and they came from every level of the industry.



SET MANUFACTURERS had been burned badly in the mid-1950's, when they played a game of follow-the-leader and came out with lines of color sets. It wasn't that the product was no good. The timing was horribly wrong. A heavy demand existed for quality black-and-white sets, and three good black-and-white sets could be had for the cost of one color set.

Dealers have been extremely reluctant to jump aboard the color bandwagon. Even within the past year, some dealers have called color sales slow. This probably is because color sets don't sell by themselves. They can't be sold with the same techniques as 19-inch portables. But while some dealers were complaining that color sets weren't selling, others were registering heavy color sales.

It's long been a sort of snide industry joke that RCA "exaggerates" color TV sales success. When RCA was implying that 1962 color sales exceeded 400,000 sets, its competitors were whispering "250,000 to 300,000." For 1963, RCA statisticians felt color set sales totaled over 700,000. So the other set manufacturers settled on a "consensus" figure of 550,000 to 600,000. As recently as last month, the president of a major set manufacturer expressed the opinion that last year's color sales probably "were actually smaller than commonly reported."

WHEN THE U. S. Census Bureau recently issued its tabulation on the home entertainment electronics business, it opened a few eyes. For the first time, it tabulated factory sales of color TV sets. Its report showed 438,000 color sets were sold in 1963 and 747,000 in 1964. Thus the actual figures turned out to be close to the highest estimates used by the industry.

THEREFORE, RCA's statements and estimates are beginning to carry considerably more weight, now that the Census Bureau has verified its past estimates. So the industry listened a little more attentively two weeks ago when W. Walter Watts, RCA senior group executive vice-president, officially raised the company's projection of 1964 color set sales. RCA had started the year by predicting 1.2 million color sets would be sold, raised its figure at midyear to 1.3 million, and it's now saying color sales will be somewhere between 1.3 and 1.5 million this year.

This year, for the first time, the Electronic

Industrial Association is compiling figures of color set production. Its last data indicate that the total for the year's first seven months was about 690,000 sets—or quite close to 1963's full-year figure, with the big selling season yet to come.

ALMOST DAILY, color TV generates new interest and new excitement. New York TV set distributors reported an excellent sales pace this summer, and attributed it to the color telecasts of the Mets' home games. On a national basis, the new television programming season sees only a modest increase in the amount of network color, but the increase seems to be in the areas which count the most.

Sports served as the biggest stimulus to black-and-white set sales in TV's early days. Now the same thing may be happening in color. Almost all of the NCAA college football games are being broadcast in color, and if you don't think color improves football telecasts, take a look at one of these games in color. Color even made the Penn State-Navy game interesting—and that's saying something.

ONE YEAR from now, NBC will be broadcasting both the college games and the American Football League pro schedule in color. There has been no formal announcement, but there is strong evidence to indicate that the CBS network, at long last, will go all-out for color in the 1965-1966 season, starting next September. Some CBS affiliates insist the network officials have all but assured them that they will take the color plunge during the season when 10 per cent of American television homes have color sets. Using CBS' own projections, as supplied by the network to its affiliates at their meeting in New York last spring, this point will come during the 1965-1966 season.

RCA's RECENT surprise announcement that it would offer the new 25-inch color sets ahead of schedule—during October instead of December—is another sign that big things are ahead in color. RCA obviously is trying to blunt Motorola's 23-inch color drive and beat Zenith to the market with the 25. The first RCA 25-inch sets will be priced from \$800 to \$1,300, and quantities will be limited. For the balance of this year, their main function will be to point up how good a buy the public can get in 21-inch sets.

Next year, there will be 21-inch, 23-inch, 25-inch, 19-inch and possibly 16-inch sets in color—a full line, with plenty of variety. This year, one set in every six sold will be color. Next year, it could be one in every four. With the burgeoning of a real demand for color, and with the new screen sizes, there's some hope that dealer profit levels on color will improve.

No matter how you look at it, there's a real color boom, and it's going to pick up steam in the coming months and years. Everybody wants color TV, and it appears that almost everybody's going to buy it.



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If you are not now subscribing, use the coupon on page 8 to be sure to get your copy of October 17 Billboard with the big section on . . .

Record Retailing Today

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

VANGUARD—Started Sept. 1. Expires Sept. 30.

Extra 10 per cent on entire catalog; Everyman classics and demonstration records (SRV series) monaural extra 10 per cent; Everyman classics and demonstration records stereo 30 per cent.

STARDAY—Expires Sept. 30, 1964.

Fifth Annual Country Music Spectacular Summer Sales and Fall Restocking Plan. A 20 per cent discount to dealers on all Starday regular-priced album lines.

ABC-PARAMOUNT—Expires Sept. 30, 1964. Started June 28, 1964.

A 12½ per cent discount on all new and catalog merchandise.

IMPULSE—Expires Sept. 30, 1964. Started June 28, 1964.

A 12½ per cent discount on all new and catalog merchandise.

TANGERINE—Expires Sept. 30, 1964. Started June 28, 1964.

A 12½ per cent discount on all new and catalog merchandise.

GNP CRESCENDO—Expiration date indefinite. Started Jan. 1, 1964.

The 600 series—buy five, get one free. Regular series—buy nine, get one free.

GATEWAY—Expiration indefinite. Started March 13, 1964.

Two free records for every 10 purchased in series 1100, 1200, 1400, 1600.

One free record for every 10 purchased in series 2000, 7000, 8000, 9000, with the exception of 9001 and 9003; buy 10 get two free.

DOOTO—Expiration indefinite. Started May 23, 1964.

Buy five, get one free on all Comedy Records.

FOLKWAYS—Expiration indefinite. Started July 7, 1964.

Eight pre-packed units (10 records per pack), one pre-pack free with purchase of five pre-packs, rest of Folkways catalog at 12½ per cent additional discount.

ARHOOLIE RECORDS—Expiration date indefinite.

Started Sept. 1, 1964. Distributor receives two free with every 10 bought on new product; one free with 10 on catalog items.

SAY YOU SAW IT IN BILLBOARD

BILLBOARD, October 3, 1964

Copyrighted material

Handsome Display Spurs Sales

SUITLAND, Md. — Designing a precise spot for everything has resulted in heavy sales of home entertainment equipment in one of the most handsome appliance departments in the industry at the GEM Store in this Washington, D. C., suburb.

When Albert Bass, department manager, leased space in the new store, he placed heavy emphasis on tape recorders, stereo phonographs and recorders, portable phonographs and all types of radios.

And he decided from the outset to display these items in the most orderly manner possible. The 90-foot wall fixture shown in the accompanying photograph is the result. It contains permanently assigned spots for

every item, recessed out of the line of traffic and framed in glowing fluorescent lights.

Panel Has Sections

The impressive display panel has 16 sections, ranging from three to five tiers high, dividing the fixture into compact bins. Each bin is supplied with power through a continuous bus bar system, permitting demonstration of any item on display.

In setting up the display area, Bass reasoned that because every item on display had its own niche, customers would automatically help to keep the department orderly.

"My theory worked," Bass declared, "and it seems to be paying off in sales."

Concentrating on quality and

durability instead of low price, Bass selected all his stereo equipment after a study of the comparative service record which each make and model showed. As a result, a 90-day guarantee is offered on each item sold.

Fast-moving, lower priced recorders, phonographs and radios appear across the aisle from the wall fixtures, on a continuous 80-foot table. Here, too, every set is powered for easy demonstration.

Although moderately priced stereo recorders are carried, selling accent is on the \$250-up stereo recorders.

Accessories Important

"The true music lover will often invest as much as half the

original purchase price of a stereo recorder in such accessories as head demagnetizers, tape heads, fine microphones, mixers, and so forth," Bass reported.

A service window at the rear of the department promises serv-

ice on every item sold. The service department was designed and set up before the sales and display facilities, Bass explained, because of the great importance of reliable service in selling the suburban Washington market.



VIEW OF THE HOME ENTERTAINMENT department in new GEM Store, Suitland, Md.

COMING NOV. 7...

The second annual edition of the most treasured and successful supplement edition ever published by Billboard

The "Award Winning"

WORLD OF COUNTRY MUSIC

Winner of a Jesse H. Neal

Editorial Achievement Award for 1963

ADVERTISING DEADLINE: THIS WEEK!

Mercury & Philips Add 100 Recordings to Ampex Tapes

CHICAGO—The addition of 100 Mercury and Philips recordings to the Ampex Stereo Tape catalog brings to 19 the number of recording companies whose libraries are available on Ampex tape.

Mercury artists included among the new selections are Xavier Cugat, Buddy Morrow, Sarah Vaughan, Patti Page and

the Detroit and London symphony orchestras, according to John N. Latter, vice-president-general manager of Ampex's consumer and educational products division.

Philips selections include Soeur Sourier, the Swingle Singers and Serendipity Singers. The AST catalog now lists more than 1,300 selections.

KIP TYLER SWINGIN' With "GYRO DISC BRASS"



HOLLYWOOD—Gyro Disc International execs listen to playbacks of new Kip Tyler session at label's Hollywood offices. Session includes new swingin' version of "Girl From Ipanema" which will replace present flip side of Tyler's smash belter "That Bell of Freedom." Reason for switch is that

label wishes to showcase Tyler's versatility, with new "swinger" image as a catalog-type artist, in replacing present rock and roll back side. Tyler formerly had success with his own rock and roll group in personal appearances and a weekly T.V. show on the coast. B.W. Garcin, label exec, announces

plans include promotional tour for Tyler, with approximately 20 Network T.V. appearances forthcoming, and the recording of five other artists which sessions are also to be directed by Tyler who produced original "Bell of Freedom" master for label. The "Bell" and "Ipanema" pairing is also being released in stereo for juke boxes.

KIP TYLER



THAT BELL OF FREEDOM NOW BACKED WITH

#710 GIRL FROM IPANEMA

This is Ad #19 (Watch for Swingin' Ad #20)

6815 SUNSET BLVD.
Suite 202
HOLLYWOOD, CALIF.
Phone: HO 4-9310

WARDROBE: Beau Gentry

A Division of GYRO DISC INTERNATIONAL

Billboard Buyers & Sellers

CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

EMPLOYMENT SECTION

SITUATIONS WANTED

Successful Record/Music Executive with over 18 years of experience with the major companies in the industry, seeks highly responsible position with an organization that would find the following background desirable and valuable: Thoroughly experienced in the marketing patterns of record distribution, from sales with a branch office to branch manager to divisional manager. Vice-President and General Manager of one of the leading Country & Western Music Publishing Companies in the world. General Manager of the leading Country & Western Radio Station in the nation. A&R Director of Country & Western Music for two majors. Reference presented upon request. Please contact: **BOX #135, c/o Billboard** 165 W. 46 St., New York City 10036

ANNOUNCING a new low rate for SITUATIONS WANTED ADS

to help people in the allied fields of MUSIC, RECORD, COIN, PROMOTION, ENTERTAINMENT

to make the right, best paying connections. THIS IS THE PERFECT MEDIA FOR SELLING YOURSELF TO PROSPECTIVE EMPLOYERS.

\$2.00 will do the trick for a 1/2" ad in one issue . . . maximum 35 words, plus name and address.

MAIL COPY AND PAYMENT TO: **Billboard Classified Mart** 165 W. 46th St. New York, N. Y. 10036

HELP WANTED

JUKE BOX MECHANIC—MUST BE TOP mechanic plus amplifier work. Reasonable hours, vacation, good pay. References required. Write **Reliable Music Co.**, 2805 S.W. 2nd Ave., Fort Lauderdale, Fla.

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

DEALERS . . . ONE-STOPS . . . RACK JOBBERS

Territory: North Dakota, South Dakota, Nebraska, Minnesota, Iowa. Order Your Supply of

Record Preview

BILLBOARD'S GREAT NEW CONSUMER LP MAGAZINE-CATALOG FROM:

Heilicher Bros. 119 N. 9th St., Minneapolis, Minn. (612) FE 3-8281 Pres.: Amos Heilicher

Listed, you will find the labels which we presently distribute: Labels: Abbot, Abner, Ace, After Hours, AFO, Amy, Argo, Art Sound, Atco, Atlantic, Bamboo, Blast, Brent, Calor, Canadian American, Candix, Caprice, Carib, Carlton, Checker, Check-mate, Chess, Chex, Coed, Cole, Colpix, Command, Companion, Congress, Crackerjack, Cricket, Dana, Deauville, Design, Diamond, Dimension, Dolton, Duel, Duo, Duke, Enjoy, Epic, Everlast, Fabor, Family Hour, Fantasy, Fire, Fling, Fono Graf, Footlight, Ford, Fury, Gallant, Goldie, Grand Award, Harmon, Heartbeat, Imperial, Infinity, Instant Learning, Israel, Josie, Joy, Jubilee, Laugh Time, Laurie, Lemonde, Liberty, Little Star, Luaine, Lutheran, Mack IV, Mala, May, Minit, Okel, Original Sound, Palette, Panorama, Peacock, Pearl, Peter Pan, Pike, Radiant, Rendezvous, Sabina, Santo, Sar, Scepter, Sermon, Sherton, Spar, Stereoditties, Studio, Stax, Select, Solo, Soma, Somerset, Sonador, Shell, Sue, Sunrise, Time, Todd, Tri Disc, Tuba, Tuff, 20th-Fox, Unity, Valliant, Vee Jay, Wallis, Wand, Wilshire, Zen.

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

DISTRIBUTION ARRANGED CONSULTATION

All questions answered about Recording, Distribution, Printing, Shipping, Music Publishing, etc.

NATIONAL RECORD PROMOTION & PUBLICITY

PRESSING No job too small



MORTY WAX PROMOTIONS 1650 Broadway N.Y., N.Y. 10019 CI 7-2159

RAYMAR'S MEMORY LANE

We can supply you with 400 of the greatest oldies but goodies. List upon request! Wholesale only! "Largest selection of other hard-to-get records."

100 Assorted New 45 RPM's, \$9.00 per 100 \$80.00 per 1000 (1 to 2 yrs. old)

WE SPECIALIZE IN CURRENT "TOP 100" 45's AND LONG PLAY WE ALSO BUY INVENTORIES OF THE ABOVE.

RAYMAR SALES CO. 170-21 Jamaica Avenue Jamaica 32, New York Olympia 8-4012

RECORD MFG. SERVICES, SUPPLIES & EQUIPMENT

RECORDING FACILITIES & SUPPLIES

PROFESSIONAL DEMO RECORDS

Finest Quality—Low Prices—Top Notch Talent. 8 Singers (male-female), 10 Instruments—Vocal Groups. Best, Modern Tape and Disc Equip. (AmpeX, Altec, RCA) Large Sound Studios—Top Technicians. Piano or Organ & Vocal—1 Song, \$13.00; two songs, \$23.00 (45 or 78); add Guitar, Bass, Drums, Sax, Clarinet, Steel Guitar, Violin for \$5.00 each per song. WRITE FOR FREE BROCHURE.

DEMONSTRATION RECORD COMPANY (Our 10th Year) Box 3404, Sta. C Lincoln, Nebraska

BUSINESS OPPORTUNITIES

LEARN AUCTIONEERING; BIG MONEY, prestige, career. Two-week term in residence or home study (including LP records, operations manual, advertising and sales kit). Internationally recognized diploma. Free catalog. Write today: **Missouri Auction School**, 1330-56 Linwood, Kansas City 42, Mo. 64109. ch

MISCELLANEOUS

30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. **Robert Orben**, 3536 Daniel Crescent, Baldwin Harbor, N. Y. ch-np

PUBLICATIONS & SERVICES

MUSIC LEAD SHEETS — WE PRINT them for top Hollywood professional writers and publishers. Only \$5 for first fifty copies, including all copywork, etc., plus 1¢ each over 50. Or send for sample and details. Lead lines, 5558 Hollywood Blvd., Hollywood, Calif. 90028. oc17

when answering ads . . .

Say You Saw It in **Billboard**

CLASSIFIED RATES Per Insertion

	1/2"	1"	2"	Each Additional Inch
Manufacturer Advertisers	\$9	\$15	\$25	\$9
Distributors (Regional) & Employment Advertisers	\$5	\$9	\$15	\$5
Distributors (National)	\$9	\$15	\$25	\$9
Situations Wanted for Individuals	\$2	\$5	\$9	\$5

- Minimum size sold is 1/2", approximately 35 words; 1" 70 words.
- All rates are for EACH insertion. PAYMENT MUST BE IN ADVANCE!
- Advertisements 2" or larger are set in boxed style.
- If Box Number is used, follow 10 words for number and address. Box number service charge is 50¢ per insertion.

USE THIS HANDY ORDER FORM

Please insert the following ad for _____ consecutive issues.

Heading: _____ Size: _____

Set regular classified style. Set boxed classified style.

Amount enclosed _____

Copy: _____

Company Name _____ Authorized by _____

Address _____

City _____ State & Zip Code _____

PLEASE ENCLOSE YOUR PAYMENT. WE DO NOT BILL FOR CLASSIFIED ADS.

FOR ADDITIONAL INFORMATION AND/OR ASSISTANCE CONTACT: CLASSIFIED ADVERTISING MANAGER, Billboard, 165 West 46th St., New York City 10036.

ADVERTISING RATES INTERNATIONAL EXCHANGE Classified: Per line \$1. Minimum 4 lines per insertion. DISPLAY: Per inch \$14. Minimum 1 inch.

Above prices are for one insertion in one issue. Cash or check with order. Lower rates for 12, 26, 52 insertions in a one-year period.

FOR FURTHER INFORMATION CONTACT: **Peter Heine**, International Advertising Director, Billboard, 165 West 46th Street, New York City 10036 or **Andre de Vekey**, European Director, 15 Hanover Square, W. 1, England.

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 \$201 and \$300

This Issue	6/13/64 Issue	3/7/64 Issue	BRAND	% OF TOTAL POINTS
1	1	1	Magnavox	40.9
2	7	2	Zenith	11.5
3	3	3	RCA Victor	6.3
4	2	6	KLH	6.1
5	—	9	Voice of Music (V-M)	5.1
5	6	6	Curtis-Mathes	5.1
7	5	4	General Electric	4.7
8	4	6	Masterwork	3.7
9	—	—	Packard-Bell	3.3
			Others	13.3

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.

6/13/64 Issue: Motorola (8).

3/7/64 Issue: Motorola (5); Sylvania (10).

OVER 80 EXHIBITORS FOR CANADA'S 1st CONCLAVE

MONTREAL—Home entertainment equipment and musical instruments manufactured by some 80 different firms will be on display during Canada's first Television-Music Show to be held at the Show Mart here Oct. 1-6. Some 75,000 persons are expected to view the products. A dealer preview is slated for Sept. 30. A stage show starring Fran Warren and Denny Vaughan will be a part of the show. Firms slated to exhibit include the following:

- | | |
|--|--|
| <p>Aiwa
Americana Corporation
Ampex International
The Audio Shop, Ltd.
Baldwin Pianos
Boite A Musique
Buegeleisen & Jacobson, Ltd.
Canada Music Supply, Ltd.
Canadian Admiral Corporation, Ltd.
Canadian Broadcasting Corporation
Canadian Marconi Company
Canadian Westinghouse Company, Ltd.
Ciphre
Clairtone Sound Corporation, Ltd.
Closed-Circuit TV Corporation
Conn Organ
Yves Courville, Inc.
Craig Panorama
Dinamic Records
Dominion Electrohome Industries, Ltd.
Dual of Canada
Dumont
T. Eaton Company
Electronic Enterprises, Ltd.
Emerson
Encyclopedia Britannica of Canada, Ltd.
Ecto Electronics
Fleetwood Corporation
Fonovox Sound Corporation
Herman Fortier, Inc.
Claude Fortin
Galipeau Musique, Inc.
Garrard
Goldstein Agencies
Graetz Radio Quebec, Ltd.
Great Books of the Western World
Grundig
Gulbransen Organ
Hammond Organ
Import House of Canada
Ingram & Roberts</p> | <p>Inter-Mark Electronics Canada, Ltd.
Iorio Instruments, Inc.
Italmelody, Ltd.
Jay Electronics
Korting
La Patrie
La Presse
Lesage Pianos, Ltd.
Les Editions Francoises, Inc.
Lowe Opta
Marsland Engineering, Ltd.
Montreal Star
Nordmende (Quebec), Ltd.
Organ Company of Canada
Pearlsound Distributors, Ltd.
Perfect Manufacturing & Supplies Corporation, Ltd.
Philco Corporation of Canada, Ltd.
Philips Appliances, Ltd.
Phonola
Pioneer
Charles W. Pointon, Ltd.
RCA Victor Company, Ltd.
Regal Industries, Ltd.
Revere-Wollensak
Roberts
Rogers Majestic
Saba Radio Electronics, Ltd.
Schneider Sound Equipment, Ltd.
Seaway Trading & Electronics, Ltd.
Sharpe
Shiro (Canada), Ltd.
Sparton of Canada
Station CJAD
Station CJMS
Station CKAC
Telefunken Distributors for Canada
Thomas Organ
3M International
Trans Atlantic Electronics, Ltd.
Tri-Tel Associates, Ltd.
Turner Musical Instruments, Ltd.
Willis & Company, Ltd.</p> |
|--|--|

BULK VENDING news



ELMER N. EAVES, owner of E. & J. Vending Company, Reseda, Calif., and his son Gary take advantage of the complete stock of bulk vending supplies at Operators Vending Machine Supply Company in Los Angeles. Eaves takes advantage of the company's serve-yourself operation to stock up for his route in the San Fernando Valley.

NVA Brass to Discuss Excise Tax on Charms

CHICAGO—The bulk vending industry's fight against a proposed 10 per cent federal excise tax on charms will be a prime topic of discussion when National Vendors Association holds its mid-year directors' meeting here Oct. 18.

Some 100 persons are expected to attend the meeting in Chicago's Sheraton Blackstone Hotel. NVA has 50 directors, but the meetings are open to all members.

Voting is confined to the directorate. The mid-year directors' meeting together with the association's annual convention comprise the bulk industry's two main trade gatherings.

Brief Filed

Don Mitchell, NVA legal counsel, said that the association

has already filed a brief with the Internal Revenue Service seeking the exclusion of charms from the 10 per cent levy.

The basic controversy involves a tax which is applicable to "real or imitation" jewelry. IRS has contended that charms were "imitation jewelry."

The bulk industry holds that charms are "toys and trinkets" and were never intended to be used as jewelry—imitation or otherwise.

Powerful Support

Recently NVA received the support of Rep. Wilbur Mills (D., Ark.), powerful chairman of the House Ways and Means Committee, who termed the proposed charm levy "ridiculous."

Mitchell met with Mills and

was assured by the Arkansas legislator that he (Mills) would do everything in his power to help the association obtain a ruling from IRS exempting charms.

Mitchell had previously said that the application of the excise tax to charms would eliminate them from the bulk business. Since meeting with Mills, Mitchell said NVA's position looks "very favorable."

VICTOR'S Futuristic Capsules

can't be duplicated

Registered U. S. Patent Office.

Victor is always first with the greatest.

Now . . . Victor brings you the new futuristic capsules.

SAMPLES FREE FOR THE ASKING

Operators and distributors: Ask for quantity discounts on filled or empty capsules.



V-2 (approx. 2" dia.) capsule shown above slightly smaller than actual size.



V-1 capsule shown actual size.



V capsule shown actual size.

LOGAN DISTRIBUTING, INC.

1850 West Division Street
Chicago, Illinois 60622
Phone: HU 6-4870

COINMEN IN THE NEWS

Milwaukee Mentions

Association meetings are being planned for the fall, according to Sam Hastings, Hastings Distributing Company, president of the Milwaukee Phonograph Operators trade group. Now that the summer is ended, sessions will be held to discuss local industry problems.

The recently formed Gilwood-Reid Company, coin machine service firm, has a total of 40 years of activity in the industry among the trio of partners, Reid Whipple, Gilbert Hively and Woody Johnson. . . . Red's Novelty Company, West Allis, has added a new man to the route service staff. He is Richard Rugg, previously employed by Wisconsin Novelty Company. Operators continue to show interest in Little LP's, says one-stopper Jim Skiba, Modern Record Distributors.

Out-of-town music operators making disk purchases here this week included Fred Schmidt, Schmidt's Novelty Company, Westfield; Al Jaber, Fond du Lac, and Bob Kammerman, Racine. . . . Harry Gromacki, H. & G. Amusements, is expected back on the job here about mid-October. Gromacki

has been devoting his time to his recently acquired Bill Mays' resort on Fence Lake, in the Lac du Flambeau area. Meanwhile, veteran general manager Leo Dinon oversees the firm's music and games routes.

Donald Smith, new Wisconsin field service engineer for the Wurlitzer Company, is a native of this State. He formerly worked for Ray Jenner, in Wauwata, and will continue to make his headquarters there, according to Harry Jacobs Jr., Wurlitzer distributor. . . . Don Stowe has bought the routes and equipment of Union Sales, Green Bay. He purchased the business from the estate of veteran coinman Harry Daul, who died several months ago.

Milwaukee Amusement Company's Clarence Smith reports the firm is enjoying an excellent year. "We're looking for new, larger quarters," he says. "We've been here in this spot for 10 years now and despite several remodelings, we're too cramped for space." **BENN OLLMAN**

Boston Briefs

The word "Impulsion" strung large across the spacious showroom of the W. S. Music Distributors of Brighton has had more than psychological effect on visiting operators, according to President W. S. Schwartz. The effect, together with a little forceful selling, he says, has been excellent. John Colgan, who was associated with Seeburg, Redd Distributing when it had Seeburg and who remained with W. S. Music, will lead about one dozen operators that the firm is taking to the MOA convention in Chicago. Len Schneller, of the sales force who recently came from Philadelphia, has brought on his two sons to go to high school and college here.

Arthur Sturgis, Jamaica Plain, sprucing up his machines at two Howard Johnson locations. He has installed two Coppertone Consolettes with nine wall boxes in one and 13 in another and is planning more. . . . W. S. (Si) Redd, Redd Distributing Company, Watertown, is out of the hospital after surgery and is expected back soon. . . . Sam Baker, Melo-Tone Vending Company, Somerville, is a mighty happy chap these days. His daughter-in-law is beginning to shine in the entertainment world as a singer, dancer and piano player at various clubs and on

(Continued on page 40)

Bulk Banter

Pacific Patter

A speedy and complete recovery is being wished Herb Goldstein, merchandise director for Oak Manufacturing Company, who underwent surgery at St. Jude's Hospital Tuesday morning (22). Herb will be in the hospital on Harbor Boulevard, Fullerton, Calif., for at least two weeks. Why not send him a card? . . . Mike Bornstein and his brother, Richard, are new operators in the South Bay area. They are operating Northwestern machines, which they purchased from Acme Vending. They will call the operation R&M Vending Service.

Preston Coombs and his wife, Esther, are enjoying a stay on the French Riviera. They are expected home soon. . . . R. Nixon, Nixon & Sons, shopped at Acme Monday (21) for supplies. . . . Dave Slivkoff, Civic-Ven, had to make his route the first part of the week in a Volks. His panel truck was in the shop for repairs. He made it all right but found that he did not have the ease of moving his machines and merchandise around as he did in his truck. . . . Mike (Butch) Fichera Jr., and his family have moved into their new home. **SAM ABBOTT**

Say You Saw It in Billboard

YOU COUNT MORE WITH OAK



OAK TREE

This multiple vending unit makes your merchandise "stand out." It accommodates all Acorn machines; there is no need to disassemble the upper row of machines to service the bottom machines. The base is 13"x16"; the overall height is 50 inches. It is wheel mounted and can be assembled in 5 minutes. It can be ordered in the 4 or 6 machine model. Shipping weight is 19½ lbs.; it is available in baked red epoxy enamel or automotive chrome finish.

Time payments available on OAK Machines through all distributors.

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

J. SCHOENBACH

Distributor For
Oak Manufacturing Co., Inc.
715 LINCOLN PLACE, BROOKLYN 16, N. Y.
PResident 7-2900
PHONE or WRITE FOR PRICES

Announcing the first and newest NORTHWESTERN



Now ready for immediate delivery. Holds 1,000 individually wrapped FLEER'S DUBBLE BUBBLE TAB GUM, the most popular in bubble gum. Wrappers include comics, fortunes and premium

redemption. Bulk loading. Other products soon available.

PARKWAY MACHINE CORP.

715 Ensor St.
Baltimore 2, Md.
EA 7-1021

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

520 Second Avenue,
North, Birmingham,
Alabama
Phone:
FAirfax 4-7526

VICTOR'S NEW TOPPER "66"

Now Vends Capsules LOW, LOW PRICE \$15.50 ea.

The most durable and dependable machine ever built. New and attractive design. Vends "V" capsules at 5c, 10c or 25c. Also vends 210 and 100 size gum. Machine specially designed to accommodate new, attractive styrofoam display panel.

NEW CASH BOX

Snap-in cash box makes collections quick and easy. Ends spilled coins. Cash Box optional, 50c ea.

NEW VICTOR CAPSULES

Victor introduces a brand-new all-clear capsule. Features: Capsules have added capacity, are easier to fill and grip tighter. Three sizes for larger sales.

"V" Capsules \$ 4.50 per M (5M lots)

"V-1" Capsules \$ 8.00 per M (5M Lots)

"V-2" Capsules \$13.50 per M (2M Lots)

STYROFOAM DISPLAY PANEL FOR VICTOR TOPPER 66

NOW AVAILABLE.

Write, Wire or Phone

H. B. HUTCHINSON, JR.

Southeast Distributor for Leaf Brand Gums
1784 N. Decatur Rd., N.E., Atlanta 7, Ga. DR 7-4300.

**MANDELL GUARANTEED
USED MACHINES**

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. Deluxe, 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Mach.	18.00
N.W. Model 233, 1¢ Perc. Con- verted for 100 ct. B.G.	6.50
Atlas 1¢ & 5¢ 100 Ct. Ball Gum.	12.00
Mills 1¢ 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	.22
Bridge Mix	.34
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.48
M & M, 500 ct.	.48
Hershey's	.47

Rain-Bo Gum, 72 ct.	.32
Malt-ette, 100 ct., per 100	.35
Rain-Bo Ball Gum, 140 ct.	.32
170 ct., 210 ct.	.34
Rain-Bo Ball Gum, 100 ct.	.34
300 lb. minimum prepaid on all Rain-Bo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.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

**VICTOR
Globe Style
TOPPER
DELUXE**



1c or 5c
For Ball Gum and
Charms. Also avail-
able 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
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LNgacre 4-6467

Crisman Says 10% Federal Tax Would Cripple Industry

CHICAGO — The proposed 10 per cent federal excise tax on charms would cripple what now constitutes half of the entire bulk vending industry's business.

That's the estimate of Paul Crisman, president of National Vendors Association and long-time partner in King and Company, one of the nation's largest bulk vending distributorships.

Crisman said the tax would "cripple the capsule business," which he estimated was about 50 per cent of the bulk industry's total volume.

States Lose Revenue

Operators would have to go back to penny merchandise,

Crisman said the tax would not only mean a loss of

volume to the bulk industry, but a loss in tax revenue to the States.

Operators already pay a series of State and local levies based on volume. Eliminating the capsule part of the business would correspondingly eliminate State and local revenue.

Crisman estimated that countless operators would be forced out of business altogether. "They couldn't possibly pay the 10 per cent excise tax in addition to other taxes and the commissions which they are already obligated to give."

The Midwest distributing veteran estimated that commissions today vary from 25 to 40 per cent—depending upon the type of location involved.

Crisman also cited a problem in bookkeeping if the charm excise tax became a reality.

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Discount Stores Develop As Top Denver Locations

By BOB LATIMER

DENVER — This year has seen marked changes in the bulk vending industry, according to a survey of leading operators in the Colorado capital.

Most bulk operators agree that the top locations, instead of being busy service stations, outside sidewalk locations in a shopping center, or near major supermarkets, are now the discount department stores.

Twenty-six stores fit into that category in the Denver area and each attracts thousands of family type shoppers daily, the collection potential in even smaller discount stores readily exceeds that of any other type of location.

Most Denver bulk operators have broken records this year for total volume in one location, for single-machine collections, and for net profits, and without a single exception, the site at which each one of these achievements was made has been a discount department store.

Ranking only slightly second are self-service laundries and

"Most capsule mixes today contain a variety of merchandise. The operator would have to determine what portion of his capsule mix contains such toy jewelry items as rings and pins, and what portion contains other items such as bugs, drums and eight-balls.

Obviously such items as the latter would be exempt even if the tax were passed, but Crisman said the bookkeeping problem would make administration of the tax "completely impractical."

He noted too that elimination of toy jewelry from capsule mixes would produce a large shortage of available merchandise, further hurting bulk operators.

"It would eliminate half the items they have to sell," Crisman said.

dry cleaning stores. They hit their stride in Denver two years ago, and which, because of heavy traffic of budget-minded women with small children, are ideal vending spots.

One operator's books show 180 machines in coin-operated laundry and dry cleaning stores, equal to almost a full route a few years ago.

Most operators have anywhere from four to 16 machines in dry cleaning and laundry coin-ops and thoroughly appreciate such elements as the easy servicing of so many units at one point, which is, of course, also true of discount department stores.

Gone is the day of the one or two-machine location, spotted several blocks from the nearest similar location. Many Denver operators will not take on limited-return spots such as this unless 5-cent and 10-cent vending machines can be used, simply because the time consumed in servicing marginal areas such as this is not practical.

Although Denver has not seen the wholesale switchover to 5-cent machines which has occurred in other cities, most operators are adding 5-cent equipment month by month to existing spots, and all are counting heavily on 5-cent machines in many spots which have not heretofore been considered amenable to nickel equipment.

By the end of 1964, at least 50 per cent of the average Denver operator's locations will incorporate 5-cent vending machines.

COINMEN IN THE NEWS

• Continued from page 39

TV. This week the attractive blonde will enter drama school to get a complete show business and legitimate theater education.

Irwin Margold, general manager of Trimount Automatic Sales Corporation (AMI), is off hunting in the woods of Maine with operators Joe Ferris of Madison, Al Dugas of Webster, and Dick Mitchell of Dick's Records One-Stop. . . Harold Bond, Brookline operator, is a happy man these days. He's a dad for the first time—a girl named Jill, and he's definitely in favor of little children.

CAMERON DEWAR

Minn. Group Joins NAMA

CHICAGO — The Vending Association of Minnesota joined the National Automatic Merchandising Association early this month, becoming the 11th State Council to affiliate with the NAMA in the past four years.

NAMA president Carl Millman, former president of the Wisconsin Council, said he was "especially happy to welcome the neighboring Minnesota operator group into our ranks of affiliated State organizations."

David Bach of Bell Vending Company, Rochester, is president of the Minnesota association. Other officers are James Ramsey, Automatic Vending Service, Duluth, vice-president; Lee A. Johnson, Canteen Company of Minnesota, Inc., Minneapolis, secretary, and Harry Johnson, of the Harry E. Johnson Company, Minneapolis, treasurer.

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"V-1" Capsules	\$ 8.00 per M (5M Lots)
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Baboon with moving arms and legs	25.00 M
Styrofoam Display Front (without merchandise) for new Victor Topper "66." Ea.	.10

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EDITORIAL

Formula for Failure

Elsewhere on this page is a report on the attitude of the Detroit trade toward the little LP. In the main, Motor City operators are taking a short-sighted view toward adult programming. On one hand they object to paying \$1.50 for a record. On the other hand they complain about a lack of little LP product.

Neither of these objections is valid.

In the first place, a record that sells for \$1.50 and yields 25 cents a play is a better value for the operator than a record that sells for 70 cents and yields 10 cents a play.

This argument in no way reflects on the importance of hit singles. Both hit singles and adult stereo little LP's have their place in the programming scheme of things. The astute operator uses both to advantage.

Product Not Lacking

The second objection—a lack of product—doesn't hold. Over the years, Seeburg has built up a strong catalog of little LP's, and they are adding to his catalog every week.

There, too, labels like Columbia, Kapp, RIC, Sue and Canadian-American are producing a wide range of attractively packaged little LP's and making them available, through distributors, to one-stops. Wurlitzer, Rock-Ola and Rowe-Ami are working actively to encourage operators to program from these releases.

Thirdly, the percentage of juke boxes set for dual pricing is high and growing higher every day. If Detroit operators report that only a small fraction of their machines on location are capable to playing the product, then they need to upgrade their equipment quickly.

The argument has been offered that since collections are off, money is too tight to require the outlay of \$1.50 for a record.

Minimum Needs

If collections are that much off, perhaps the reason is that the equipment and programming do not meet the public's minimum needs.

Juke boxes are played because they offer the music people
(Continued on page 46)

Class Locations Best for Little LP Programming

By RAY BRACK

CHICAGO — Despite distributor enthusiasm about little LP earning potential, a survey of local music operators last week revealed a cautious "wait-and-see" attitude toward long-playing programming.

Most area operators contacted have LP-equipped machines in from 5 to 20 per cent of their locations, with an average of 20 LP's on each machine.

Almost without exception, operators agreed that the type location with obvious LP earning potential is the higher-brow cocktail lounge or sophisticated-type tavern. Teen spots, fast-turnover locations and lower-class taverns, the consensus ran, offer little LP promise with the product available at this time.

With suitable artists available on albums, however, most operators agreed, little LP's could make successful inroads in the

number of plays at almost any location.

"We've still got to keep tabs on locations," said Vince Angelier of A-A Songtime, who has programmed albums on 10 per cent of his machines. "Long plays or singles, we've got to move the product around. Barbra Streisand will be played day and night some places; other spots her albums are played least of all."

(Continued on page 45)

Stereo Programming Makes Steady Progress in N. Y. Area

By AARON STERNFIELD

NEW YORK—With the Little LP leading the way, adult stereo programming is making steady but not spectacular progress in the metropolitan New York area.

For the last three years, most of the impetus has come from the local Seeburg outlet, Atlantic-New York, with the distribu-

torship programming a bank of 10 Little LP's with each new machine sold.

According to Murray Kaye, sales manager, many local operators are adding a second bank, making a total of 40 Little LP sides.

Trade-In Policy

Atlantic-New York also has a trade-in policy on Little LP's. An operator can turn in a used

disk and get 50 cents credit toward the purchase of new record which lists for \$1.50. Or he can buy a used record for 60 cents.

Based on the activity with trade-ins, Kaye feels that operators are doing a job with the small albums.

But Seeburg no longer has a corner on the Little LP market.
(Continued on page 46)

Detroit Trade Cool to Little LP's

By HAL REVES

DETROIT—Little LP's are catching on slowly in the Detroit market, with the relatively small number of releases cited as the principal reason.

A significant exception was reported for the one-stop operation of Martin and Snyder, said to be doing very well. This company is also the Seeburg distributor for the area and the company has a natural interest in the growth of this business—an interest which is evidently paying off.

This situation is so well developed that other one-stops have been discouraged from the little LP's. Thus, Thomas Mutter of the Consolidated One-Stop, noted that for two years his firm did not even carry the LP's at all, but then put them in as operators, or their locations were asking for them.

Poor Collections

Another important reason, Mutter suggested, is a general poor business condition in the juke box field. Accordingly, operators cut their programming down to the purchase of about three records a week per location—an expenditure of about \$1.80. But "to buy a little album at \$1.50 is prohibitive. The money has been coming from the hits—but where do they get the money for the little albums?"

Nevertheless, he has faith in the future of this record—"I think that these little albums are going to come up strong—but it will take a year or more. Up to now there is not enough equipment. They have to keep buying the albums, to keep changing all the time." This is essential policy to maintain business.

A discouraging report was voiced by Joe Ruggirello, operator of Joe's Music—"The small LP's don't pay for the amount of play you get off them. People don't want to go for merchandising music. Places, like supper clubs, understand it but such places are mostly on a flat rate. Then the operator cannot depend on the money taken in—the juke box is just a tax deduction to the big places.

"But not in the average small spots—like the pizzarias, the beer joints, and places where teen-agers go." By "merchandising music," Ruggirello means the LP's, albums and three-for-a-quarter play in general.

Hopeful Report

A more hopeful report, based on knowledge of conditions across the industry generally, was voiced by Ronnie Rogers,

managing the one-stop operation of Angott Distributing Company—"The LP's are going well in the smaller spots, like lounges. I'm getting a lot of calls for them, but there are not enough available yet. There is not enough material around, but it is starting, and it looks promising.

"Columbia has started with a few which went pretty good and we have a few now from other labels."

Detroit operators, when they use the small LP's, tend to leave them on longer—up to four to six months, compared to an ordinary life of a month—or possibly two months in some cases—for a normal hit.

Stereo Singles

In marked contrast—"stereo singles—there you're talking
(Continued on page 45)

Boston Operators Warm Up Slowly to Little LP's

By CAMERON DEWAR

BOSTON — The effectiveness of any type record depends primarily upon its availability, according to Greater Boston music operators. The lack of this availability they say is the greatest factor in the slow progress of the Little LP.

One operator characterized the Little LP's as "music programmed for mass listening," which he said was the opposite direction in which he wanted to focus his appeal for both young and old.

But Arthur Sturgis, Automatic Distributors, Inc., Jamaica

Plain, had some good word for the records. He reports some success in particular locations where he gets about 45 plays per week, which, at 25 cents a shot, he considers not too bad. "The Little LP's give me a bit extra that I don't think I'd get otherwise," says Sturgis.

Dress Up Machines

To show his faith in them he will try a campaign in Howard Johnson locations to see if there is a possibility of making some real money out of them. "The albums certainly dress up the machine, he says, "but time will tell if they can really be
(Continued on page 46)

Albums Boost Collections For Alabama Operators

By JEANNETTE FORMBY

MONTGOMERY, Ala.—The Little LP record which offers six selections has been slow to catch on in Southern Alabama, but has steadily improved collections wherever operators have made a serious effort with them.

Montgomery operations such as Franco Novelty Company are using from 10 to 15 per cent of its music programs in Little LP's, with emphasis on complete Broadway shows, and leaving the records on for twice as long as conventional numbers.

Popularity of show albums holds up much longer than the usual Top Forty number, say Franco collectors. Collections average anywhere from 20 per cent to 40 per cent better on Little LP's left for four weeks instead of two. Bill Freese, a suburban operator with many restaurant locations, feels that Little LP's are coming on so fast that sooner or later they will make up half of the program.

Freese also says that there should be more old favorites and even novelty hits of the past on
(Continued on page 44)

Western LP's Needed For Kansas Locations

By BEVERLY BAUMER

HUTCHINSON, Kan.—Little LP programming isn't "a big thing" with Hutchinson Vending Company, reports Al Bishop, program chief.

"Little LP's haven't done much for us as far as collections go," Bishop explained. "We have two machines in beer parlors, but we've found Little LP music doesn't fit those locations. It's music for adult trade and is a higher class than the customers in taverns. In metropolitan areas Little LP's are fine for swank night clubs, but people here don't care about that kind of music. If they put Western or honky-tonk on Little LP's I'd imagine they'd do pretty good in this area. Otherwise not."

Bishop reported unsuccessful experiences with the special five-

record pack of 45's. Two out of the five would play, put Bishop discontinued the pack and decided he'd be better off programming singles than having the five spaces taken up.

He continues Little LP programming, however, putting on a new one every three weeks. As a comparison, he uses five singles every two weeks and changes albums every three weeks.

Bishop orders Little LP's through a catalog mainly and gets whatever he orders. Hutchinson Vending has about 75 locations, most all of them in Hutchinson, and ranging from cafes to beer taverns and night spots. Taverns and 24-hour cafes are the best locations.

"Little LP's could be a good thing some place, but they sure aren't here," says Bishop.

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Beatles Spur Resurgence of Pic Venders

KANSAS CITY, Mo. — A sharp resurgence in the popularity of picture venders here has been spark-plugged by the Beatles.

Twelve Kansas City operators have invested in picture vending machines in the last few months, notably one unit which vends six pictures for 5 cents, with the emphasis on popular recording, television, and movie personalities.

The photos of the Beatles have been the prime mover in every instance, with some operators reporting the sale of as many as 150 to 200 picture cards per day through such locations as large coin-op laundries, where mothers take their youngsters along while doing the family wash, in confectioneries and near schools. All vending machines, naturally, are benefiting from the program, particularly where "stop clubs" have been set up by school youngsters, who enjoy trading two Paul McCartney pictures for one Ringo Starr, for example.

Music Box One-Stop Sold

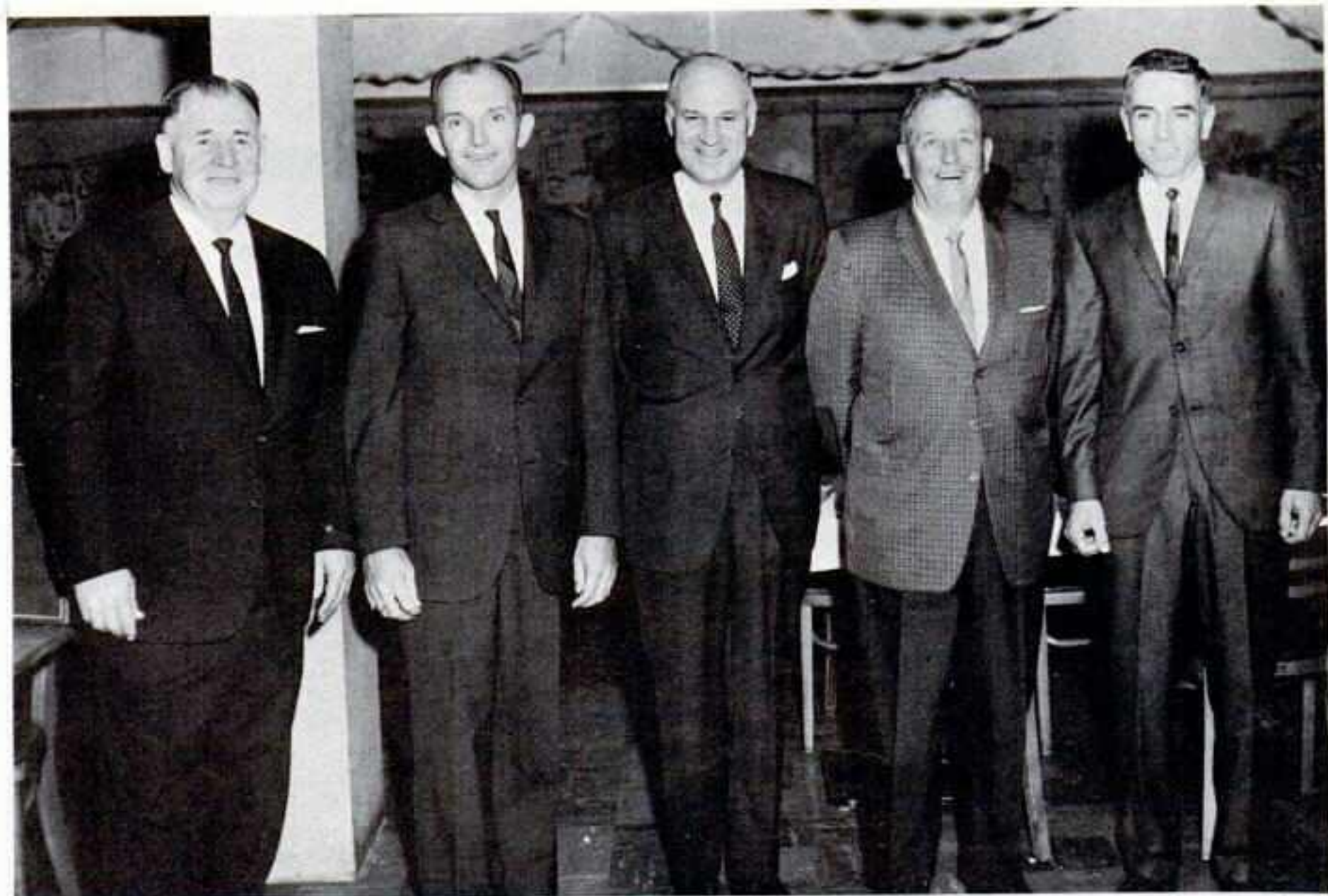
CHICAGO — Jim O'Dwyer's Music Box One-Stop was sold at auction here last week to Harold Lieberman of Minneapolis for a reported \$58,500.

The sale was contingent upon approval of creditors. A creditors' committee has been running the firm for the past several months.

Lieberman, who has a record distributorship, coin machine distributorship (Seeburg) and one-stop in Minneapolis, and one-stops in Omaha and Des Moines, said he had made no decision on who would run his Chicago acquisition.

At one time Music Box had branches in five cities. All of these have since been sold. Still retained by O'Dwyer is a retail record store on Chicago's South Side.

Northwest Ohio Ops Gather



OFFICIALS OF THE NORTHWEST OHIO MUSIC OPERATORS Association and the Toledo Trade Area Music Operators Association met last week at the first joint meeting of the two groups. Fred Granger, center, Music Operators of America managing director, was the guest speaker. Standing with Granger are: Wallace Patterson, Toledo association president; Maynard Hopkins, Northwest Ohio association president; William Hullinger, secretary-treasurer of the Northwest Ohio group; and George Tanbar, secretary-treasurer of the Toledo group.



THE JOINT MEETING OF THE TWO OHIO TRADE ASSOCIATIONS was followed by a banquet. Seated at the speakers table at the right are (l. to r.) Harry Gometz, Wallace Patterson, Fred Granger, Maynard Hopkins, Bill Hullinger and C. L. Hopkins. In the center foreground is Frank Fabiano, longtime coin machine veteran and active in the Michigan and Ohio trade groups.

100 Attend W. Va. Parley

By NICK BIRO

HUNTINGTON, W. Va. — The West Virginia Music and Vending association had a happy mixture of business and pleasure as some 100 operators and guests gathered for the group's annual convention here last week.

John Wallace, long-time official of the group, was re-elected president, and in a sentimental moment during the big concluding banquet and floorshow, Saturday (19), was presented with a plaque in recognition of his "long years of service and leadership."

All major coin-operated phonograph and game manufacturers were represented by distributor exhibits along with a surprisingly large number of vending machine firms.

Urged Repeal

Dick Funk, legal counsel of

the National Automatic Merchandising Association, urged the group to attempt to have repealed a State sales tax which requires operators to pay 10 percent on all dime purchases.

"Relief is long overdue," Funk told the association during its Friday (18) evening business session. "The aim of the association is clearly the elimination of this inequity. How it should be done must be the first order of business."

Max L. Dunn, director of the State's consumer sales tax division, told members that his department was neutral and that his job was to enforce the law as it stood.

Legislation Needed

The implication was clear that operators would have to have a legislative change before relief would be forthcoming.

A legislative committee to study the tax situation was ap-

pointed following the Friday meeting. Members include Wallace, William Anderson, W. T. Cruze and Joe Dobkin.

Fred Granger, Music Operators of America managing director, urged the operators to think of their State association and MOA as a "team effort."

Association Benefits

"The more good associations we have, the better able we are to improve our image, to fight detrimental legislation and to sponsor programs beneficial to the whole industry," Granger said.

The MOA chief concluded with an invitation for the West Virginia group to come en masse to MOA's fall convention.

Many State and local officials were on hand for both the Friday evening informal dinner and Saturday evening banquet. Retiring Vice - President Edward

(Continued on page 44)

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2 More European Film Phono Makers Prepare U. S. Invasion

PARIS—Two more film phonograph manufacturers — both French—are preparing to invade the U. S. market, buoyed by American sponsors of Cinebox and Scopitone.

They speak here of the film juke boxes being an inherently French industry like fashions and perfumes. Scopitone is a Parisian product and Cinebox, while developed in Italy, languished until it was promoted by French interests.

Girding for the assault on the U. S. market are Telebox-Caravalle, manufactured by the CIFA Electronics Company, and Cinematic, product of the SAREC Corp. Both are Paris firms.

Spokesmen for the two companies dispute claims voiced by Tel-A-Sign, which has acquired U. S. rights to Scopitone, that this machine—manufactured by Cameca Electronics—has a five-year lead in engineering over its rivals.

New Approach
"The facts are," said a CIFA

executive, "all four machines are good and all four represent a dynamic new approach to the coin amusement business which will do to the juke box what television did to radio.

"Let's not kid ourselves—no firm has a lead on any other firm. The market—in the States and in Europe—is wide open; the business is there and we are moving to get our share."

The SAREC Corp. is taking the lofty approach. An executive said, "We have been reading considerable puffery from America about Cinebox and Scopitone, and we favor anything that promotes the coin-cinema concept. But there is no question that, technically, Cinematic leads the field, as will be demonstrated when we have completed our American distribution arrangements."

Growing Confidence

There is growing confidence on the part of all four film juke box producers that the coin-cinema product is succeeding and technically has surmounted the major hurdles. This is true for Europe and the U. S.

This conviction signals the invasion of the U. S. market by Telebox and Cinematic. Both managements believe that spade-work done by Cinevision and Tel-A-Sign and its predecessor have been successful, and that the push to exploit this market is beginning.

There are about 1,200 cinema boxes on location in Europe from the four firms. The market has responded well to the testing in progress over the last 18 months, and all four producers claim to have more orders than they can fill.

Programming Problem

Skeptics remain, however, and their caveat is that while the machines have proved to be a gaudy novelty, there is no evidence the programming problem has been overcome. They argue that the film phonograph concept can only succeed on the basis of programming, and that here relatively little has been accomplished.

This skepticism is supported by many of the test locations. They complain that films tend to be insufficient and ill-suited to the new medium. One location owner said, "The film juke box is really an entirely new medium for film production, and a very tricky medium. You have

to compress a theme into 60 seconds.

"The film has to be lively and entertaining, but it can't be silly or inane. And it must do something that a phonograph record can't do. There is no point to merely recording a singer or any song-and-dance routine. This is not enough to attract business."

Home Entertainment

Some experts in Europe are predicting that the film phonograph field will prove far vaster than now imagined and that it could pioneer a whole new home entertainment industry—the production of entertainment films for home-showing on TV sets, the film version of the phonograph record.

There is speculation, too, as to how long U. S. manufacturers will remain passive under the

Lackawanna To Enforce Law On Coin Licenses

BUFFALO — Lackawanna, N. Y., will start a drive to license coin-operated amusement devices under an ordinance that has been on the books for 13 years but never enforced.

City Clerk Gerald S. De Pasquale said that owners of such devices, distributors and persons having them on their premises are subject to the ordinance.

The original ordinance enacted in 1951 was revised this year by the Common Council. Existing licenses terminated Aug. 31 and owners now are subject to a \$100 fine.

invasion of European coin cinemas. Reports are current here that every U. S. company is considering the production of boxes, and that RCA in fact has one under development.

Rock-Ola Bows New Phono Before Dists.

CHICAGO—Rock-Ola Manufacturing Company will introduce a new 100-selection transistorized stereo phonograph at a series of regional distributor showings starting this week, followed by operator showings in early October.

The phonograph is called the Princess Royale and replaces the firm's previous 100-selection Capri. The new unit is termed an addition to the Rock-Ola "Prestige line," which already features the 160-selection Grand Prix.

A Rock-Ola spokesman said the Princess Royale has many of the Grand Prix features but with fewer selections. Rock-Ola previously had a Princess model phonograph in 1961.

A company spokesman said that popular acceptance of that model prompted the return to a "princess" design. The new phonograph is said to be the smallest on the market.

First showing will be to Rock-Ola's East Coast distributors at

W. Va. Parley

• Continued from page 42

(Mitch) Oliver was toastmaster for the Saturday affair.

Virginia Guest

Attendance for the convention was slightly below that of previous years, but what the group lacked in number, it more than made up in enthusiasm.

A number of operators and guests were on hand from surrounding States. Hy Lesnick, Richmond, past president of the Virginia Association, was an official representative of that group. The West Virginia association, in turn, voted to have John Wallace its official representative at the Virginia association's convention in Richmond, Nov. 19-21.

Officers elected by the West Virginia association for the coming year included: Wallace, president; J. C. (Buddy) Hunt, first vice-president; Shelton Price, second vice-president, and Leoma Vallard, treasurer.

New directors include: Anthony Cupolo, James Stevens, James K. Hutzler, Jerry Derrick, James Kiser, Caudill Wellman, Joe Dobkin, Andrew Kniska, William N. Anderson, Dilman R. DeHaven, Edward M. Oliver, C. H. Flannery, W. T. Cruze, Jack G. Bess and Chris Ballard, sergeant at arms.

Joe Hunt was also voted a lifetime honorary member.

New York's Summit Hotel, Sept. 24. It will be followed by a showing in a New Orleans hotel, Sept. 28; the Mark Hopkins, San Francisco, Oct. 1; and the Water Tower Inn, Chicago, Oct. 5.

An export meeting will be held in Montreal at the York Royal Hotel, Oct. 10.

Operator open house week is scheduled for Oct. 12-17. Distributors will announce their individual showing dates.

Atlas Slates Phono School

CHICAGO—A service school on the new Rowe-AMI phonograph is being held by Atlas Distributing Company here, Wednesday (30). The session is the first of a series to be held by the firm this fall, according to Joe Kline, Atlas executive.

Cliff Bitting and Hank Hovener of the Rowe factory and Frank Bach, Atlas service chief, will conduct the instruction. The evening will start at 6:30. Refreshments will be served. Hosts for the evening will be Eddie Ginsburg, Atlas president; Joe Kline, Sam Kolber and Stan Levin.

Boost Collections

• Continued from page 41

the stereo Little LP's since to date most of the improvements in collections have been pegged to Broadway shows.

One-stops through the Southeastern Alabama area report sales on the rise month by month as operators experiment with Little LP's and find returns much improved. Distributors say that these have had a lot to do with a swing toward album-type phonograph sales for better spots.

By mid-September at least 75 per cent of the operators being serviced by Cohen Music Company were buying Little LP's and reporting better returns during a dismally low-return period. In Dothan, Ala., Frank Metrie, Dixie Amusement Company, said that Little LP's had made the difference between a break-even year and a fairly profitable one. Here again, Broadway show music was showing most consistent play.

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Wico Doubles Plant Facilities

CHICAGO—Wico Manufacturing Company, coin machine parts and supply house here, has expanded its main plant to nearly double its previous capacity and now has a large showroom offering counter service for local sales.

Wico has also introduced two new parts and supply catalogs—one for coin machines (juke boxes and amusement games), the other for vending.

The plant expansion, completed recently, gives Wico some 35,000 square feet of room, compared to a previous 18,000.

Wico has complete facilities for manufacturing, inventory storage, warehousing, woodworking, machine shop, tool and die making, and shipping and receiving.

Man in Motion

Ed Ruber, Wico sales manager, noted that Wico now has a complete sales staff on the road at all times.

Wico will unveil its expanded facilities to the trade at a coffee klatch following the Music Operators of America convention here Oct. 14-16. The Wico openhouse is slated for Saturday (17) morning.

The new coin machine catalog runs 178 pages, the vending catalog 166. Both carry complete indexing. The Wico catalog includes several premium offers which operators can buy with a minimum order of merchandise.

For example, operators can buy a 45 piece set of Sun Valley Melmac dishes for \$12.99 with the purchase of \$25 worth of merchandise. A Polaris Cannon blanket can be bought for \$2.99 with a \$25 purchase.

Class Locations Best for Little LP's

Continued from page 41

Few operators reported collection increases subsequent to installation of LP equipment. The prevailing experience was a noticeable early rise (which most operators attributed to both the novelty of a new machine and the new type of record), followed by a gradual leveling off in plays.

Typical of the operator with the show-me attitude is Wayne Hesch of A & H Entertainers, whose locations are scattered throughout Chicago's western suburbs.

Meter Watching

"I have a dozen long play machines out," he said, "and we're watching the meter on each record closely. Most of our machines were installed last month, and at this early date the best spots for LP's seem to be taverns where people sit for an hour or two for a few quiet drinks."

"We program according to the location's characteristics," Hesch said. "At some stops we change maybe one album every two weeks. Other places we shift three or four albums every collection period."

Hesch could report no significant increase in revenue at locations where little LP's had been programmed and he expressed concern about the availability of product in the future.

Future Product

"A lot of operators, myself included, are wondering if

enough LP product will be available to us several years from now," he said.

One of the few Chicago area operators reporting tangible collection increases at LP locations is Warren Brown, Eastern Music Company. Eastern has 100 boxes in widespread areas of the city's south and west sides.

Brown specified standard LP hits by name artists such as Ray Charles, Nancy Wilson and Barbra Streisand as directly responsible for a 10 to 15 per cent hike in revenue per location.

"We use 20 albums on each machine," Brown reported, "and about 20 per cent of our boxes are equipped for little LP programming."

It is Brown's opinion that he could increase plays 25 to 30 per cent per location if more standard hits were available on albums.

Quick to acknowledge the profit-making potential of little LP's was Charles Marchetti of Melody Music Company, whose 350 boxes are located all over Chicago and suburbs. He could, however, report no significant revenue gains at present which he could attribute to LP programming.

Said Marchetti, "It's the best thing to come along for us in years, but it'll be a while before I can determine how much money little LP's are going to make for me. Collections are up in some spots, but I'm not certain whether the LP's or the new machines are the cause."

Marchetti identified cocktail lounges as prime LP locations, with Frank Sinatra-type album product getting predominant play.

Among the operators most critical of the little LP were Howard Mohill of Star Music and Mitchell Gienko of Dial Amusement Company.

LP's Boring

"Little LP's are too much of a good thing," Mohill declared. "People get bored hearing three consecutive numbers by one artist or instrumental group." He reported no increase in collections at locations featuring little LP's.

Gienko recalled no unusual success with any album, with the exception of "West Side Story."

"People don't sit long enough in a tavern or restaurant to play 50 cents worth of music," he observed.

Austin Music's Louis Arpaia, who programs LP's on 25 machines, stressed the lack of little LP appeal to teen-agers.

"The kids don't play them, so

we put our best machines in the good locations, like restaurants and cocktail lounges."

Beatles Big

He hastened to add, though, that certain albums, the Beatles, specifically, are, as reported by Billboard last week, very big with teen-agers.

Meanwhile, Chicago one-stops are stocking increasing quantities of LP product.

"Little LP's are becoming more popular, generally, because they offer more adult type music," said Fred Sipiora of Singer One-Stop. "And adult music is greatly in demand in many locations. I look for a great increase in LP play in the next few years."

"For a while LP coin music players wanted only quiet music," Sipiora added, "but now they're asking for all types of music. I think part of the increasing popularity of coin machine LP's is due to the success of long-playing records in general."

Distrib Optimistic

By far the most enthusiastic view of the Chicago little LP picture was expressed by Harold Schwartz, partner in World Wide Distributing Company, a Seeburg outlet.

"Here's the real story," declared Schwartz. "The operator who programs only singles will take in consistently the same amount of money. But let him program little LP's and he'll increase his take 20 to 60 per cent."

Asked to explain, Schwartz pointed out, "A location is like a restaurant. The restaurant that serves only hamburger will have a limited business volume. With a broader menu, business will jump. Little LP's are broadening the music operator's menu. He's bound to make more money."

"Even teen-agers will play the little LP's when they offer what they want," Schwartz said. "Consider the Beatles."

Chicago operators, however, while noting the optimism of distributors, are watching their machine meters closely, programming according to demand and hoping that when little LP's really start spinning, plenty of product will be available.

BB REPORTS ON LITTLE LP's

NEW YORK — Reports on the progress of the Little LP, gathered from Billboard staffers and correspondents throughout the United States and Canada, appear in this issue. Due to space limitations, not all the reports were able to make the issue. The rest will be published Oct. 10.

Detroit Cool

Continued from page 41

about something good," Ruggirello says. He is enthusiastic about the potential "if you can get the small singles in a 45 so the older equipment can play the music. I'm using stereo singles—because I don't have kid stops and I don't have older equipment. It doesn't pay me to have old equipment—it costs too much to keep it up."

Dual pricing and its difficulties constitute another obstacle favoring the stereo singles, it was found in checking the trade here. Most typical operators have much or a fair amount of old equipment, and have real problems. The use of LP's, it was noted, could mean giving three records for a dime, in some instances which would be just too much music for the price. So operators favor the stereos instead, and there is considerable demand reported for them as a result.

However, a negative report was voiced by Mutter—who does little with them—"Operators don't have enough machines that use them; and where they do have them out, they don't spend the money to buy (replacement records)."

"There was a promotion for stereo singles a few years ago when the equipment for them first came out. But I don't think there has been any promotion since."

"These records are out late—and operators buy just a few to satisfy the customers that want stereos."

Kings on Vacation

CHICAGO—Mr. and Mrs. Tom King, of King & Company, large bulk distributing company here, are touring the country on a two-week vacation. The Kings spent several days in Las Vegas and are currently in California. They plan to return via New Orleans and the South.

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1 Rocket, 1 Pl. 150
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1 Space Ship, 2 Pl. 225
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JIM REEVES—Moonlight and Roses. RCA Victor
Moonlight and Roses—Rosa Rio—What's in It for
Me—There's a New Moon Over My Shoulder—
When I Lost You—One Dozen Roses

International

JOHNNY DORELLI—I Successi Di Johnny Dorelli. CGD
Vina del Mar—Una Rosa per Valentina—Le Rose
Sono Rosse—Twist Cosi Cosi—Angela—Mi Sono
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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.

Stereo Makes Progress in N. Y.

• Continued from page 41

With such labels as Columbia, Kapp, Sue, Canadian-American and RIC turning out their own Little LP product through normal record channels, one-stops have been stocking the small albums and doing a respectable sales job.

The big problem has been in availability—both in variety and quantity. According to a spokesman for one of the area's leading one-stops, when a Little LP does hit big, the supply soon runs out and reorders simply don't come through.

Also, there still isn't enough material to allow the operator sufficient flexibility in programming. For example, a lot of Latin and r&b locations in New York could well use banks of specialized Little LP's. An operator would have a tough time putting together a package.

The mechanical problems also must be reckoned with. While every box currently in production is set for dual pricing, the majority of music machines are geared for singles play. Few operators are willing to go for the conversion costs, so they program Little LP's only on their new boxes.

Of course, after each model year the percentage of machines capable of playing the small album will increase, but it will be several years before they are in the majority.

Meanwhile, astute operators here are boosting collections on their top stops — those which rate new equipment—by catering to the adult market with the stereo album.

Much of the material—of the Tony Bennett and Frank Sinatra caliber—is of the type that will be good the next week, the next month and the next year.

Hence operators are slowly building Little LP libraries and switching records from one location to another.

At Runyon Sales, the local Rowe-AMI outlet, Irv Kempner feels that the Little LP will aid collections, but he feels more strongly that the stereo single will offer complete selectivity and give the adult listener a true stereo sound as well.

Harry Koeppel, veteran coinman, cites a local need for Spanish product for the area's hundreds of Puerto Rican and Cuban locations.

Abe Lipsky, veteran jobber, reports that wall box Little LP set-ups have been doing extremely well here.

Max Gulden at Musical Distributors, local Wurlitzer outlet, says that collections in Brooklyn have been boosted substantially with the advent of the compact album.

Mrs. Gertrude Brown, Beacon N. Y., operator, has had a fair degree of success with Little LP's in colored locations.

All told, the Little LP is hardly revolutionizing the music machine industry, but it is adding that extra 10 per cent to location collections when they are used.

And, as the supply and variety increases, this 10 per cent could grow substantially.

Denver Doings

Visiting Denver operators recently were **Bill Haefner**, veteran operator from Pueblo, Colo., and **Jess Hochstedler**, Holly, Colo. Both report it's a bit slow in their respective cities. . . . Both phonograph operators and distributors are bemoaning the fact that Denver's extremely popular Greyhound Racing Track is showing a gross far ahead of past years, which means that customers who might otherwise be playing amusement machines and juke boxes in their favorite taverns are in line at the ticket windows instead.

BOB LATIMER

Editorial—Formula for Failure

• Continued from page 41

want to hear on equipment that does justice to that music. No juke box operator has the right to demand that people play his boxes. His job is to make them want to play the phonographs.

Actually, the cost of records is a relatively minor business expense. Compared with the cost of equipment, service, and—of course—commissions and loans—it is insignificant.

It takes exactly six plays for the operator to recoup the cost of a \$1.50 little LP, 12 plays if you figure the commission to the location.

Better Commissions

In addition, new equipment and stereo programming has enabled progressive operators to get better commission arrangements, front money and minimum guarantees.

Instead of crying "poor mouth," the Detroit operators had better see what they can do to provide the public the music it wants.

Lest the preceding paragraphs sound too harsh, we realize that not all Detroit operators subscribe to penny-pinching policies. And we also realize that the situation described is not the exclusive province of Detroit.

But operators must face a reality, which, if it seems harsh on the surface, is in the long run a reality that will work to their advantage.

Hub Luke Warm to Little LP's

• Continued from page 41

made to pay off and be worth the trouble."

Another operator who claims to have given them a "pretty good whirl" found that some of the more "commercial" type went fairly well such as Al Hirt and Ray Charles records, but felt that they were "getting away from selective music," and in his belief that to expect the patron to take three or six of the same artist was expecting too much.

Sam Baker, Melo-Tone Vending, Inc., Somerville, said he had found them moderately successful, but felt that the Greater Boston public had a need for more education as far as albums generally were concerned.

"My teen-agers won't touch them," he says, but there are spots where they do bring in a fair amount." He believes that 20 albums are too many in a machine and as a result he has insisted on a maximum of 10, which doesn't take up so much space in the juke box. Baker feels the basic idea is good, that they do present an eye-catching display and is sure that in time they become more acceptable.

Jazz OK

One operator with a number of barracks thinks that patrons of such establishments don't want to bother with the multiple selections, but thinks that a number of the jazz selections are quite good. However, he isn't using many since he says the good ones are not easily obtainable and the teen-agers would rather play three single records of artists they want than spend the same amount to hear one selection and get two others they can do without.

The outlay for Little LPs is just too great, is the opinion of Harold Bond, Brookline operator. "That meter just doesn't click around as often as it does with hit tunes," he says.

While admitting that some of the musicals go fairly well at times, Bond feels that they appeal to grownups and that there aren't as many of them playing juke boxes as there are youngsters.

A variety of opinions exists among distributors on the Little LP. Speaking for the W. S. Music Distributors who run the Seeburg franchise in New England, John Colgan says "Little LPs create a whole new market in relation to music that is available to many people who have never listened to juke boxes before. Operators," he

continued, "have reported an increase of from 10 to 15 per cent where Little LPs have been installed."

He is not greatly enamored of stereo singles and says "they are having tough sledding" among his customers. But with the Little LP, Colgan feels it is simply a matter of showing the operator how, and particularly, how to achieve better programming.

From Bob Jones, Redd Distributing Company (Wurlitzer) it was a different story. While he was of the opinion that the Little LP had done reasonably well in specially selected locations where older persons frequented, he felt that the over-all picture wasn't bright.

Selectivity Needed

"There is just too much of the same artist to appeal to the young crowd," he said. "People want more selectivity in playing records."

Marshall Caras of Trimount Automatic Sales Corporation (AMI) finds that after five years he "just cannot warm up to them." They are, he feels, too expensive and require a great amount of room in the boxes. "Besides," says Caras, "they cannot be disposed of for even a small amount the way 45's can. The manufacturers have been saying how great they are for the last five years without really making any impact on the operators. I just do not believe they are going anywhere in spite of a valiant attempt," he added.

Stereo singles have never gone well in the New England area and operators are slow to adopt them. It may only be a matter of time, but at the present the whole field of stereo as far as the local music industry is concerned is being employed only reluctantly.

Members Sought For Dean's Club

MIAMI — Willy Blatt, the dean of the coin machine industry, is organizing a Coin Machine Industry Dean's Club. All coinmen who have been in the business for 15 or more years are eligible to join. The group will meet during the Music Operators of America convention at Chicago's Sherman House. Anyone interested can mail a \$7.50 check to Willy Blatt, 251 S.W. First Court, Miami, and indicate whether he (or she) would prefer to have the meeting held Oct. 16 from 9 am to noon, or Oct. 18 from 10:30 a.m. to 1:30 p.m.

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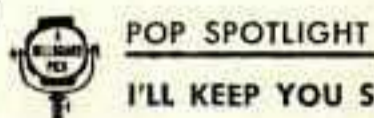


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ALBUM REVIEW POLICY

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.

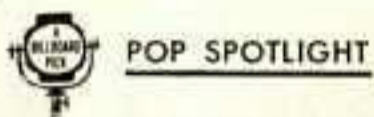


POP SPOTLIGHT

I'LL KEEP YOU SATISFIED

Billy J. Kramer with the Dakotas. Imperial LP 9273 (M); LP 12273 (S)

Here's an artist with hit singles and a hit album on the charts. Taking two hit singles, "I'll Keep You Satisfied" and "From a Window" and featuring them prominently on the cover will be a sales aid for dealers selling to teenagers. But even without displaying it, there will be plenty of calls at stores for this one. Billy J. Kramer is another of those British artists to really invade the colonies.

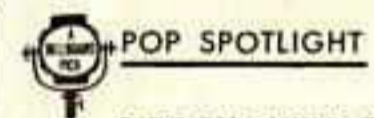


POP SPOTLIGHT

HERE WE'A GO GO AGAIN!

Johnny Rivers. Imperial LP 9274 (M); LP 12274 (S)

Johnny Rivers is a new idol of lots of teen-agers. This album has his hit single "Maybelline" and a lot of other exciting, rockin' songs, recorded live at the Whisky a Go Go, a popular California club.

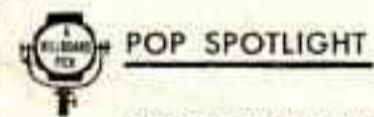


POP SPOTLIGHT

RIDE THE WILD SURF

Jan & Dean. Liberty LRP 3368 (M); LST 7368 (S)

Jan & Dean are on the top of the singles chart with "Ride the Wild Surf." It's included along with plenty of songs to take advantage of the teen interest in surfing. Dry land surfing is getting popular and "Skateboarding" and "Sidewalk Surfin'" are for those fans who prefer to keep dry.

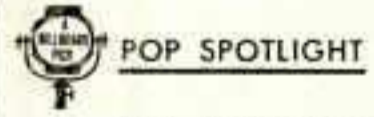


POP SPOTLIGHT

EXCITEMENT ON PARK AVENUE

Paul Anka. RCA Victor LPM 2966 (M); LSP 2966 (S)

Paul Anka is an international favorite, and this album proves that the reason is talent and the special Anka way of presenting it. Recorded at New York's Waldorf-Astoria, it is an album to appeal to Anka fans all over the world. Two medleys stand out, plus "Ogni Volta" and "Eso Beso."

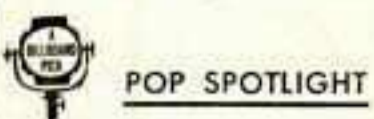


POP SPOTLIGHT

THE AMAZING TIMI YURO

Mercury MG 20963 (M); SR 60923 (S)

One of the outstanding talents among female vocalists in recent years, Timi Yuro turns in her first album performance for Mercury. The label sticks the "soul" label on her performance of great oldies like "I Got It Bad," "Maybe You'll Be There" and "I Can Dream, Can't I?" Soul or no, her style is great and her talent outstanding.

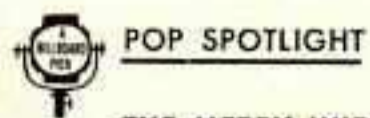


POP SPOTLIGHT

30 BIG HITS OF THE 60'S

Bobby Vee. Liberty LRP 3385 (M); LST 7385 (S)

A sparkling array of sales-proved hits as performed by Bobby Vee. His sales appeal, coupled with that of the tunes, gives this LP its solid sales potential.

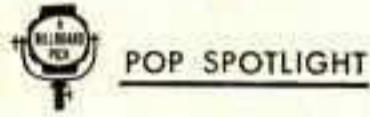


POP SPOTLIGHT

THE MERRY WIDOW

Original Lincoln Center Cast. RCA Victor LOC 1094 (M); LSO 1094 (S)

Franz Lehár's "The Merry Widow" is delightfully performed by the original cast of the Music Theater of Lincoln Center production. It stars Patrice Munsel and Bob Wright. Both are no strangers to the roles. They perform them delightfully. A mighty pleasant performance, wonderfully captured on record, and particularly so in the Dynagroove stereo version.

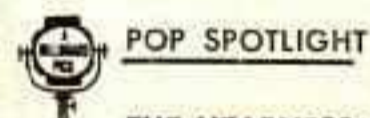
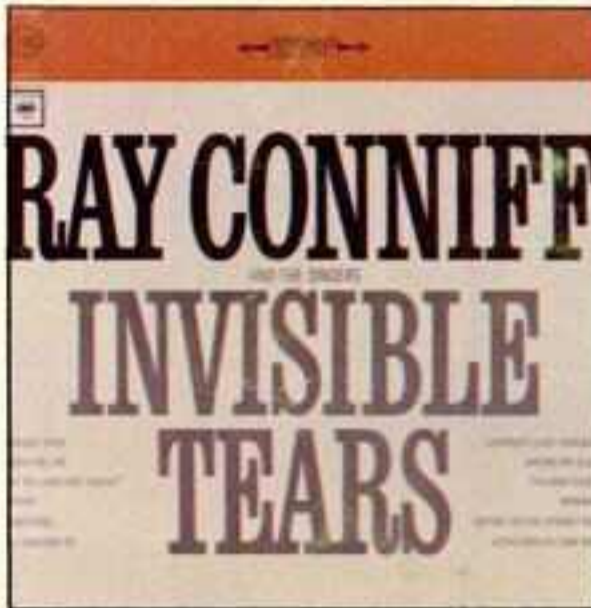


POP SPOTLIGHT

INVISIBLE TEARS

Ray Conniff Singers. Columbia CL 2264 (M); CS 9064 (S)

The Ray Conniff touch gives this group vocal album a magical flavor. The voices are pitched for total listening impact and the repertoire helps add to the over-all listening pleasure.



POP SPOTLIGHT

THE NEARNESS OF YOU

Patti Page. Mercury MG 20952 (M); SR 60952 (S)

Patti brings back 12 romantic favorites with the same fine, direct quality that has endeared her to millions for so many years. Among the tunes are "Where or When," "Try a Little Tenderness" and "It's a Sin to Tell a Lie." Patti devotes the album to lovers everywhere—and aren't we all, especially when listening to the great Patti? Should do very well commercially.

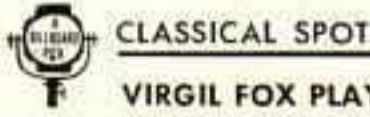
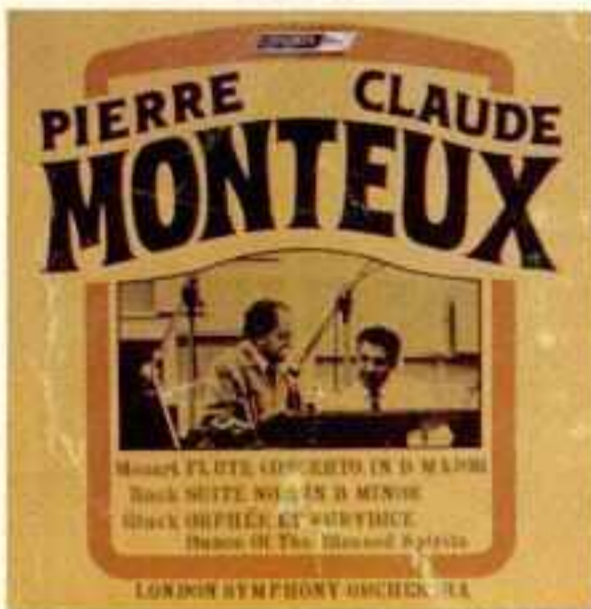


CLASSICAL SPOTLIGHT

PIERRE & CLAUDE MONTEUX

London Symphony Orchestra (Monteux); Claude Monteux (Flute). London CM 9400 (M); CS 6400 (S)

This is the only recording of the late Pierre Monteux ever made with his son, Claude. The younger Monteux has an international reputation as a solo flutist, although he is better known as a composer and conductor. The talents of father and son blend beautifully, particularly in Mozart's flute concerto in D major.

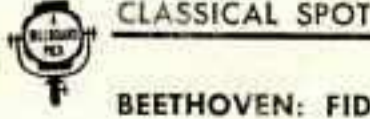


CLASSICAL SPOTLIGHT

VIRGIL FOX PLAYS THE JOHN WANAMAKER GRAND ORGAN—PHILADELPHIA

Command CC 11025 (M); CC 11025 SD (S)

No organ in the world compares with that in the John Wanamaker store in Philadelphia. For 25 years gifted organist Virgil Fox has played the traditional music for organ here . . . and also broken with tradition, as is shown with his masterful arrangement of Johann Bach's "Come Sweet Death" ("Komm Susser Tod").



CLASSICAL SPOTLIGHT

BEETHOVEN: FIDELIO (2-12")

Birgit Nilsson & Various Artists; Vienna Philharmonic Orchestra; (Maazel). London A 4259 (M); OSA 1259 (S)

Birgit Nilsson gives this version of Beethoven's "Fidelio" special stature. It's a handsome package outside and an exciting one inside (two disks.) Assisting Miss Nilsson are tenor James McCracken and Lorin Maazel conducting the Vienna Philharmonic.



LOW PRICE CLASSICAL SPOTLIGHT

LEONCAVALLO: I PAGLIACCI (2-12")

Mario Del Monaco & Various Artists. Richmond RS 62009

One of opera literature's most popular works enjoys a fine performance, and is priced within the budget's reach to make this multiple LP boxed package a cinch seller.

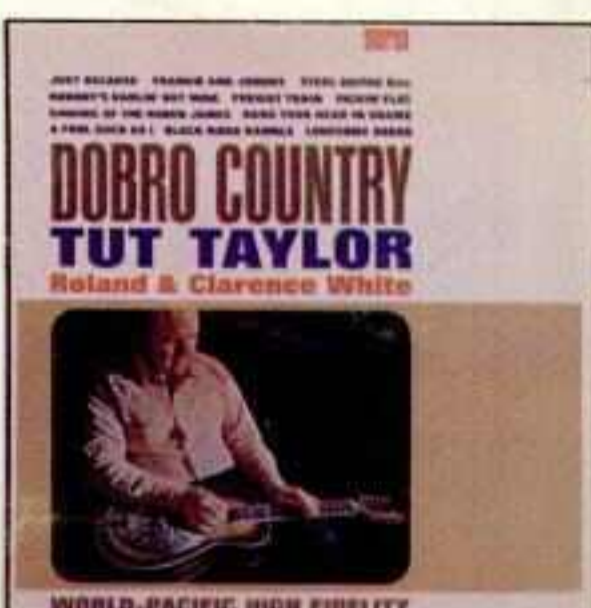


SPOKEN WORD SPOTLIGHT

THE GLASS MENAGERIE (2-12")

Various Artists. Caedmon TRS-S-301 (S)

Caedmon Records, a leader in the field of spoken word recordings, has gotten together four top theater talents and recorded Tennessee Williams' "The Glass Menagerie." Williams, who uses language as an art form, finds perfect outlets for that art in Jessica Tandy, Montgomery Clift, Julie Harris and David Wayne. Two-record set, de luxe packaging and a production folio add up to excellence.



COUNTRY SPOTLIGHT

DOBRO COUNTRY

Tut Taylor. World-Pacific WP 1829 (M); ST 1829 (S)

Here's a true country sound, that of the Dobro guitar, masterfully played by Tut Taylor. Roland and Clarence White add greatly to the backing with mandolin and guitar. Fine banjo work by Billy Rae and Victor Gaskin's bass playing add to a wonderful grouping of "old-timey" sounds, as Louise (Mrs. Earl) Scruggs says on the back liner notes. Top country fare!