CARtridge Takes Play At Biggest NARM Parley

MIAMI BEACH, Fla.—The tape CARtridge concept grabbed the attention of those attending the National Association of Record Merchandisers eighth annual convention, and emerged as its most discussed single topic. Furthermore, it seemed to underscore a general awareness of industry change in other areas which was evident throughout the sessions.

The convention, held here at the Fontainebleau Hotel (March 6-10), was the biggest and, by common consent, the best in NARM's eight-year history. More than 600 attended, better than doubling the turnout to NARM's San Francisco conven-
nion a year ago.

Aside from the promise and problems of the new tape cartridge industry, there were a number of reasons for the feeling of change which permeated this year's gathering. This was the first time since NARM's merger with ARMADA a year ago that rack jobbers and non-rack distributors convened together. This time, NARM emerged as a far more mature and effective trade association than ever before. The organization's maturity was remarkably evident in the caliber of its meetings, and in the manner in which they were conducted.

Gone were the flare-ups between rack jobbers and manufacturers which spiced the sessions of past years. Gone were the wranglings for bigger discounts. Instead, the tone of the business sessions were aimed at elevating and enlightening members to better business standards and understanding of the market.

NARM now appears to have moved out of the restricted position of yesteryear's rack jobber, and has assumed the broader scope of the overall wholesale dealer of records. Irwin Steinberg's keynote address (see separate story) set the tone to the convention's theme, "Planning for Profit," which was echoed and amplified throughout the entire three days.

Dr. Alice F. Doody, Ohio State University's Associate Provost, has 6 of the top 15 albums from Billboard's "Top LP" chart available on 4 & 8 track stereo tape cartridges! See page 48

Surgin Spanish Record Market Spark Groove Comeback for 78's

By MIKE GROSS

NEW YORK — The steady growth of the Spanish disk market in the U. S. is sparking a resurgence of the 78's p.m. rec-

ording. The demand for Spanish-language records on the 78 speed is now showing an extent that major companies like RCA Victor and Columbia are now viewing the marketing

of 78's as a new adjunct to their 45 r.p.m., single and 33 1/3 LP business. Also, Conant, Jerry Blaine's distribution organiza-
tion which is now stressing the Spanish-speaking market, is pushing product on the old, and what was thought defunct, 78 record.

RCA Victor will supply a potent stimulus to the 78 disk boom when its Spanish product

Dealer Squares Off at Pubs In Tape Duplication Suit

By CLAUDE HALL

NEW YORK—Harold Wally, manager of Wally's Auto Radio Service here, last week chal-
ging the claim that publishers had the right to collect royalties on CARtridge duplications from records as a customer service.

The office of Harry Fox, publishers' agent and trustee, filed suit about three weeks ago against Wally's in Federal Court charging that Wally's violated the Copyright Act by transfer-
ring performances from records to cartridges without permission of the copyright owners. The suit could be a forerunner in that it seeks to clarify and establish legal patterns for the output of copyright material.

An estimated 30 firms, most in California, are duplicating musi-

Austria's Jurgens Brings Home Eurovision Bacon

LUXEMBOURG — A sensi-
tive interpretation of the dreamy, romantic ballad, "Merci Cherie," won for Udo Jurgens and Aus-
tria the Grand Prix of the 1966 Eurovision Song Contest here Saturday (5).

It was the third time Jurgens was entered, but it was the first time he won. Carl Orff, the composer; "Merci Cherie," written by Jurgens and Thomas Horbig, is published by Montana and released on disk by Deutsche Vogue. A song with an "Ave Marie-like" hit, it featured

Jurgens accompanying himself at the piano. The song opened with dramatically prominent snare drum backing and builds to an impressive climax with a rich background of swelling strings.

Jurgens, the first male singer to take the stage at the Villa Louvigny, after night girl singers, was clearly a favorite with the audience, and his excellent performance. He and co-composer Thomas Horbig were presented with their awards by France Gall, the 1965 Grand

(Continued on page 3)

(Continued on page 48)

(Continued on page 12)
A NEW SINGLE FROM A GREAT ARTIST

JIM REEVES "DISTANT DRUMS"
c/w "Old Tige" 8789. "Old Tige" is from his RCA VICTOR album "Talkin' to Your Heart" LPM/LSP-2339

The most trusted name in sound ©
A New Challenge

The tape CARtridge industry—its great promise and its problems—was carefully scrutinized by the record industry during last week's National Association of Record Merchandisers in Miami Beach, Fla. The challenge of the new industry was met head-on, fearlessly, as merchandisers and distributors expressed their views.

However, just as fearfully, the industry tackled the problems of the systems currently being pushed—LP stereo eight track, and Tele-Two's four track. Most of those present want to avoid the fate of the 45-LP war years must be supported. On the other hand, there are some who maintain the industry cannot afford an estimated near-half million consumers who already have four-track equipment and want to buy recordings for their players.

The course is clear. The industry will continue to do all in its power to throw weight behind the system which the nation's merchants and record companies are favoring—LP eight track. The immediate future unquestionably points in that direction.

In the meantime, distributors and merchandisers newly entering the field will evaluate their own market demands, and based upon the size of the market which may remain, to establish the number four track—will decide to what extent they want to supply their market.

There seems no way out of the threshold period—when four and five minute tracks will be the in vogue. But, judging by the speed with which this entire industry is taking off, the industry can take heart in the fact that the CARtridge business will settle down to a standard system long before the LP-45 battle is over and the record industry itself has found its own standardized speed for both albums and singles.

Captridge Takes Play at NARM Parley

18 Snare Awards in Hard-Fought Battle

MIAMI BEACH, Fla.—The annual NARM awards banquet was presented at the association's eighth annual banquet March 9 at the Fontainebleau Hotel, Miami Beach, Fla. The convention that "we all care about" in the industry is comprised of leading business figures.

The convention has been described as "The most important event in the recording industry's calendar" by one industry leader.

Doody's pledge for the scientific method to make it easier for the person who wants to be in the record business to avoid the mistakes that have been made in a convincing, logically convincing manner. Doody's comment on the record business and the "Profit Squeeze Can Be Stopped." He told those attending NARM's convention that the record business and the people who run the industry have reached the bottom of the barrel when it comes to profits. He posed three questions: (1) How did the record jobber get caught in the profit squeeze? (2) What does the future hold in this regard? (3) What can be done about it?

Doody then presented figures of a hypothetical rack firm, tracing its operation from the time it started in business in 1955 to the present. With the aid of slides using the large-screen, rear-projected Colliers System, Doody showed the balance sheets of what he called a typical record merchant who has used the system to improve his business. Doody showed the balance sheets of what he called a typical record merchant who has used the system to improve his business.

It was a glowering evening, March 9, in the Fontainebleau Room at the Fontainebleau Hotel, Miami Beach, Fla. The occasion was the NARM awards banquet attended by some 600 fortunate ones who enjoyed the elegance of the event and the entertainment presented by the National Association of Record Merchandisers.

The theme of the evening was "the success of an industry in the face of competition from other industries." Through the years, the industry has had to overcome many problems.

The affluence (Continued on page 8)

Steinberg Stresses Quality and Service as Two Keys to Profits

MIAMI BEACH, Fla.—Every one is in business to make money, and service is often as important as quality and service. That was the theme of Irwin Steinberg's keynote speech at the NARM convention.

"The competition in our field today is very tough," said Steinberg, who is president of the Mercury Company. "In the past six years, the record business has been hit by the record business itself." Steinberg said that the key to success is to keep the customer satisfied and to make sure that the customer is satisfied with the product.

He added that some of the most successful companies in the record business have been those that have been able to keep the customer happy and satisfied with the product.

Another key to success is to keep the customer satisfied with the product. This is especially true in the record business, where the product is perishable. Steinberg said that the key to success is to keep the customer satisfied with the product.

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Maguire Preparing Major Buildup Of London's American Operation

NEW YORK—Now that his British contingent is riding com-
tortion on the favor of a former Wall Street investor, Paul Maguire, head of singles and air for London Records, is preparing a major drive on behalf of his American wing. The drive will be focused on key performers in at least four different parts of the country.

Prior to the British wave, which began during the summer of the London label had established itself as a major factor here with product from a wide-ranging group of inde-
dependent producers, who at one time numbered more than 40. More recently, the firm grabbed a major share of the British ac-
tion with such groups as the Shadows, the Rolling Stones, the Zombies, Hedgehoppers Anonymous, the Yardbirds, and others. More recently, a new group, the Small Faces.

London, however, is planning a return to the record business, with its own production set to be released on a Parlo label, to be followed by a series of more and more exciting acts of its own.

Made in Nashville

This year, London is planning a return to the record business, with its own production set to be released on a Parlo label, to be followed by a series of more and more exciting acts of its own.

This isn't Vanguard's first

HOLLYWOOD

singles of regular.

4

Vanguard in Pop Singles

Disk Derby

NEW YORK—Vanguard Records, a firm that became

Established a decade ago as jazz lab-

el, has concentrated on jaz

d and folk product, has en-
tered the pop field.

According to Herb Corsock, sales manager, the label has signed the Vagrants to a long-
term exclusive recording con-

tract, effective immediately appear-
ing at New York's Rolling Stone.

The first Vanguard single, "I Can't Make a Friend," is being released this week. Miller-Martin Productions produced the single. The release is regarded as an in-
cursion into the singles field. The Vanguard label has produced only a few singles, most notably a recent out-

The Shadows have the hit re-

t request spot on WLS here in only a few days. The station reported that the group received more re-

quests than any other act in the city.

They're like American Rolf-

ing Stone, according to VDiscs.

The group is comprised of Joe Kell, lead singer; Gerald McGeorge, rhythm guitar; War-

r, lead guitar; Tom Schiffrin, drums, and lead singer Jim Shom.

Dozens of albums and singles are available in the market.

Another smaller Camarata-

Coast oriented vocal group.

As opposed to its earlier oper-

ational format, where several pro-

ducers were contributing to the production work, Vanguard now plans to operate on a highly selective basis, and to avoid the pitfalls of the nucleus of the operation. He further explained that Vanguard is derived from sustained promotion and sales efforts, and the creative efforts of a relatively small and dedicated staff.

Decca Country Pitch in Gear

NEW YORK—Decca Records is adding fuel to its March in-

cipient program with a four-

song release, to be issued by Lon-

ny Green, Jimmy New-

4

to spotlight the country product, Decca has supplied its own master in-store and window displays. The en-

tertainment firm finds itself currently making the rounds of their ac-

tives with details of the March program.

Roulette Turns on Singles Promotion Steam on 4 Acts

NEW YORK—Roulette Rec-

ords is stepping up its singles promotion efforts with a widespread campaign behind several of its artists. As part of the new life at the label, which has just reorganized the firm as national promotion director, Gordon Schullman, Steve Schutelman, of Philadelphia, has reported to Roulette, and will handle promotion for the label in Philadelphia, Baltimore and Washington, D.C.

A singles drive is being spear-

headed by Roulette District Manager, Elliott, Susan Smith, Chance Edens, and Steve Schutelman. Roulette has just released a "Walking in the Rain," with "Shane and Scandal in the Fam-

ily" sold 60,000 copies around the world. Roulette, said, but didn't fare well in the U.S. because it wasn't recommended for play. The record was a disaster, he added.

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by Ruth Schwartz

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Billboard

DANOR American Operation

U.S. Navy

My Heart Wants," by Terry de Rose of Philadelphia.

Vanguard's new promotion policy at Philadelphia's WDAS—both be-

fore and after their current r&b format—Schwartz left a per-

sonal statement to Billboard, Philadelphia to return to Rou-

lette. His record business ex-

perience includes 30 years with Vee Jay Records out of Chicago; he was formerly in charge of the Billboard advertising department, managing Jerry Butler for Vee Jay.
If you started out in a cave and ended up making records... you'd look happy, too.

Scant months ago these four Irish lads were working out in The Cave, a Dublin cellar club. Now they're ready to take the charts by storm with their first release—a soft and easy single sound very much zeroed in on what's happening sales-wise.

The smiles belong to The Creatures. The name of their first single is "Turn Out the Light" c/w "It Must Be Love".

The green type is not for St. Patrick's Day. It stands for dollars.

On Columbia Records.
EDDIE NEWMARR, music director for Audio Fidelity and Karate Records, has returned to his post in Detroit - the region's largest market - after spending three years in Europe, where he has been working with Italian, British, French and German rock groups, and with a number of radio stations in Europe. Return plans call for a visit to Africa next year.

Billinis New NARM Prexy

MIAMI BEACH, Fla. - Johnny Billinis, of Salt Lake City's Billinis Distributing Co., was elected the new president of the National Association of Record Merchandisers during the organization's eighth annual convention here last week.

Winnie Will Make Tracks For the Overseas Market

HOLLYWOOD - Walt Disney Productions will record story- teller albums in several foreign languages for "Winnie the Pooh," a current U.S. film release. The Disney record wing will play an important role in introducing Europeans to this cartoon personality, reported record president Jimmy Johnson after returning from a three-week European business trip. The films opens in England in three months but will not be shown in other countries until February 1965. The film will be teamed in England with "The Ugly Duckling," currently a hit in domestic theaters.

Miss Miller, where have you been!

Mrs. Miller, where have you been!

COLUMBIA RECORDS held a party last week (3) at New York's La Fonda del Sol restaurant in honor of Tony Bennett's acting debut in the movie, "The Oscar." Shown, left to right, are: William Gallagher, Columbia vice-president; Bennett, and Billboard publisher Hal B. Cook.

Mercury Bolsters Coast Pop Music Operations

LOS ANGELES - In an all-out effort to give West Coast pop operations, Mercury Records has signed deals with a host of independent producers. Launching this expansion move has been Doug Moody, sent here from Boston to head a promotional four-months ago to make a founda- tion of the West Coast pop disk producers. Product will be released on Mercury and the Phillips label.

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Gene
(guitarist-singer)
Canadian-born Gene plays guitar with remarkable depth and feeling. He has a great flair for comedy.

Eddie
(percussionist-singer)
Eddie's the one the girls flip over. He helps Gene out with the comedy in addition to singing and beating tambourine.

Dino
(drummer)
Dino wants to be the greatest drummer in the world. He practices constantly.

Felix
(organist-singer)
Felix is terribly serious about music. Very sympathetic to far-out movements like third-stream jazz.

THE YOUNG RASCALS

GOOD LOVIN'

Watch them perform it on the Ed Sullivan Show, CBS-TV, Sunday, March 20.

Management: Sid Bernstein & Walter Hyman
Booking: Associated Booking Corporation
CARtridge Takes Play At Biggest NARM Parley

• Continued from page 3
tion explosion and with it an expanded market for more prod-
uct. The post-Korean War peri-
period, while the population's hoarding
had resurfaced in a new buy-
E. Enders, said, when the 25 to 35-
year-old was at the top spacing bracket, with those in the
44-year-old plus group hold-
ing on to their money for the
rainy days of old age.

This has changed, and accord-
ing to all projections of econo-
10m, the population's hoarding
is of mass automobile manu-
facturers by private industry, old-age pen-
ion benefits by government, as well as the government's medical
programs for the aged.

New Market

Today and in the years to
10e, Enders said, a new af-
15r market is emerging among those in the older brackets since there is no longer the need to hold on to savings. As a result today industry is emerging and will continue to enjoy a greater market for the products that were said, the manufacturing potential was
away. He said that "the market for the body of the market—
15 New Era."

To further illustrate this up-
beating trend, Enders pointed to the burgeoning tape cartridge market. Picking up a repre-
15ntative of "Billboard's Special Rep-
ort on the Tape Cartridge Indus-
15ry" (March 5), he quoted a state-
ment from that issue made by Robert G. Mulcahy, president of the Laser Jet stereo division, and Bill Mulcahy, presi-
dent of Teleprompter Industries.

Tarr opened the session with a brief review of pre-recorded tape and discouraged the use of reel-to-reel, two-track stereo, through
the RCA Victor re-seat-to-reel, four-track cartridge and down to the eight-track cartridge.

What Direction?

Those who attended were easily able to discern the size of the present market, and the direction in which the panel members felt it would develop. Tarr said RCA Victor will stick to eight-track. Mulcahy main-
tained that eight-track will de-
1515ter the market, but for lower cost installa-
tions, four-track will continue to grow. Mulcahy stressed that his firm was selling both four-
15 track and eight-track cartridges. He be presented as evidence that he was not prejudiced against eight-track.

Gall, who is a figure of more than 650,000 four-track ums now in use, Lar's Gall said that approxi-
1515ately 20 per cent of cars rolling out of dealers' lots are being de-
1515livered with pe-track cartridge using the eight-track configuration.

Finley, whose firm supplies cars with tape and audio equipment, said that the bulk of the four-
15 track market res in California, and that in that market he first started the automotive cartridge business. The CASIO is that eight-
15 track was enjoying a wider ge-
1515ographical audience.

Gall returned to point out that more than 100,000 eight-
15 track cartridge players are cur-
15ently in use since the eight-track market was introduced last September. He predicted that in more than 100 of these, eight-
15 track, eight-track will overtake four-
15 track.是 marked as 100 per cent.

Two key points were apparent during the panel discussion: (1) Those who attended were strong-
15 ly opposed to "another battle of the speeds," and, as that long as it would be no dif-
15 icult to ardizing on one system, eight-
15 track. (2) Merchandisers keen interest to move swiftly into the cartridge market was equalized only by their confusion as to which way to go.

Price

Whereas some gener-
ally reversed the declining profit trend, others continued to decline through 1964. Steinberg said that it is a mat-
15 1515er that planning that reversed the trend for general merchandising, and it is a mat-
15 1515er planning that reverses it for the record industry.

Steinberg then analyzed the probable future of the industry, merch-
1515andisers showing how the lat-
1515er differ in assets, sales volume, number of dealers and manufact-
1515uring potential.

In discussing the fact that the cartridges are being de-
15 1515elivered as part of the car, Steinberg said that our manufacturers, distributors and dealers are not interested in selling the various cartridges, and that the record industry should be designed to serve the consumer.

The fact that he has been asked to present an analysis of the future direction of the industry, Steinberg said, is evidence that the record industry is not a dead-end.

The future direction of the industry, Steinberg said, is one of growth and change, and he noted that the millions of dollars are being spent on research and development.

Key factors in profit improve-
1515ment, Steinberg said, include price policies, turnover and volume, and the physical distribution, cash flow analysis and inventory.

Price

Further changes in the indus-
1515try are impossible if the record industry is to share in the nation's economic growth. Steinberg noted that there is too little oxygen in the profit system now to properly support the general promotion of exist-
1515ing and the development of new product. The record manu-
facturer has become ... a vic-
tim of the family in fighting the cost of their vendors.

The record merchandisers, in seeking to hold existing mar-
ket share and increase sales, have been forced to use low margin, low profit margins.

When the new profit level is not reached, pressure was placed upon the manufacturer for a lower price.

"There is a staggering contra-
1515dictory and frustrating trend ... is a unique product. ..." The younger cannot make an alter-
1515native selection. Why then com-
1515pete on a price basis? Besides, price is the easiest competitive weapon for your competition to nullify. There is nothing crea-
tive about reducing or meeting a new price. This sort of price competition is often an indicator of the power of life's end.

Turnover

Steinberg termed turnover as important as price, adding that the turnover in the number of people who buy products which bring the consumer to a product, it ceases service. He said that the record industry should be designed to give the kind of service that assures turn-
over.

The heart of the turnover concept is inventory manage-
1515ment. It is the management of the stor-
ture here as it involves moving the product through the sales channel and avoiding pre-ticket-
1515ing." Steinberg then presented various formats for pre-ticketing, and he proposed the formation of a special team of men to study the subject and make recommenda-
1515tions to inventory manage-
1515ment practices.

In conclusion, Steinberg stated that "We have come a long way as part-
ers in the record business and we must work to make the manufacturer take his turn at the end of the road. We have to make all areas of our industry more profitable. Then we can offer our products to customers, such as men who have never en-
j1515joyed in any other way a new dimension to the enjoyment of music. We can still view the vitality of the record business, and we can see the ability to move in 'being' in fulfilling the possibili-
ties of the enterprise system."
KATE'S GREAT in her fast-selling album of inspirational songs "How Great Thou Art" 10 weeks on the charts and moving up fast! LPM/LSP-3445

RCA VICTOR

The most trusted name in sound.
Senators Bide Time While House Presses Out Copyright Wrinkles

By MILDRED HALL

WASHINGTON — As the House Copyrights Subcommittee went into its 10th executive (non-public) meeting on the proposed 1965 Copyright Revision bill last week, the Senate Copyrights Subcommittee decided to wait for the House report on the bill before resuming its hearings. The House group held 22 days of public hearings last year, but the Senate Subcommittee had time only for a few days, because of the press of other legislation.

The House subcommittee, under Chairman Robert Kaestner (D., Wis.), is pushing hard to finish marking up the bill, reaching final words on controversial issues in the monumental legislation. "The end is not yet in sight," says hard-working committee counsel Herbert Fuchter.

Among the copyright battles to be settled in the revision of the old 1909 copyright law are the juke box royalty issue; the mechanical rate under the compulsory licensing of records; the demands of educators for retention of the blanket non-commercial profit exemption in the old law, and the copyright liabilities of community antenna systems, which are now the subject of controversial FCC regulation proposals, and intense Congressional interest.

**Compulsory Licensing**

During House subcommittee hearings last year, the big 3M company proposed compulsory licensing for the tapes to be used in their new background music unit to be sold outright to storekeepers. There was no sign then that the subcommittee intended extending the compulsory licensing beyond the traditional licensing of manufacture of records for home use. But with the new CAR/Bridge auto-music tape explosion, and possibly other developments in this type of consumer tape use, the question could come up more strongly as copyright considerations run over into the next Congress.

The Senate Copyrights subcommittee counsel Thomas Brennan confirmed the report that the subcommittee would mark-up of the House bill before resuming hearings. This will simplify matters and save industry people from having to be in two places at once — trying to attend Senate hearings and confer with House subcommittee. The Copyright Office recently issued a 45-page skeletal outline of controversial issues and recommendations made—all to be ironed out in the new law.

Whether the Senate subcommittee will wait for completed House action (from vote by House Judiciary committee to House floor vote on the amended revision bill) has not yet been decided. Whatever the schedules, observers here do not expect anything like final action on the copyright bill in this session. If differences develop between House and Senate versions of the bill, matters could run deep into the 90th Congress, and even beyond.

**Mega's Accents Women's Angle**

- Continued from page 6

things, interested in buying rec-ords on impulse rather than plan, who is enticed into mak- ing disk purchases by a tasteful but arresting album display. She's cost conscious, according to Meggs, but product quality comes first.

In addition to contemporary design in record merchandising units, Meggs suggested use of such in-store devices as streamers, mobiles, the store's p.a. sys- tem for announcements, and catalogs. He also stressed the merits of radio time, newspaper space and artist appearances.

His address covered the under-score the countless sales aids and services which manufacturers have available to rack jobbers and retailers.

Committee Named To Aid Distributor

MELAMUD and seek to establish as favorable a climate as pos-sible between distributors and manufacturers.

The NARM officer echelon realizes that the distributor has been adversely affected by the profit squeeze and needs this consideration. President John Billins, in discussing the matter recently, stated: "It is to our advantage to maintain the dis-tributor's position, . . . we need him and he needs us.

George Berry, on the same subject, added: "We advise all distributors to join NARM. We are anxious that they be represen-ted so that we have a trade association which can in the fullest manner operate on behalf of the industry's entire wholesaling segment."

A similar view is held by Arno Heilicher, who feels strongly that NARM is the proper instrument to pick up the ball on behalf of distributors, particularly in their relation to manufacturers.

The NARM officers, board and distributor committees are also hopeful of persuading manu-facturers to hold group dis-tributor meetings. These could be timed with NARM's meetings, which are flexible and could coincide with manufac-turers' release schedules. Heilicher pointed out that such group meetings would represent a great saving in time, money and effort, and that the entire staffs to such meetings," he said, adding: "As it is now, one must practically own an airline."
OPERATORS!  ONE STOPS!  A NATURAL!

TIMELY!  TOPICAL!  TEENFUL!  TERRIFIC!

AS EXPLOSIVE AS THE EXHAUST FROM A TWO-WHEEL MONSTER

BOB MOORE

HELL'S ANGELS

I CAN'T STOP LOVING YOU

Hickory Records, Inc.
2110 Franklin Road
Nashville, Tennessee 37204
Home of the Nashville Sound
Surging Spanish Record Market Sparks Grove Comeback for 78's

*Continued from page 1*

Hence, the licensing arrangement with Ansonio, which was already in the 78 field with its own product, Ansonio has access to 78 pressing facilities and has 15 distributors around the country conditioned to the selling of the 78 record. The firm is well-respected in the Spanish-speaking communities around the country primarily through the efforts of its President Rafael Perez.

Perez is a record industry veteran who set up and built the Latin-American catalogues for Columbia Records, and later, for Decca Records. Ansonio plans to release about 40 records a year from Victor's Mexican catalog. According to Ansonio Vice-President Herman Glass, Victor has about 25 major artists on this roster so there will be no difficulty in holding to a steady release schedule. The Victor-Ansonio kickoff release, scheduled for next week, will include discs by Rosita Rodriguez, 17-year-old daughter of Juan Rodriguez Diaz, disc jockey on New York's WHOM, Miguel Acenas Mejia, Pepe Hara, a new Mexican artist, and Los Tres Diamentes. Future releases will include discs by Mariachi Vargas de Tecalitlan, Tonia La Negra, Virginia Lopez, Maria Luisa Lanim, Libertad Lamarque, Joseito, and Jorge Negrete.

25,000 Copies

Glass pointed out that a hit Spanish disc can sell as many as 25,000 copies on 78s as compared to 15,000 copies on 45s. Considering the fact that the Spanish-speaking consumer leans towards the 78 disk, it's entirely possible that Ansonio's 78 will oustsell Victor's 45 on the same release. Glass figures that the Spanish-speaking disk buyers favors the 78 because it has become a build-in buying habit which they don't seem to want to break even though they own three-speed phonographs and because some still own the one-speed 78 phonographs. Victor, meantime, will be closely watching the sales of its move into the 78 market with its Mexican catalog. If it proves satisfactory, the next step, of course, will be to extend it to records from its South American subsidiaries and as far as Broderick is concerned, "It does not preclude an even further extension into the 78 market with pop disks." And as an afterthought, he said, "There's no reason why a record like Barry Sadler's "The Ballad of the Green Berets' shouldn't sell well on 78s."

Atlantic-Atco

*Continued from page 6*

the Carla Thomas and the "Solid Gold Soul" LP's have become best sellers for the label. Miss Thomas' "Comfort Me" on Hill-Burton's album chart two weeks after release. "Mama's 'Today' is one of the top-selling jazz LP's on Atlantic. Otis Redding's "The Ballad," released last September, picked up greatly in sales in February due to the advertising campaign and to the fact that the hit Redding single, "Satisfaction," is featured in the album.

Diamond Offer

NY: Victor Diamond Records is offering a "buy five, get one free" deal on four Ronnie Dove albums through June. Included in the deal is Dove's latest album, "The Best of Ronnie Dove."

SALESMAN WANTED

Aggressive salesman presently calling on dealers, distributors and record stores who can earn big money with our fast-selling record lines. Over 600 titles, including 1,500 eyes records to budget lines and regular LP selection. This is a newly established distribution division to sell directly. Replies held in strict confidence.

DON GABOR
30 East 57th St., N.Y.C.
Ramsey Lewis,
Billy Stewart,
Jean Du Shon
and
Fontella Bass
are
“grabbers”!

Wanna be grabbed . . .?

Try these.
ATLANTA

TW

1. "THE BALLAD OF THE GREEN BERETS" - Barry Sadler
2. "THAT'S THE WAY (I'LL BE COMING)" - Neil Young
3. "I'M GONNA BE STRONG" - Isaac Hayes
4. "I WANT TO BE SAVED" - The Osmonds
5. "WHERE ON EARTH IS OLIVER:" - Electric Light Orchestra

TIMELINE

1. "THE BALLAD OF THE GREEN BERETS" - Barry Sadler
2. "THAT'S THE WAY (I'LL BE COMING)" - Neil Young
3. "I'M GONNA BE STRONG" - Isaac Hayes
4. "I WANT TO BE SAVED" - The Osmonds
5. "WHERE ON EARTH IS OLIVER:" - Electric Light Orchestra

BOSTON

TW

1. "THE BALLAD OF THE GREEN BERETS" - Barry Sadler
2. "THAT'S THE WAY (I'LL BE COMING)" - Neil Young
3. "I'M GONNA BE STRONG" - Isaac Hayes
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4. "I WANT TO BE SAVED" - The Osmonds
5. "WHERE ON EARTH IS OLIVER:" - Electric Light Orchestra

MIAMI

TW

1. "THE BALLAD OF THE GREEN BERETS" - Barry Sadler
2. "THAT'S THE WAY (I'LL BE COMING)" - Neil Young
3. "I'M GONNA BE STRONG" - Isaac Hayes
4. "I WANT TO BE SAVED" - The Osmonds
5. "WHERE ON EARTH IS OLIVER:" - Electric Light Orchestra

NEW YORK

TW

1. "THAT'S THE WAY (I'LL BE COMING)" - Neil Young
2. "THE BALLAD OF THE GREEN BERETS" - Barry Sadler
3. "I'M GONNA BE STRONG" - Isaac Hayes
4. "I WANT TO BE SAVED" - The Osmonds
5. "WHERE ON EARTH IS OLIVER:" - Electric Light Orchestra

PHILADELPHIA

TW

1. "THAT'S THE WAY (I'LL BE COMING)" - Neil Young
2. "THE BALLAD OF THE GREEN BERETS" - Barry Sadler
3. "I'M GONNA BE STRONG" - Isaac Hayes
4. "I WANT TO BE SAVED" - The Osmonds
5. "WHERE ON EARTH IS OLIVER:" - Electric Light Orchestra

PITTSBURGH

TW

1. "THAT'S THE WAY (I'LL BE COMING)" - Neil Young
2. "THE BALLAD OF THE GREEN BERETS" - Barry Sadler
3. "I'M GONNA BE STRONG" - Isaac Hayes
4. "I WANT TO BE SAVED" - The Osmonds
5. "WHERE ON EARTH IS OLIVER:" - Electric Light Orchestra
**TOP 20**

Spotslights—Predicted to reach the top 20 of the Hot 100 Chart

**PETULA CLARK**

"The Kinks"—A sign of the times (Prod. by Tony Hatch) (Duchess, BMI)—Good dance beat rhythm and exciting Pet Clark vocal combined in this Tony Hatch tune which will quickly equal her No. 1 disk, "My Love." Flip: "Time for Love" (Northern, ASCAP).

**THE KINKS**—TILL THE END OF THE DAY (No- ma, BMI)—Hot follow-up to their smash "A Well Respected Man," is this rockin' dance bear with up-beat lyric. Flip: "Where Have All the Good Times Gone?" (Noma, BMI). Reprise 6454

**RORY & THE DAYTONAS—SOMEDAY LOVES ME** (Prod. by Justis Prod) (Blackburn, BMI)—More swinging sounds from the Lewis keyboard as he reviews the dance scene's strongest successor to "A Hard Day's Night." Flip: "Hi Heel Sneakers Pt. 2" (Med- al, BMI).

**M A S S I V E**—I CAN'T REST (Chevis, BMI)—More exciting stuff from the same stint, with excellent vocal with which the group was quickly equal her previous hits. Flip: "I Can't Rest" (Chevis, BMI).

**DYNO VOICE**—I Got It Bad (Metric, BMI) Liberty 58666.

**JOANIE SOMMERS—YOU'VE GOT POSSIBIL- ITHES** (Prod. by Allen Stanton (Morley, ASCAP)—The stylish vocalist makes an exciting debut on Columbia with this swinger from the forthcoming Broadway musical, "It's Superman." Flip: "Never Throw Your Dreams Away" (Blackwood, BMI). Columbia 43567.

**ANTHONY NEWLEY—WHY CAN'T YOU TRY TO DIGGERDIOO** (Prod. by Neely Pugh) (Mel- ody, BMI)—A nice, catchy novelty with strong choral and instrumental backing for a hot chart contender for the British stars. Flip: "Is There a Way Back to Your Arms" (Suffolk, BMI) RCA Victor 8785.

**D A V I D D E E, DOZY, REAKY, MICK & TICH— HOLD TIGHT** (Gatwick, BMI)—Good group vocal on ultra-big beat dance rhythm for a left-field winner. Top-of-the-chart contender. Flip: "You Know What I Want" (North, BMI). Fontana 1545.

**CHART**

Spotslights—Predicted to reach the Hot 100 Chart

**ROBERT GOOLEY—My Love In Zurich (Elpis, BMI) Columbia 42005**

**SUNDAYS—STILETTO** (Elpis, BMI) TOWER 224.

**THE EMERALDS—Twice A Woman (Mayhem, ASCAP) UNITED ARTISTS 30007**

**VICKY CARR—Netherlands (Led, ASCAP) LIBERTY 58609**

**MEL RINE—Chicago (Fred Fisher, ASCAP) DECCA 37594**

**BILLY HUNSTON—Blond Thunder (Marron, ASCAP) BERTON 1091**

**100 Chart**

**BEBBY SHEARAN—Happiness Is (RCA, ASCAP) CAMER 402**

**H E N R Y J E R O M E & HIS BRAZEN BEES—Theme from Peyton Place (Peyton Place ASCAP, DECCA 29902)**

**JOHN DAVY—Saturday Night Philadelphia (Columbia, BMI) COLUMBIA 43536**

**M A R V 1958088—I Miss You Baby (Now I Miss You) (Jubilee, BMI) GORDY 7561**

**COUNTRY SPOTLIGHTS**

**TOP 10**

Spotslights—Predicted to reach the Hot Country Singles Chart

**JIM REEVES—DISTANT DRUMS** (Prod. by Chet Atkins) (Champion, BMI)—Strong follow-up to his "Snowflake" smash hit with an exceptional vocal performance by the late Reeves. Flip: "Old Tag" (Tuck- boe, BMI).

**R C A VICTOR 7879**

**R E D S O V I N E—LONG NIGHT** (Prod. by Tommy Hill Prod.) (Saturday)—Another truckin' tune with solid Sovine lyric to replace his No. 1 country smash, "Giddysup Go." Flip: "Too Much" (Tarheel, BMI).

**STARDAY 757**

**F E R L I N HUSKY—I COULD SING ALL NIGHT** (Prod. by Marvin Hughes) (Husky, BMI)—Happy, up-beat lyric ballad written by Husky and Tommy Collins with solid instrumental support that will quickly hit the country chart. Flip: "What Does Your Con- science Say to You" (Pamper, BMI). Capitol 5616.

**B U D D Y C A G L E—TONIGHT I'M COMING HOME** (Prod. by Scott Turner) (Central, BMI)—Strong de- but for Cagle on Imperial with this up-beat lyric ballad with excellent country instrumental backing and superb production. Flip: "Hank Tonky College" (Nashville, BMI). Imperial 6616.

**R&B SPOTLIGHTS**

**TOP 10**

Spotslights—Predicted to reach the Top Selling Rhythm & Blues Singles Chart

**W A Y N E C O B R A N—GET DOWN WITH IT** (La- Bill, BMI)—Screaming vocal by the shouter on a clap-hands blues wailer for a strong r&b chart entry. Flip: "You Don't Need Me for the Wicked" (Macon, BMI). Mercury 72525.

**CHART**

Spotslights—Predicted to reach the R&B Singles Chart

**JIMMY SMITH—Get My Motor Working Part 1** (Arc, BMI) VERVE 12091

**NELLE DIXON—See What I Mean (Maw, BMI) WARN 1171**

**V O C A L ARRANGERS—You Can't Let Me Go** (Part 2) (Taco, BMI) NUMBERED 1103.

**EZZY JONES—Just as Sure (As You Play, You Must Pay) (Taco, BMI) NUMBERED 1108.**

**D I C K S L A Y—You Can't Stop Tomorrow** (Comet, BMI) R B VICTOR R 7878

**THE REMBRANDTS—Vesta Fafant (Melodie Music, BMI) CHATTO & DEAN**

**H A R O L D G E T T E R S — Ram-Dan-Dakka (Starr, BMI) REPRISE 4047**

**GABRIEL—Dance Little Light of Mine (Sunshine, ASCAP) BMI 10456**

**WADE HOLLIS & THE FRENCHS—Good Lasc (L.R. Music, BMI) **

**A U D I O F U L L Y—121**

**THE REGIS LEICESTER—Monkey Don't Care** (Taco, BMI) NUMBERED 1111.

**DONNA BUITTERMANS—Sale Boy (Decca, BMI) REPRISE 4835**

**KING BEE—Rhythm and Blues (United, BMI) RCA VICTOR 7879**

**ROBERT RAYMOND—That Fool's Gonna Have Me (Ram, BMI) RCA VICTOR 7878**

**J E R R Y H N I L S O R—Lover's Lullaby (Sunshine, BMI) RCA VICTOR 7878**

**THE FRAZELL SINGERS—Another Man (United, BMI) M-G-M 10456**

**THE FRAZELL SINGERS—Another Man (United, BMI) M-G-M 10456**

**W O L F P L I G E & THE TRENCHES—Good Lasc (L.R. Music, BMI) **

**A U D I O F U L L Y—121**

**R O T H M O T T—Father, Where Are You** (Reed & Blackwel- ler BMI) COLUMBIA 3695.

**D I C K S L A Y—You Can't Stop Tomorrow** (Comet, BMI) COLUMBIA 3695.

**R E N E W I L D—Wichita Lineman (Weaver, BMI) RCA VICTOR 7878**

**B I L L Y P R E STON—The Night (Green) Columbia, BMI) C A P T I F 78**

March 19, 1966, BILLBOARD.
JUST PRESSSED!

NORMA JEAN'S BRAND-NEW RELEASE "THE SHIRT" "A/N 'Please Don't Hurt Me' #8790. It's tailor-made for big sales, so order now!

RCA VICTOR The most trusted name in sound
### Billboard Hot 100 for March 19, 1966

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; Residence</th>
<th>Week(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Somewhere There's A Someone</td>
<td>Dion &amp; The Belmonts</td>
<td>United Artists</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Good Lovin'</td>
<td>The Vaults</td>
<td>United Artists</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Let's Go Steady</td>
<td>The Nerves</td>
<td>Cadence</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>What Now My Love</td>
<td>The Turtles</td>
<td>Giant</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I'm Gonna Love You So</td>
<td>The Lettermen</td>
<td>Columbia</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Walkin' My Cat Named Doc</td>
<td>Dow &amp; The Dow Boys</td>
<td>Mercury</td>
<td>9</td>
<td></td>
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<tr>
<td>7</td>
<td>I Hear Trumpets Blow</td>
<td>The Four Preps</td>
<td>Vogue</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Someplace</td>
<td>The Four Seasons</td>
<td>Monument</td>
<td>9</td>
<td></td>
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<tr>
<td>9</td>
<td>Spanish Flea</td>
<td>Bob &amp; Carol &amp; The Brooms</td>
<td>Decca</td>
<td>12</td>
<td></td>
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<tr>
<td>10</td>
<td>Communication</td>
<td>The Mindbenders</td>
<td>Mercury</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- The Hot 100 chart rankings are based on sales, airplay, and popularity at the time.
- Artists and labels are from the US market.
- The chart was generated by Billboard magazine and is a key indicator of popular music at the time.
OVER $1,000,000 IN ADVANCE ORDERS

BIG HITS (HIGH TIDE AND GREEN GRASS)

THE ROLLING STONES

INCLUDING
19th NERVOUS BREAKDOWN
SATISFACTION
GET OFF MY CLOUD
AS TEARS GO BY & 8 OTHERS

10 PAGES OF COLOR PHOTOS

PRODUCED BY ANDREW LOGG OLDHAM

LONDON

MONO NO. 1 STEREO NO. 1
KSDO Hits 'Daily Double' As AM and FM Outlet

By CLAUDE HALL

SAN DIEGO—KSDO is a double winner in Billboard's latest Radio Response Rating survey of the market here—the AM facility was first in influencing sales of conservative music and the FM station was first in influencing sales of conservative music. The votes for the two operations were 100 per cent of the votes cast in each market. The AM outlet was first in the voting for the AM outlet and the FM station was first in the voting for the FM outlet. The AM station was the top outlet in the market with 90 per cent control of the station of the community by constantly listening to either one or the other. There can be no doubt that KSDO merits the title of a radio station. There's no substitute for working with the station.

Gordon relies on "interest factors" for KSDO-AM to take the programming of conservative music out of the background music category. "The way we do it, it's definite foreground music. We use clusters of music to capture an audience. The pattern is first a large band instrumental, then a small combo instrumental, then a voo, and back to an instrumental—each with a varying tempo. "Our AM programming is heavy with attention-demanding features," he said. "These features are deliberately calculated to force the listener to turn up the volume of his radio. The features are of such interest to the listener that he will participate. For instance, if a person is caught in a question, he'll be forced to take the answer before he'll be able to continue his day. This makes the commercials jump out at the audience because of this interest factor and the appeal of the music program as well.

Interest Factors

The FM classical operation also depends heavily on "interest factors," he said, though the cluster programming concept is not used. "We always have to watch the listeners, a weekly opinion poll of our listeners, They write us their opinions on a topic, like the Vietnam situation, and we send them to a contact in Washington. This type of listener involvement contributes to the 1,000 letters we get in about one week of the show."

The FM programming is completely separate. "We made up our mind when we took the FM outlet."

KOGO a Go-Go Outlet for Trade

SAN DIEGO — There's no better proof of a radio station's ability to reach—and influence—a young adult audience than its status as top outlet in sales. KOGO, a 5,000-watt Easy Listening outlet in the Cedarbrook area, reached number one in the music chart, the most popular ten stations, the No. 1 in influencing, album sales here (the station's reach was 100 per cent of the music), 79 per cent of business and 80 per cent of discs really count: Local dealers, distributors, one-stop operators, and local and national record companies.

The station was also No. 1 last year, but had only a 56 per cent presence in the early chart.

The outlet is programmed by Dick Roberts, who operates KOGO with the station's seven years. Without Edward is station manager, Rowena Paley, who has just joined the station, is music librarian.

Don Howard of KOGO was the No. 1 personality influence with 55 per cent of the votes. From Modesto, KOGO was second with 32 per cent, C. Thompson of KOIS had the remaining 15 per cent. There are 19 personalities in the air, personality influence, said Roberts, and ex-rockers. "What we're after are the young adults. San Diego Chamber of Commerce reports that 24.6 is the average age of the population here. It's obvious that we're reaching them," he said. The latest list is available.

The equipment has already been installed, said general manager Morty Needles, "and the letter from the FCC could come any hour." The primary signal of the FM operation will reach some 12 million people, including the residents of Boston, he said.

Needles, formerly executive vice-president and general manager of both WEXT, Hartford, and WMAS, Springfield, Conn., took over at WWHM just recently and switched to country music, because the station was still going no place. WEXT and WMAS have had both successes with country music.

Already, WHIM is causing a stir with its new format. "The advertising agencies are saying, 'We don't know country music sounded like that.' The maid pull has been telling.

The FM stereo will be 50,000 watts going every day. 

Supplement Is Bowed by KTSAs

SAN ANTONIO—Namas, a special attraction among young adults, is now featured every other Saturday in the San Antonio Express and News under the sponsorship of radio's KTSAs. The supplement, besides containing advertising, is a publication for young adults, featuring stories of young adult fashions, music, TV programs, radio programs, school, sports, movies, and autos. The supplement potentially could be a real money maker if taken over by advertisers. The supplement has been running for over one year.

WHIM-FM Awaits FCC's OK on Country

PROVIDENCE, R. I.—WHIM, a skyliner here that switched to a modern country music format Feb. 21, is awaiting only final approval from the Federal Communications Commission to launch a 24-hour country music stereo operation on its AM facility. It will be the second such operation in the nation.

The equipment has already been installed, said general manager Erwin Needles, "and the letter from the FCC could come any hour." The primary signal of the FM operation will reach some 7 million people, including the residents of Boston, he said.

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The FM stereo will be 50,000 watts going every day.

Hot 100 Stars

The Yardbirds are a group that moved into the Crawdaddy Club in London after the Rolling Stones gained fame there. Their first record was 'If You Would' recorded by the group's leader, Chris Farlowe. Members of the group are Keith Relf, lead singer and harmonica; Jeff Beck, lead guitar; Paul Samwell-Smith, bass; Chris Dreja, rhythm guitar; Jim McCarty, drums. Their latest tune is 'Shapes of Things.'
A fabulous songstress styles today's top hits into tomorrow's standards!

Includes:
"A Lover's Concerto"
"1-2-3"
"Kiss Away"
"Baby the Rain Must Fall"
"A Taste of Honey"
"Queen of the House"
"Yesterday"
"Call Me"
"Summer Wind"
"What the World Needs Now Is Love"

Jane Morgan
on EPIC Records
SAN DIEGO — Aware that the radio market is today is hinged for the most part on format, KJML-FM is programming "hard jazz" 24 hours a day and aiming for an elite audience. The success of the station is reflected in Billboard's latest Radioscope, Response Rating survey of the market; the station was first in influencing sales of jazz records by local record dealers, distributors and national and local record company executives. The station climbed from third place a year ago. It received 58 per cent of the votes in the latest R&R.

General manager Roger Dawson said that when a station uses diversified programming, it makes "at least some of its listeners unhappy some time with its jazz". With this jazz format, he knows that his audience are people who "listen by intent. Therefore they are involved in what our personalities have to say in regards to a commercial. The air staff is made up of intelligent people talking like real people...they sell product in the same way."

Jazz is sold to potential advertisers on the basis that it is a foreground advertising media, said Dawson. "Jazz has been a hard way to go for station management because we've had to fight the old enough idea that the jazz listener — the finger-snapping, knee-thumping kind — is basically an elite audience. Too, knowing that a lot of people, if exposed to a jazz show, would find it is one of America's few indie".

The station's advertising is aimed at the same audience. The format of the station caters to traditional jazz, seldom delving into the commercialized forms. The artists played include Duke Ellington, Basie, John Coltrane, Miles Davis. "The good big bands and vocals too."

YESTERDAY'S HITS
Change-of-program from your librarian's shelves, featuring the date that were the hits last year and ages ago this year. Here's how they ranked in Billboard's chart at that time:

POP SINGLES — 5 Years Ago March 13, 1961
1. Patsy Cline, Bobby Cooper, Patsy
2. Surrender, Elvis Presley, RCA Victor
4. (It's Not Right But) It's Cood, Ray Charles, Atlantic
5. The Where Are, Carine Francis, RCA Victor

6. Baby Ski Bin' Go, Buzz Clifford, RCA
7. Dedicated to the One I Love, Shirelles
8. Cullotta, Lawrence Welk, Dot
9. Elray Eyes, Every Brothers
10. Spanish Harlem, Ben E. King, Atco

RADIO-TV PROGRAMMING
KJML's Hard Jazz Is 'The Ticket'

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7. Dedicated to the One I Love, Shirelles
8. Cullotta, Lawrence Welk, Dot
9. Elray Eyes, Every Brothers
10. Spanish Harlem, Ben E. King, Atco

POP SINGLES — 10 Years Ago March 10, 1956
1. Louis Armstrong, Nelson Riddle, Capitol
2. Hot and Roll Waltz, Kay Star
3. Poor People of Paris, Les Baxter, Columbia
4. No, Much, Four Lads, Columbia
5. Peace in the Valley, Kitty Wells, RCA Victor
6. You Too Little, Alligator, Bill Ramsey, Dot
7. I'll Be Home, Pat Boone, Dot
8. Memories Made of This, Dean Martin, Capitol
9. Why Do Fools Fall in Love, Nat King Cole, Epic
10. Thank You, Pat Boone, Dot

WSAI Bows 'Live' Show
CINCINNATI — Armed with a jazz band, pulsing lights, records, and live bands, WSAI has launched a weekly Saturday "Swingin' Party" from Shillito's, a downtown department store. The broadcast is handled by WSAI program director, Doug Albritton, who is gaining air personal from the station. The show, called "Swingin' Thing," is produced by Robert Oakes. Free tickets to the show, held in the store's auditorium, are "soldout" at least four weeks in advance, WSAI reported.

Raeber Named to Head NYSA
ALBANY, N. Y. — Robert A. Raeber, vice-president, secretary and general counsel of Metropolitan Inc., New York City, was elected president of the New York State Broadcasters Association at its annual meeting held here March 1. Elected vice-president was Kenneth W. Newman, WYSR, Syracuse; while Elliott Stewart of WBIX, Utica, was named treasurer. John O. Alamode, NYSA for his 12th consecutive term was re-elected secretary. Re-elected directors were Herbert J. Mendeloff, WHN, and Walter A. Schwartz, WABC, all of New York City.

March 19, 1966, BILLBOARD

RADIO RESPONSE: RATINGS
SAN DIEGO, CALIF., 3rd Cycle
March 19, 1966

TOP STATIONS

Call Name
KIQO - FM 94.1
KSDO - FM 71
KNMI - FM 97.9
KIOO - FM 97.9
KIQO - FM 105.5
KQBK - FM 101.7
WFLF - FM 97.3

STATIONS BY FORMAT

AM RADIO FREQUENCIES

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THE RADIO RESPONSE: RATINGS of stations and their personnel have been determined by survey of local and national record promotion personnel, distributors and advertisers. The ratings themselves are an arbitrary way of measuring the popularity of the station's show and the personnel involved in its presentation. The ratings, though, provide an insight into the station's audience and activities and provide a basis for salesmen to use in selling their shows and albums played on the station. The ratings though cannot point up the importance of music of all types in building audiences and creating the framework conducive to the sale of other products and services advertised on radio stations.
NEW RIVERS CHARTED!

IN JUST ONE WEEK SURGING TO #60 IN BILLBOARD AND #56 IN CASHBOX

JOHNNY RIVERS
SECRET AGENT MAN

PRODUCED BY LOU ADLER  A DUNHILL PRODUCTION

IMPERIAL......Where the action is!

PRODUCED BY LOU ADLER  A DUNHILL PRODUCTION
Radio program

WABC, New York City

Clarence H. Hall

Radio program

March 19, 1966, Billboard
Her smoldering beauty is just part of the story
...hear the fire in her voice!

Smash hit appearances on Merv Griffin and Dean Martin TV Shows, the Danny Kaye TV Show, in person at Mr. Kelly's, Chicago, and in a straight dramatic role on Ben Casey.

Hear a star being born on MGM Records...

Right Now!
Lainie Kazan's first album.
INTERNATIONAL news reports

Austria's Jurgens Brings Home Eurovision Bacon

*Continued from page 1*

Prix winner for Luxembourg with "Poupée de Cire, Poupée de Chine." Twenty-seven-year-old Jurgens heard his song awarded the title of "Best Song" at both Monaco, Belgium, Luxembourg and Yugoslavia. The song finished well in front with 31 votes; Sweden's song, "Nygamal Waltz" ("New Old-time Waltz") was second with 16 and Norway's "Inter Et Nytt Under Solen" ("Nothing New Under the Sun") was third with 15.

While there was general agreement over the winning song, there was some controversy over the high place awarded to Sweden's entry because 15 of her votes came from the other three Scandinavian countries, suggesting that judgment had been exercised rather than musical consideration.

Certainly the song sung by Lilli Lindfors and Svante Thuresson—a sort of hip farce-tale describing a romance between a switched-on shepherd and a princess—was remarkably so.

(Continued on page 28)

Country Rides High In Saddle of Bonn

FRANKFURT—The first Festival of American Folk and Country Music has opened its European tour in West Germany, where the country music boom has reached amazing proportions.

At Hamburg, for example, the Festival treasurers were greeted by hundreds of fans completely outfitted in Western dress. Stores catering to the current fad for Western garments are among Germany's most flourishing enterprises.

Stars of the Festival include the Stanley Brothers, the Clinch Mountain Boys, Cousin Emmy, the New Lost City Ramblers, Mike Seeger and Cyd Landre's Cajun Band.

The Festival tour of Germany is notable for the fact that it visits German cities outside the U.S. troop-stationing area. This underscores that country music now enjoys wide popularity with the Germans on its merits, and not as a U.S. troop novelty.

Huge Upswing

The German market for recorded country music is expanding phenomenally. Cultivated German radio networks have been forced to jetison some of the Bach, Brahms and Beethoven staple programming and serve up ever-increasing quantities of country. Interestingly, and in direct contrast to their attitude towards U.S. pop music, the Germans insist on

(Continued on page 30)

TOP 5 ENTRIES AT EUROVISION

The SWEDISH ENTRY, "New Fashioned Waltz," came in second. Artists: Arne Bendiksen, "Nytt Gone New Under the Sun." UDO JURGENS, "I'm in Love with a Girl." A Correction. PARIS—Barclay Records (compagnie Phonographique Française) distributes the Atlantic and 20th Century-Fox labels in France and not Bel-Air Records, as erroneously reported in Billboard March 5. Barclay Records is also the exclusive distributor of such artists as Ray Charles, Bobby Darin, the Modern Jazz Quartet, the Coasters, the Drifters, Ben E. King and Wilson Pickett.

March 19, 1966, BILLBOARD

'BOOTS' IN STEP WITH TIMES

PARIS—Just an Nancy Sinatra's big hit. "These Boots Are Made for Walking" was launched at the time of the New York transit strike, so its appearance in France coincided with a one-day Metro strike.

As Parisians trudged to work, the song, in its original version on Vogue and in the French version ("'Ces Bottes Sont Fiiies Pour Marcher") by Eileen on A-Z Records, got tremendous radio exposure. Europe No. 1 played the Eileen version at least seven times during the day and Radio Luxembourg also gave it heavy plugging. It's published in France by Criterion.

Udo Jurgens's Formula: He sits at the piano and sings a simple song with sincerity.

ROYAL INDIA NEWS (Continued from page 25)

At the Festival the first of the American Folk and Country Music, which has been in Europe for the past two years, was held in Paris. The festival, which was inaugurated by President Charles de Gaulle, was attended by more than 2,000 people, including many celebrities from the music world.

The American delegation was led by Jack Greene, who sang "The Bottle" and "The Midnight Special." Other American performers included Bob Dylan, Johnny Cash and the Everly Brothers.

The Festival ended with a spectacular finale, featuring a new record release by the Beatles, "Help!" which was broadcast live on French television.

The Festival tour of Germany is notable for the fact that it visits German cities outside the U.S. troop-stationing area. This underscores that country music now enjoys wide popularity with the Germans on its merits, and not as a U.S. troop novelty.
**INTERNATIONAL NEWS REPORTS**

**Austria's Jurgens Brings Home Eurovision Bacon**

*Continued from page 27*

...phicated in a contest where simplicity and sentimentality normally predominate.

The Swedish couple sang extremely well and, surprisingly, had American audiences doing the Shub taking solo spots on flutes.

There was more evidence of geographical sympathy when Spain and Portugal voted maximum points to each other's songs and Ireland awarded top place to the British entry (a gallant gesture in the face of stormy historical associations which was not reciprocated). Perhaps the biggest sensation of the contest, however, was the complete and abject failure of Italy's entry, the Domenico Modugno song, "Dio Come Ti Amo." Despite its popularity throughout Europe, the song never found any listeners in Italy.

Earlier at rehearsals, there had been a moment of drama when officials refused to allow Modugno to augment the orchestra with three of his own musicians—a surprising decision in view of the fact that some other singers used extra musicians and even dancers. Finally, Modugno sang backed only by his trio—but made little impression.

Keeping Italy company with no points was Monaco, represented by "Bein Gerdia." The song was sung in Italian by Tereza, who could not agree to the third place going to Norway.

Top Among 18 Nations With **MERCI CHERIE**

Another Success of **VOGUE INTERNATIONAL INDUSTRIES**

Top Among 18 Nations With **MERCI CHERIE**

Another Success of **VOGUE INTERNATIONAL INDUSTRIES**

Poland, Romania, Czechoslovakia and the U.S.S.R. and on radio by Eire, Radio Luxembourg on long wave and the British Forces Network in Germany.

Music publishers and record men from many countries, including the U.S. and Japan, were present and making impressive promotional drives were Pathe-Marcioni for Tereza, CNR for Milly Scott and Deutscher Vogue for Udo Jurgens. It was certainly a bad day for Italy, Monaco and France, and it was generally thought that the dramatic performance of Spain's young singer, Raphael, with "Yo Soy Aquel," should have earned him better than eighth place.

Two record companies were cited in the case of Sweden's entry because each singer had recorded the song with a different partner.
MOVE OUT WITH BRITISH WHEELS!

These British Wheels are making more musical history than ever — and we're backing them with the year's highest-powered promotion!

Read on — and stock up!

Watch for Capitol's big British Wheels Sweepstakes promotion — 1141 super-stock prizes, including two MGB sports cars!

Get on the starting line with your CRDC rep before you do another thing!
By KIT MORGAN

TORONTO—The year 1965 was another good year for the recorded music business on this side of the Atlantic. Sales of recorded music increased in both Canada and the United States, and although the figures are not available, it is safe to assume the growth pattern established in 1964 continued in 1965.

The increase in sales, however, was not reflected in prices. If anything, prices were a bit softer. This is a trend that is sure to continue in 1966.

The picture is similar in the UK. Although the market in the UK has traditionally been a very competitive one, the figures for 1965 show a 10% increase in sales, with prices remaining unchanged.

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The most important trend in the music industry in 1965 was the continued growth of sales of compact discs. The popularity of these discs continued to increase throughout the year, and it is expected that this trend will continue in 1966.

The demand for compact discs was particularly strong in the UK, where sales of these discs increased by 20% in 1965. This is a significant increase, and it is expected that sales of compact discs will continue to grow in the UK in 1966.

In the US, sales of compact discs increased by 15% in 1965. This is a strong growth rate, and it is expected that sales of compact discs will continue to grow in the US in 1966.

The growth of sales of compact discs is due to a number of factors. Firstly, the high quality of the sound produced by compact discs is widely recognised as being superior to that produced by other types of discs. Secondly, the convenience of compact discs is also a major factor. They are small, lightweight and easy to carry, making them ideal for use in cars and other mobile applications.

In conclusion, the music industry continued to grow in 1965, with sales of recorded music increasing in both the UK and the US. The trend in prices remained stable, and the growth of sales of compact discs continued to be strong. It is expected that these trends will continue in 1966.
NOMINATIONS FOR THE 1966 GRAMMY AWARDS

BEST RECORD OF THE YEAR
A TASTE OF HONEY

BEST ALBUM OF THE YEAR
WHIPPED CREAM & OTHER DELIGHTS

BEST INSTRUMENTAL PERFORMANCE (NON-JAZZ)
A TASTE OF HONEY

BEST INSTRUMENTAL ARRANGEMENT (TO THE ARRANGER)
A TASTE OF HONEY...HERB ALPERT

BEST ENGINEERED RECORDING (NON-CLASSICAL)
A TASTE OF HONEY...LARRY LEVINE

BEST ALBUM COVER—PHOTOGRAPHY
WHIPPED CREAM & OTHER DELIGHTS
HAMBURG — West German disk production and sales in 1965 broke out of a long period of stagnation, reports the industry organization, Bundesver- band der Phonographischen Wirtschaft.

Disk activity rose across the board. Production rose 15.5 per cent. to 66.2 million disks. Biggish by German standards, L.P.'s LP production rising 48.6 per cent to 24.1 million.

For the first time in several years, singles ended their slide and posted a 6.3 per cent rise. The industry organization put total retail gross turnover at $81.5 million, a gain of 14 per cent over 1964.

However, the industry organization was silent on the question of industry profits, which are believed to have lagged well behind the increase in production. The industry has been caught in a price-price squeeze, but this has been offset to some extent by more economic em- ployment of pressings facilities.

**LP Price War**

The big stimulus to produc-

tion and sales was supplied by the L.P. market, which has dropped a large segment of the LP market to $2.45 and lower.

The LP market is probably the best-developed in the world, with the pocketbook stimulus to publishing. In the U.S., the LP market has actually seen a small rise in sales since 1962. Perhaps the LP market is more imaginative and ruthless price cutting in 1966. On balance, the annual market has reached even more deeply into the LP market than in the past five years.

**German Disk Industry Drought Ends; Production Rose 15%**

**LONDON**—The Beatles' next American tour is fixed for August, but first the group will buy its first-ever visit to Japan and South America. At least, that's what fans will probably see as they plan for the 17-week tour to begin in early November.

Outlining their plans before the tour, the Beatles said the Beatles' fourth U.S. visit and third annual tour, Brian Ep- stein said the Japanese and Ger- man tours would probably be the last until the group begins recording sessions at the end of this month for world- wide release of a single and an album in April.

**To Be on Road Again**

The group begins sessions under the management of Lord Charles Conrad, the former manager of the Rolling Stones, with whom the Beatles have been associated for the last three years.

**The Beatles to Be on Road Again**

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Outlining their plans before the tour, the Beatles said the Beatles' fourth U.S. visit and third annual tour, Brian Ep- stein said the Japanese and Ger- man tours would probably be the last until the group begins recording sessions at the end of this month for world- wide release of a single and an album in April.

**To Be on Road Again**

The group begins sessions under the management of Lord Charles Conrad, the former manager of the Rolling Stones, with whom the Beatles have been associated for the last three years.
EXCLUSIVE ORIGINAL TELEVISION SOUNDTRACK ALBUM

THE ONLY ALBUM THAT FEATURES THE ACTUAL TELEVISION VOICES OF...

BATMAN AND ROBIN

PLUS GUEST VILLAINS...
THE PENGUIN · ZELDA THE GREAT
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This program will be backed by National advertising in consumer publications beginning MARCH 15 through APRIL 15
BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

I HEAR A SYMPHONY
Supremes, Motown MLP 643 (M); SLP 643 (S)

★ NEW ACTION LP's

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

I WANT TO GO WITH YOU
Eddy Arnold, RCA Victor LPM 3307 (M); LSP 3307 (S)

I'LL REMEMBER YOU
Roger Williams, Kapp KL 1470 (M); KS 3470 (S)

MY FAVORITE THINGS
Duke Ellington, Columbia CL 2347 (M); CS 9237 (S)

CHAMPAGNE ON BROADWAY
Lawrence Welk, Dot DLP 3688 (M); DLP 25688 (S)

SOUL SESSION
Wilson & Wilk All Stars, Dot 702 (M); S 702 (S)

BROOMSTICK COWBOY
Bobby Goldsboro, United Artists UA 3471 (M); UAS 6471 (S)

GOIN' OUT OF MY HEAD
Vera Lynn, Verve V 6844 (M); V 6-8444 (S)

DON'T BE CONCERED
Bob Lind, World Pacific WP 1841 (M); WPS 2184 (S)

ALBUM REVIEW POLICY
Every album sent to Billboard for review is heard by Billboard's Review Panel, and its value judgment 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.

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

JAZZ SPECIAL MERIT
FEELIN' GOOD
Pat Neeley & Charles McPherson, Prestige 7427 (M)

WANDO
Duke Pearson, Blue Note BLP 4191 (M)

JAZZ SPECIAL MERIT
BOB & JANE
Lee Chambers, Columbia CL 2349 (M); CS 9259 (S)

POP SPECIAL MERIT
TO BE A MAN
Len Chandler, Columbia CL 2349 (M); CS 9259 (S)
another hit album...

STereo UA6 6470 MONO UAL 3470

the growing giant...
**ALBUM REVIEWS**

**INTERNATIONAL SPECIAL**

**THE GREATEST HITS—SAN FERNANDO VALSES**

Various Artists. Epig LP 10043 (M). BF 19403 (3)

There was a lot of spark in the songs of former Los Angeles, San Francisco, and San Diego artists. The album is by no means complete but is a good introduction to the city's cultural diversity.

**INTERATIONAL SPECIAL**

**AMUSICAL ODYSSEY**

Various Artists. No. 12 LP 1589 (M).

This is an instrumental highly favored with the city's music fans. The new extracts are quite good, and the whole album is a treat for those who appreciate classical music.

---

**BREAKOUT SINGLES**

**NATIONAL BREAKOUTS.**

SECRET AGENT MAN
Johnny Rivers, Imperial 64197

KICKS
Post Revere & the Raiders, Columbia 43536

SPANISH FLEA
Hanh Alpert & the Tijuana Brass, A&M 792

WHAT NOW MY LOVE
Hanh Alpert & the Tijuana Brass, A&M 792

---

**REGIONAL BREAKOUTS.**

RAGS TO RICHES
Lenny Welch, Kopy 740 (Second), ASCAP (New York)

DON'T PUSH ME...
Blowtorch, Columbia 42482

THAT'S WHEN THE TEARS START
Blowtorch, Columbia 42482

FUNNY (NOT MUCH)
Ursula Jekson, Columbia 7326 (Shepstone-Barrett, ASCAP); (Pittsburgh)

GIDDY UP GO
Muriel Marquette, Out West (Sunday, BC) (Boston)

DON'T MAKE ME OVER...
Blowing Blue Jays, Imperial 64154 (Jonathan-Jac Blue, ASCAP; (Sacramento)

---

**FOUR-STAR ALBUMS**

The reviewer rating is based on a comprehensive evaluation of the album. These albums are highly regarded and are recommended for all music lovers.

**SCHUBERT: DEATH**

D. CLARK MUSEC SRV Helloder H Deller. Vinous Artists.

The review for this album is not available.

---

**POPULAR**

**50 FABULOUS HARMONICA FAVORITES**

Various Artists. United Sound USA 341 (M).

The album is a collection of popular harmonica tunes that are enjoyable and will appeal to fans of the instrument.

---

**INTERNATIONAL**

**PETER COTTOONTAIL**

Various Artists. Harmony HL 9515 (M).

This album features a selection of tunes that are perfect for children and adults alike.

---

**LOW PRICE CHILDREN**

**JAGREO PRODUCTION Vol. 2**

Walter Jagrelo Orch. Old Topped Texas, Texas 5992 (M).

This album offers a selection of low-price children's music.

---

**LOW PRICE COUNTRY**

**THE GREAT MUS TELL S SINGS**


Various Artists. Harmony HL 7760 (M).

This album features a collection of country music songs.

---

**GOLDEN COUNTRY**

**HARDSHELLS**

Various Artists. Harmony HL 7682 (M).

This album features a collection of classic country music songs.

---

**CLASSICAL**

**RHOEDRIO CONCERTO DE ARANZAZU**

Various Artists. Columbia CL 21064.

This album features a selection of classical music from various artists.

---

**LOW PRICE CLASSICAL**

**MOZART: BASSO CONCERTO IN B MAJOR, K. 191/FLUTE**

Concerto in G Major, K. 335 for Flute, Violin, and Orchestra.

Various Artists. Columbia CL 21064 (M).

This album features a selection of classical music for basso, flute, violin, and orchestra.

---

**NEW ALBUM RELEASES**

This form is designed to aid dealers in ordering and broadcasting in programing.

**ACCENT**

Robby Miller—Robby for Gallia; CL 5016

**ARNABIS CHORDA**

Debut Record; LSP 134

**COLUMBIA**

**MONUMENT: TABACCHIO CHORUS**

This album features a selection of classical music for chorus.

Various Artists. Columbia CL 21064 (M).

This album features a selection of classical music for orchestra.

**BACH: ELENA DRAMATICO**

Various Artists. Orchestra; Columbia CL 21064 (M).

This album features a selection of classical music for orchestra.

---

**FREE FOREGROUNDS**

Around the World with JD Beale, His Accordion & Orchestra; LSP 139, 154

**BRAHMS: SYMPHONY No. 1 IN Eb Maj**

Various Artists. Orchestra; Columbia CL 21064 (M).

This album features a selection of classical music for orchestra.

---

**BRAHMS: DEATH AND THE MUS**

Various Artists. Orchestra; Columbia CL 21064 (M).

This album features a selection of classical music for orchestra.

---

**BRUCHER: TWO SIDES**

Two Sides of Tex Williams; LP 1203, LP 1204

**CAPETT**

WELEO EDWARDS

Wele Edwards, T 2469, ST 2763

**CHARLES PLEASANT**

Music Around the World; LP 305, ST 305

---

**CAPETT—IMPOSTORS—ARABIC**

UMI KUIJIMA

The Travelling Star; LPE 513

---

**SCHUBERT: DEATH**

D. CLARK MUSEC SRV Helloder H Deller. Vinous Artists.

The review for this album is not available.
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MIMI HINES SINGS—Decca DL 4709/74709

Rolf salt and swinging sounds are to be found in this Decca debut by Mimi Hines. Backed by an arrhythmic group of swinging strings, Mimi's vocal talents are assured of success. "Nothing Can Stop Me Now," "Where Am I Going," "Till Then," "Bring Me Some Slack," "Where Are You" and other songs promise a delightful collection of sassy, spirited sounds that should garner many fans for the songstress.

AND THE GIRL CAN REALLY SING. RIGHT NOW MIMI HINES IS GETTING A LOT OF ATTENTION AS BARBARA STREISAND'S SUCCESSOR. IN "FUNNY GIRL." "NOTHING CAN STOP ME NOW," "TILL ONLY MISS HIM WHEN I THINK OF HIM," "YOU"LL NEVER KNOW," "WARM SONGS," "A MJAN," "AND OTHERS. WARM SINGING, TOP SINGING."

BROADWAY'S NEWEST "FUNNY GIRL" HAS A BIG HIT ALBUM

And She's Got A Great New Single Too...

CHICAGO 31926

Produced and Arranged by DON COSTA for DEKAY PRODUCTIONS
Ernest Tubb: "Opry" Fund Raises $9,000

"Opry" Fund Raises $9,000

NASHVILLE — The Grand Ole Opry Trust Fund, established last fall by Station WSM to aid persons connected with the country music industry who are in financial distress, has granted $9,000 in its first three months of existence.

Roy Drusky, chairman of the fund's beneficiary committee, said the money went to persons in several States. The committee has received many requests for aid. None of the recipients was a member of the "Grand Ole Opry" or their families.

Drusky said such applications made either by the individual seeking aid or a third party on his behalf, had been screened and hardship established. Further applications are pending, said Drusky.

The fund was established with a $10 registration fee at WSM's annual Country Music Festival last October. Some $31,361 was raised.

Members of the committee, besides Drusky, are Porter Wagoner, Earl Scruggs, Bobby Lord, Ernest Tubb, Hank Snow, Roy Acuff and Bill Anderson, advisory non-voting members and Robert E. Cooper, vice-president and general manager of WSM. Otto Divine, manager of "Grand Ole Opry."

Peebles' Tour Marks 21st Anniversary

WICHITA, Kan. — Veteran promoter Harry (Pap) Peebles' 21st anniversary Midwestern country music tour begins March 18, featuring LeRoy Van Dyke, Jimmy Newman, Dottie West, Johnny Western, Johnny Sea, Joan Salley and Johnnie Lee Will's."
CHET'S SPECIAL SOUND
FROM CHET'S FAVORITE TOWN

CHET ATKINS is in tune with his new single "FROM NASHVILLE WITH LOVE" c/w "RHYTHM GUITAR" '8781.

His great guitar, plus that unbeatable Nashville sound, add up to powerful sales appeal—so order big.

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when answering ads... Say You Saw It In Billboard

Bill Anderson Honored by Alma Mater

ATHENS, Ga.—The University of Georgia School of Journalism plans to erect a special Hall of Fame glass case in the university library in honor of alumnus Bill Anderson.

Anderson was graduated from the journalism college, where he majored in radio and TV, in 1959. Anderson spoke to delegates at the Georgia Association of Broadcasters at their convention here recently. His subject was "Country Music, 1966," and his theme, "You don't have to be corny to be country."

Other notables who spoke were John Chancellor, former CBS news commentator now with the Voice of America, and Martin Agronsky, of CBS News.

New Promotion Agency Formed

NASHVILLE—A new record promotion agency, Melody Lane Promotions, for record companies, publishers, artists and composers, has been formed by George Matthews, 407 Chimpanzee Drive, Nashville.

Miss Matthews uses a WATS line, calls deejays around the country, talks on behalf of the artist, Nashville, or anything the DJ cares to discuss. She takes requests of DJs for promo tapes and transmits to their client company.

When the artist is available, she has him by the phone when she makes calls to DJ's and puts the singer on for an interview.

Tex., has signed James Helton as an exclusive writer.

"I SPY FOR THE FBI"

Jamo Thomas

Thomason Records 303

Not necessarily by distributed

ST. LAWRENCE RECORDS, INC.
4849 NORTH WESTERN AVE., CHICAGO, ILL. Phone: 312-271-1101

March 19, 1966, BILLBOARD
JOIN THIS MAN ON A TRIP THROUGH THE TRUCK DRIVIN' WORLD

...songs of the road, of men doing a job — their feelings, hangups, desires... and Red Simpson examines it all in a melodic collection of Truck Drivin' Music...

Roll Truck, Roll
Red Simpson
NEW YORK — The Metropolitan Opera House's gold curtain will be cut into swathes and distributed to opera lovers throughout the country.

Although the contract has not yet been signed, it's understood that Victor has agreed to pay the Met an advance of $10,000 for the curtain and royalties on the sale of the album. The LP will be called "Opening Nights at the Met" and will be ready for release next September.

Even so it was announced that the Met would move to Lincoln Center this year, opera buffs have tried to buy segments of the famous brocade curtain. The Met has sold curtain tassels and other mementoes to many who have mailed money with their requests. TheMet, however, had no facilities for slicing the curtain into squares. With the Victor purchase, it is now planned to cut up the curtain into 45,000 three-inch squares.

The three-record "Opening Nights" album will include opera notes by Francis Robinson, an assistant general manager of the Met. Robinson describes the album as "a history of the house in terms of sound." The package will present the voices of Metropolitan greats singing portions of their roles on opening nights from 1893 to 1955. The repertoire will include about 30 arias and ensembles, commencing with Emma Eames' "Le Roi de Thule" from Gounod's "Faust." It will end with Leonard Warren singing "Il Baliano" from Verdi's "Il Trovatore." Among the artists whose voices will be heard are Caruso, Bori, de Luca, Destinn, Flagstad, Galli-Curci, Hermer, Jeritza, Menotti, Merrill, Melchior, Ponselle, Sayao, Pino, Pinza, Stevens, Tibbet, Scinti and Sennich.

NEW YORK — Deutsche Grammophon will begin its anticipated excursion into Wagner opera with "Die Walküre." The entire "Wagner Ring" is projected, all under the baton of Herbert Von Karajan with recording sessions beginning in September. MGG records distributes the DGG product in the U.S.

The first star signed is Thoren as Starkwirtschaft, who has been cast as Wotan and who will perform in other Wagner operas. Names of other singers in the Wagner project will not be released until September. Stewart, who has been heard in DGG highlights albums of "Tibell" and "The Threepenny Opera," will turn up in April on the low end of the MGG records, included with the package is a letter by the famous conductor, photographs of milestones in Ormandy's career, and a listing of recordings by Ormandy and the Philadelphia Orchestra.

ORMANDY SETS COL. TWO-DISK

NEW YORK — In celebration of Eugene Ormandy's 50th anniversary with the Philadelphia Orchestra, Columbia Records is releasing a special two-record set. The 12-inch, 146 RPM, LP's include with the package is a letter by the famous conductor, photographs of milestones in Ormandy's career, and a listing of recordings by Ormandy and the Philadelphia Orchestra.

BEST SELLING BUDGET LINE CLASSICAL LP'S

Below is a list of best selling Budget-Line Classical LP's in top Classical Retail Outlets.

Week 1

1. STRAVINSKY - The Rite of Spring/Four Esquies for Orch.; Orchestral Debutante De L.R.F. (Bluebird). MGN 1H 71015 (5), H 10931 (1)
2. VIVALDI - Four Seasons; Boccherini, German Orch. of the Puglia (Columbia). MGN 1H 71016 (1)
3. BERWALD - Symphony in C Minor/Symphony in G Major; Stockholm Phil. (Schmilker-Isodore). MGN 1H 71002 (1), H 10877 (1)
4. ROSSINI - Sinfonia of My Old Age; Solists with Societas Ceramica di Lugano (Elektron). MGN 1H 70869 (11), H 10897 (1)
5. VAUGHAN-WILLIAMS - Symphony No. 8; VILCAGLARI - Electrolyte. MGN 1H 71066 (1), H 10674 (1)
6. VAUGHAN-WILLIAMS - Symphony No. 2; London Orch.; Vanguard: SVP-784 (15), SVR-184 (14)
7. NIELSEN - Symphony No. 4; Halle Orch. (Barbitelli); Vanguard SVP 134 (50), SVR-134 (50)
9. TCHAIKOVSKY - Romeo and Juliet; London Phil., (Van Beinum); Richard 19027 (1)
10. THE BAROQUE TRUMPET - Collegium Music of Paris. (Mozaic for Old Instruments) (Deveveyi); Vanguard Orch. of Walk Hall; Ormandy's career, and a listing of recordings by Ormandy and the Philadelphia Orchestra.

MUSIC CAPITALS OF THE WORLD

* Continued from page 32

Phantoms, all packaged in French-language jackets. The product was originally marketed only in Mexico, but by a laminated record jackets. Are English-language records. All records are now being marketed in English. The package includes both albums in a two-album package, and the last album released by the Jupple Singers featuring the recordings of the early 1950's Latin-American release. KIT MORGAN

TOKYO

King Records released March 1 San Remo Festival winning songs "Dino Conti Ti Amo" by Gigliola Cinquetti b/w "Nessuno Mi Pae Giudicare" by Caterina Caselli. 

Nippon Columbia is also releasing "Una Rosa da Vienna" b/w "La Buena de Dios" by the New Century Ministrals, and "In un fuori" b/w "Curt Comes Viece" by Les Squad. The Ministrels will arrive in Tokyo in April for a series of performances in Tokyo.

Another single in preparation for release in Tokyo is "Quisli de Cach Jeanne" by the Santiago Gallo Orchestra b/w "Paris, Paris, Paris" by Brigitte Bardot and Jean

Electrola's "Record Tiger": A Profile of Mao Tsu-Tung

COLOGNE — Electrolyte's latest announcement of classical rec

is contains a startling profile—Mao Tsu-Tung, the Chinese Communist dictator.

Mao is in classical with (for example, Mozart's "Concerto for Horn and Orches- tral No. 1" by the Chinese Philharmonic; Dietrich Fischer-Dieskau singing lieder from Schubert; Tchakovsky's "Concerto for Piano and Orchestra No. 1" by the Berlin Philharmonic; and Maria Callas singing "Tosca.

The Mao LP consists of excerpts from Mao's writings and interviews and his favorite poetry and music. The disk offers the "complete Mao," and, in this sense, it is judged to be a classic.

Other offerings on the latest list of Electrolyte "Klassik" are Beethoven's "Symphony No. 9," "The "Stabat Mater" by J. S. Bach and "Spring," by F. Mendelssohn. The disk sells for $4.50.

Electrola, via its subsidiary, Sonderruf (Foreign Special Service) series, Albert Schweitzer plays works from Bach and seven titles in a Great Piano Concerts.

These LP's are by artist of the following U.K. cathedrals: St. Giles, Edinburgh; Exeter; Coventry, Leicester; York Minster, Westminster, Abbey and Liverpool. Each LP is priced at $3.25. Another ASAL-Democratic list just released consists of nine LP's with the works of Joseph Haydn, priced at $7.10 each.

All were recorded by the Vienna Concert House Quartet.

"Tu- rangot," "Tosca" Highlights on Angel

HOLLYWOOD—Angel Records, which is a subsidiary of the Columbia parent companies are Puccini's "Turandot," starring Birgit Nilsson, Franco Corelli and Renata Scotto, and Verdi's "Tosca" starring Maria Callas.

The latter package was culled from the three-volume set released last year. Co-featuring with Callas are Placido Domingo, Tito Gobbi, Giuseppe Piro, Ferruccio Tagliavini and Roberta Peters.

"Turandot" is by the Rome Opera Chorul Orchestra; "Tosca" by the National Theater Orchestra of Germany.
THANKS NARAS MEMBERS*

NEAL HEFTI

*For Nominating "GIRL TALK"

Best Instrumental Performance
(Non Jazz)

Best Instrumental Arrangement
TAPE CARTRIDGE TIPS
by Larry Finley

This column is being written at the Annual Convention of the Caribbean Tape Cartridge Industry in Miami Beach where the big topic is the futures market for tape cartridges. Rack jobbers, distributors, and record companies are in many cases buying or selling blank cartridges for true importance and impact of the tape cartridge on our industry is of the record world is concerned.

The ITCC suite has been a bee hive of activity with visitors treated to a display of the latest home model cartridge units as well as automobile units. As a service to those at the convention, ITCC invited those of the major manufacturers to display their units and product owners. Shown in the four track Tape-Stereo room, one of the Audio-Technica Stereo units, a unit that could be played in the home or in the car.

TelePro displayed their new Bus-Set units which can also be played by plugging into the jack of your present stereo set. The beautiful wood casings of the unit lends beauty to any living room.

Lear was represented with two sets, the 8-track car unit and the new Lear Stereo-8 home unit, which to dealers, by inserting a plug into your present stereo set. The beauty of these low priced home units will be on display at present owners of stereo record players to convert your record player to a tape unit. This will permit the public to better utilize the tape industry as they purchase for their automobile unit, as well as giving them the fidelity and convenience of the tape cartridge, possible only through the use of a continuous tape cartridge.

These home units are opening a new field of distribution for cartridges, up to this time, the majority of the distribution has been through the automotive and electronic distributors.

This move by Lear, Automatic Radio, and TelePro, together with announcements by other major manufacturers of similar entries in the home market, now makes it possible to sell record dealers to stock cartridge units.

Practically every important distributor of the 8-track car jobber has jumped on the cartridge bandwagon, recognizing that the record dealer can now service the home as well as the automotive and marine set owners.

ITCC announced at the announcements made that Mercury, Capitol, Herb Cofield, Columbia, were entering the eight-track cartridge field with their own production plants started within the last few months. These four major companies, plus the GRT distribution and the 50 important cartridges represented by ITCC, will make greater strides in the furthering of this great new industry.

ITCC also announced greatly expanded production of both four- and eight-track car- tridges and also announced the distribution of 10 important cartridges to its rapidly growing vast library.

It was also announced that there were more about this new industry, with the addition of the four- and eight-track field, Interna- tional Distributors, 1250 Avenue of the Americas, New York, N. Y. 10119.

TAPE SELLERS in Chicago area are Eddie Yalowitz, left, and Kent Beauchamp of All-Tapes Distributing, Inc., a division of Royal Disc Distributors.

N. Y. Dealer Meeting in Pubs Head-On in CARTRIDGE Suit

Amerline Gets Sizable Order From GRT

CHICAGO—Amerline Corp., here, which is entering full pro- duction of its eight-track CAR- TRIDGE, announced last week that General Recorded Tape, of Sun- nyvale, Calif., has placed a siz- able order for same.

According to Amerline and- range products sales man- ager Frank Glabizzi, the GRT contract is "a substantial car- tridge commitment."

The Amerline cartridge is said to improve on existing eight-track cartridges through the incorporation of a tape lock and other new features.

GRT DISTRIBUTORS in the four-track reel-to-reel tape duplicator, recen- tly announced entrance into the royalty, Wally's mailed a check to their attorneys March 3, pay- ing the statutory rate for one reproduction of a copy of each of the two albums described in the lawsuit—a check for 28 cents. The check has been re- turned, Wally said last week. Emanuell Exchange is attorney for Wally's.

Wally attributed the situation to the fact that "the supply of major musical performances was limited. Some of our playback unit customers desired to pur- chase tape cartridges that were not then available. They bailed us their favorite records and requested that we transfer these to tape cartridges. This we did, and upon completion, we re- turned the records to the cus- tomer."

The only exception was yachtman Cornelius Shields, who said Wally could throw away the old 78 rpm records of his collection after transfer- ring them to tape.

"We made no tape cartridges from these records other than to fulfill the orders of the specified customers. Since this was a personal service to them, and an attempt to broad- en the player and cartridge market, our profit was negligi- ble. To best of our recollec- tions," he said, "there was no wrongdoing on our part as we were only advised by our attorney that, in transferring from records, we were not copying any copy- righted works. Therefore, in

TAPE CARTRIDGE
Royal Disc Growth Tells Story Of Tape Expansion in Chicago
BY RAY BRACK

CHICAGO—It's more than conceivable that the remark- able increase in area prere- corded tape sales has its no- ticeable beginning with the founding in May, 1964, of Royal Disc Distributors here.

The company, formed by Kent Beauchamp and Eddie Yalowitz, started with one al- bum label, several singles lines and Peter Fabri's Musicapes library.

Today the firm has 14 album lines and has organized a new division, All-Tapes Distributing, Inc., to distribute and merchand- ise Musicapes and Stereo Tape. And, as a rack-jobbing enterprise, All-Tape, too, furn- ish any reel-to-reel or CAR- TRIDGE line to dealers.

RATING JUMPS

Since Royal Disc's entry, the local Business Product Index- rating for pre-recorded tape has jumped 300 per cent.

"It's an understatement to say that many dealers are now han- dling tape that were not han- dling tapes before," Beauchamp observed.

Because of the rapid growth in the tape merchandising as- pects of the business, Yalowitz, who had been inactive in the firm from the beginning, an- nounced full participation in the company beginning March 1. All-Tapes will not pick up a cartridge player line, Beauchamp said, "because the play- back field is another business, entirely."

NATIONAL ADVERTISING

He said he noticed a decided surge in tape interest when the national advertising of cartridge tapes was begun by RCA Vic- tor and the Ford Motor Co.

"I'm glad to see the standard- ization in the industry on the 8-track cartridge," Beauchamp said. Because the four-track seg- ment of the market is so small, he observed, there is really no pressing need for development of a compatible cartridge player.

More than tape activity is keeping Beauchamp and Yale- witz busy currently. Royal Disc is distributing a single called "Gloria," by the Shadows of Knight. The group is of loc- al origin and the disk has sold 60,000 copies in Chicago.

Musicapes to Open Office In New York

CHICAGO—Musicapes, Inc. President Peter Fabri an- nounced recently a major ex- pansion in CARTRIDGE and reel-to-reel marketing with the open- ing of a new sales office in New York.

The East Coast enterprise, a separate corporation called Mu- sical Tape Sales, is managed by Bob Scerbo.

"The great impetus given the cartridge segment of the indus- try by the recent Billboard spe- cial report was in a large way responsible for our decision to step up our operations," Fabri said.

The new office will concen- trate on service to record com- pany distributors, Fabri an- nounced. Musicapes currently announced its move into the 8- track. (Continued on page 54)

TAPE SELLERS in Chicago area are Eddie Yalowitz, left, and Kent Beauchamp of All-Tapes Distributing, Inc., a division of Royal Disc Distributors.

transferred copies of alleged copyrighted works, the posses- sion of which have been lawfully obtained by the defendant."

While denying the right of the publishing firms to demand

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IN THE CASE OF LEG FOOT, INC., ROBBINS MUSIC CORP., AND MILLER MUSIC CORP., PLAINTIFFS, AGAINST HAROLD WALLY, INDIVIDUALLY AND DOING BUSINESS AS WALLY'S, DEFENDANT.

We are defending the rights of dealers to provide a personal service of transferring music from a customer's record to a tape CARTRIDGE for the customer's personal use.

ALL THOSE INTERESTED, CONTACT

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<th>Liberty</th>
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<tr>
<td>Chess, Checker, Cadet</td>
<td>Monitor</td>
<td>Available in 4 track Reel-to-Reel only</td>
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<td>Discovery</td>
<td>Musicor</td>
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<td>HiFi (4 track Reel-to-Reel only)</td>
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ALL OF THE ABOVE LABELS MANUFACTURED AND NATIONALLY DISTRIBUTED BY MUSIC TAPES INC. 220 NORTH MICHIGAN AVE. CHICAGO, ILL. 60601 (312) 782-1623
NEW ALBUM RELEASES

- Continued from page 39

REQUEST
CIRCUNETO DE GUITARRAS DE PAULほとんどの人にとっても楽しかった。港 eyel-portugal. RED 905
RIVERSIDE
DON FRIEDMAN QUARTET—Themes & Experiments. 45s
JOHNIE BURGESS—Open House. RED 305 (S)
JIMMY HEATH QUARTET—On the Tray. 45s
MILT JACKSON & HIS BIG BRASS—For Someone Love. 45s
TRILLIONUS MORE—Mark in France. RPD
WES MONTGOMERY TRIO—Portrait of Wes. RED 407
DON FRIEDMAN—Dreams & Explorations. RLP 416, RLP 4180
JIMMY HEATH QUARTET—On the Tray. RLP 416, RLP 4180
MILT JACKSON—For Someone Love. RED 305 (S)
TRILLIONUS MORE—Mark in France. RPD
WES MONTGOMERY—Portrait of Wes. RED 407
DON FRIEDMAN—Dreams & Explorations. RLP 416, RLP 4180
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MILT JACKSON—For Someone Love. RED 305 (S)
TRILLIONUS MORE—Mark in France. RPD
WES MONTGOMERY TRIO—Portrait of Wes. RED 407

NEW ACTION R&B LPs

Other records releasing valid sales in various charts and appearing to be on a week away from a listing on the national top R&B chart and not eligible for a listing in the following because are not eligible for a listing in the following because.

GROW IN MY HEART
Wee Montgomery, Verve V 8642 (V)
ARTY PRYROC/COU timRS/BASE
Verve V 8646 (M); V 8646 (M)

HITS OF THE WORLD

- Continued from page 34

2 & 3 LEE STANLEY 

5 1. MICHÉLLE—The Beatles (Capitol)
8 2. BILLY PAUL—Sugars (Philips)
11 3. BILLIE HOLIDAY—Lady Sings the Blues (Decca)
14 4. MICK JAGGER & THE OVERSTAYS (Par)-The Rolling Stones (Decca)
17 5. DEXTER STARKES—For Miss Linda (Crown)
20 6. JIMMY HEATH—Open House; Sonny Stitt; Sonny Stitt (Mansfield)

SWEDEN

This Week
Week 4
1. MARSHALL, STEVE UND EKONOMEN—Een Koning van de Vluchten (CBS)
2. VENICE—Camerons Adele By Мы Является лучшим позиционированием в этом мире. сверху
7. SPACE AGE—The Beatles (Capitol)
8. BILLY PAUL—Sugars (Philips)
11. JERRY BOWERS—Lady Sings the Blues (Decca)
14. DEXTER STARKES—For Miss Linda (Crown)
17. JIMMY HEATH—Open House; Sonny Stitt; Sonny Stitt (Mansfield)

SWITZERLAND

This Week
Week 9
1. MARMOR, STEIN UND EKONOMEN—Een Koning van de Vluchten (CBS)
2. VENICE—Camerons Adele By Мы Является лучшим позиционированием в этом мире. сверху
7. SPACE AGE—The Beatles (Capitol)
8. BILLY PAUL—Sugars (Philips)
11. JERRY BOWERS—Lady Sings the Blues (Decca)
14. DEXTER STARKES—For Miss Linda (Crown)
17. JIMMY HEATH—Open House; Sonny Stitt; Sonny Stitt (Mansfield)

WORLD

GREEK WEEKENDER: Tans PAPA THOMAS (CBS)
2. BILLY PAUL—Sugars (Philips)
5. DEXTER STARKES—For Miss Linda (Crown)
8. JERRY BOWERS—Lady Sings the Blues (Decca)
11. JIMMY HEATH—Open House; Sonny Stitt; Sonny Stitt (Mansfield)

WORLD PACIFIC

BOB LIND—Don't Be Convinced (M), V 8641, V 8641

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DID YOU EVER HAVE TO MAKE UP YOUR MIND

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A PRODUCT OF KOPPELMAN-RUBIN ASSOCIATES
PRODUCED BY ERIK JACOBSEN
TALENT

'Minim Is Maximum
Entertainment Fare

NEW YORK — "Wait a Minim!" is a compact musical revue with ring-size entertainment values. Opening its Broadway run at the John Golden Theater on March 7 to an enthusiastic press, it's a safe bet to please the audience that had in South Africa, where it originated, and subsequently in London.

Since the production relies more on song and sound than on text as we know it, the show should emerge as delightful entertainment. London Records put the show into production on March 13 and will rush the album into market.

Although it is an economical production, the show is packed with talent, imagination and fresh comic attitudes. There are only eight performers in the cast but they do just about everything and they do it well.

What they do best is sing and play and what they play is the widest assortment of musical instruments ever put on stage. The instruments are imported from South Africa such as Hohner accordion, shakuhachi, twelve-string lute, and the variety of percussion, brass and drums. It all adds up to lively musical fun.

In Folk Vein

The show is mostly in the folk vein and since South Africa is a melting pot, its tunes fall into a variety of ethnic categories. But it's all catchy and contributes to the versatility and tonal balance of their Olds trombones. Olds—probably the instruments that professionalism depends on. (Advertisement)

WHAT DAILIES SAID ABOUT ‘WAIT A MINIM’

Herald Tribune: "Much of the evening is decidedly pleasant."

News "Shex joy".

"It's a well-entertained and light show, unpretentious, with no dominating quality, except for its general entertainment value."

The show is a mixture of weird musical instruments and the discovery of sound.

WORLD TELEGRAPH: "The show is a harmless and entertaining way to spend some hours in the theater."

Jack Jones: Kapp's Man on the Move

NEW YORK — Jack Jones' schedule in nightclubs, TV and on records is kept so tight that it's almost as though he were a New York police detective. But this is no cop show. It's just his way of watching Jack as he moves through September.

As Jack Jones' own special reporter, "Jack Jones on the Move...Have Songs, Will Travel," I'll be on 52nd Street as Jack travels from Los Angeles to New York City. This month, he'll be spending time with the Mike Douglas Show and the Steve Allen Show.

UNIONS SET UP CLEARANCE FOR BENEFITS

NEW YORK — The various theatrical performers unions have set up a clearing house for benefits. Any organization scheduling a show that uses professional performers must obtain permission for their appearance from Theater Auditors, Inc., which the performers' unions established with Charter-able Guilds to regulate member appearances. This protects the unions at benefits, telethon and civic events.

Organizations located east of Ontario and west of the Mississippi for benefit performances must get permission from Beverly Roberts, executive secretary of the American Theatre Authority at 545 Fifth Avenue, New York. Those west of Ontario, applications should be made to the Chicago chapter of the American Entertainment authority, 6253 Hollywood Boulevard, Hollywood.

Honey of a Show

By Diannah Carroll

NEW YORK — There's an abundant supply of adjectives on hand to describe an artist's talents: captivating, dynamic, explosive, and so on. They are all apt, but it is difficult to avoid such shopworn superlatives when setting down Diannah Carroll's performance (9) at the Plaza Hotel. This is all the more so when Diannah Carroll is the subject of this write-up.

Her hour-long act is a show of precocious, humorous and exciting, all mixed into a carefully prepared, disciplined package. Her voice had variety, range and ability to handle any and all kinds of music from the honky-tonk, "Life Is Just a Bowl of Cherries," her second number, to George and Ira Gershwin's "Someone to Watch Over Me," which she sang dramatically and fully.

Her piano playing is abundant supply of adjectives on hand to describe an artist's talents: captivating, dynamic, explosive, and so on. They are all apt, but it is difficult to avoid such shopworn superlatives when setting down Diannah Carroll's performance (9) at the Plaza Hotel. This is all the more so when Diannah Carroll is the subject of this write-up.

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Mr. Cotton Carrier
Bill Lowery Talent Inc.
P.O. Box 9687
Atlanta, Georgia

Dear Cotton:

Billy Joe Royal is one of the finest performers I have ever encountered.

At our show last Sunday in the Sam Houston Coliseum he almost stole the show from such name artists as Roy Orbison and the Four Tops.

Our show last Sunday broke all existing records. The Coliseum will seat 11,962 and we jammed almost 15,000 in for the 3 PM afternoon show. For the night show, we had to stop at 12,000. Also we turned many, many people away from the door. Billy Joe now has 25,000 very LOYAL fans.

Since the show we have had untold calls wanting to know when he will be back, his age, marital status, where does he live and every other conceivable question. I have yet to see a performer completely capture the audience like Billy Joe. His new record should be #1 if all his new fans buy a copy.

This young man just walked off with the hearts of Houston. I can safely say he did something very few artists have ever done before. Even more than this, he is one of the greatest on stage performers I have ever met.

All I can say is that I hope we again have the pleasure of having him on a show. Thanks so much for your help and please tell Billy Joe that we can’t say enough about his great performance.

Warmest regards,

Bill Lowery
Program Director

THE McLendon STATIONS

Billy Joe Royal’s new record is “Don’t Wait Up for Me Mama” b/w “It’s a Good Time”

BILL LOWERY
TALENT, INC.
Cotton Carrier, Manager
P.O. Box 9687
Atlanta, Ga. 30319
404-233-9662
ERI record. As his favor-15

CRITIC:1.4TH ABBEY WOO

Darin Marks Return to Clubs With a Solid Bit

LOS ANGELES — Bobby Darin, an extraordinary singer, returned to local music business last week after a three-year absence, one for having concentrated on the business end of show business. His driving way with a song, his ability to wring dramatics and emotion out of a lyric, were all polished to a high sheen for his Coconut Grove opening Tuesday (8).

Redcoat Perry Delivers at Club

NEW YORK—Steve Perry's highly stylized delivery received a warm reception at Downstairs at the Upstairs here Mon-

day night (7). The young British artist, who with MGM Records, made an

impressive debut here, working without a piano accompaniment.

Perry sings in an intense and intimate manner, with deliber-
ate phrasing and a good deal of restraint. His voice is strong and clean, but doesn't depend on vocal gimmicks.

He scored several "yesterday" and "somewhere." The diminu-

tive artist has picked up a caliber of soft-sell showmanship.

"I've Got a Dream," a very impressive impres-

sion that with hard-backing and upbeat material he could be a top name in the pop record-

ing field.

Perry's first MGM album, "Another Rainy Day," will be

revisited this week.

Joan Rivers, in her second

week at the club, bowed some fresh material as effective as that on her WMAQ television show.

AARON STERNFIELD

Hurricane and the Eye

• Continued from page 52

rythmic, harmonic and melodic balance that will satisfy me," he said. "I felt I wasn't doing

enough with rhythm and I'm working harder on it now.

At the London House, his first nightclub appearance in the city in over a year and a half, Getz played every change in the book and weaved a subtle, complex tapestry fabric-

with his sax. It was standard Getz — standards, blues and bop perfect.

"We've been playing a series of college concerts," he said be-

tween sets. "But we just felt like doing a club. We just felt like drawing myself — it's a real good change of pace from the concert tour."

Cry gets it. He's a contract time again and I'm very satis-

fied with the arrangement. I have the opportunity to play straight dramatic roles in films. I'm also going to be in charge of my own production com-

pany. I have already lined up some talent and I'll begin produc-

ing very soon."

Stan spoke with enthusiasm about his forthcoming album, "April in his oldest

son, Steve. "That boy might not be the 1960s groupie," he said. "He did the two-mile run in only 12 seconds over the course of the tape library to 500 titles by June 1," Fabri said.

March 19, 1966, BILLBOARD

CARtridge Suit

Our opinion, there is no liability on our part for either royalties or damages.

What we were doing was supplying the available catalog of music to

the major companies that had not issued an official cartridge format. Now that the library of pre-

recorded tapes is increasing daily, the need for this supple-

mental service has decreased to a minimum."

Wally said that the claims in the lawsuit were completely unfounded and that many legiti-

mate dealers were seriously affected by the outcome if the court rules in favor of the pub-

lishers.

CARtridge Suit

• Continued from page 48

four and eight-track cartridge tape, the duplicating field (Billboard, March 5). It will release its first four-track cartridges April 1, with the second series of four-

track labels. GRT's first eight-track cartridge tape product is slated to ap-

pear May 1.

Music tapes in N.Y.

• Continued from page 48

track field with product from the Labels. GRT, beginning with additional labels and is hopeful of expanding our auto cartridge library to 500 titles by June 1," Fabri said.

March 19, 1966, BILLBOARD

CARtridge Suit

• Continued from page 48

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lishers.
Epic is what's happening...
Wholesalers Predict Hard Times for Small Dealers

CHICAGO—Billboard recently asked the wholesalers in the Midwest about their feelings concerning the record dealers. The answers were divided into two general views. One group of distributors believed that the record dealer will be able to maintain a healthy position in the industry because of the special service he can give to his customers. The other view had it that record dealers, especially small ones, are on their way out. The latter opinion was based primarily on the belief that record dealers are skipping off "the cream of the crop" and making hot-selling releases available to the public sooner and cheaper than record dealers. "This kind of cherry picking," said one distributor, "is hurting the dealer. No matter how good the service he provides, he cannot stay in business unless he has a good share of the high-volume products.

Jim Martin, Chicago independent distributor, was one of the spokesman of the more optimistic view. "The lack of personal attention given customers at discount centers and by rack jobbers will keep the neighboring record store in business. Many customers prefer to pay a higher price if they can play the record in the store before buying it, if they are given the chance to exchange products, if their returns are accepted, and if they can use the store as well as other services which only a dealer can provide.

Diversification

"However," cautioned Martin, "dealers must realize that they will have to adapt themselves to the changing times. They should diversify as much as possible—into various home entertainment products, accessories, and some musical instruments like guitars, drum sets and harmonicas. Providing a varied line of products and services will bring the dealers a good share of the customers despite the competition from the racks and the dime stores."

Kent Beaucamp, of Royal

Disc Distributors in Chicago, felt that both the independent and the chain dealer will be able to survive the ever-expanding mass merchandisers and will lose too much traffic from the record dealers, he said.

"The number of dealers, which has been decreasing steadily, will continue to go down. Only the large dealer will be able to survive. The record manufacturer is getting too big and too interested in the volume of sales is most important and the little dealer should be able to make a living anyway."

Craig Panorama, a Philadelphia distributor, "is hurting a little. We have been working with the record dealers for years and they say they can't make record dealers retail at $99.95. We are still optimistic. We will be able to get the record dealers to stay in business, he said.

"A large supplier who wished to remain anonymous was even more pessimistic. "I can see the day when there will be practically no more record dealers as we now know them," he said.

"Only a few will be able to afford to carry the high prices of items, thus most of them won't be protected by their local service than the mass merchandisers and they will not be able to compete with them on price. The number of dealers, which has been decreasing steadily, will continue to go down. Only the large dealer will be able to survive. The record manufacturer is getting too big and too interested in the volume of sales is most important and the little dealer should be able to make a living anyway."

"The first place the small dealer will begin to disappear is in the bigger cities and the small jobber saturates the area with records. They will last a little longer in larger communities, but the discount houses, and discount record sections of department stores will cut into their business heavily," he added.

"Perhaps," another wholesaler speculated, "record dealers will form their own buying co-ops. Some of them are doing now and it's helping them a great deal. However, large-scale attempts at this have never before been able to get off the ground.

New Products

The following new products were selected by Billboard because of the special interest they may have for record dealers. For more information write Audio-Video Editor, Bill- 

BOARD, 180 West Randolph, Chicago 1, 11.

Magnovox Radio


Admiral Phonomograph

SOLID-STATE Bolero phonograph by Admiral. All-transistor chassis, four-speed changer with automatic soft, separate tone and volume controls, dual LP/78 RPM stylus, two speakers, new record size selector but will not intermix. Black cabinet, five-year warranty on chassis. Price $45.

General Electric Transceiver

TRANSCIEVERS by General Electric. Y7000 (left) has 2 mile range, 200 yards, includes 51 inch whip antenna. $7010 sells for $20 in 2 mile range, uses 8 penlight batteries, includes 5 inch whip antenna. Optional power converter permits use as home intercom. Y7000 retails $59.95 a pair. $7010 $75 a pair.

(Continued on page 57)

March 19, 1966, BILLBOARD

Audio Retailing

Scanning The News

As the stock market dipped heavily last week a number of electronics firms, including giants like Zenith and Motorola, suffered the largest drops in prices. However, predictions for 1966 for electronic home entertainment business were still optimistic. FM radio sales, which reached nearly seven million sets in 1965, are expected to top the eight million mark this year. AM radions are predicted to sell more than 19 million units and tape recorders (not including automobile units) are expected to go over four million unit sales.

FM stereo receivers will be increasingly popular due primarily to the growing number of multiplex stereo stations in this country. A recent report by the National Association of Broadcasters states that there are now 435 such stations—an increase of 39 stereo stations since the first of the year.

A recent issue of new RCA products includes a Japanese-produced six-transistor radio and a "module" solid-state stereo phonograph ensemble. The radio, optimally priced at $18.95, was offered earlier and completely sold out. It is being re-introduced at the same price. The phonograph, with matching all-wood rollabout stand (VGR-65), carries a dealer option price of $49.95. A similar (Continued on page 57)

Norelco Starts Tape Campaign

NEW YORK—The North American Philips Co. is now offering dealers a complete eight-hour "music library on tape" to be given away to purchasers of Norelco Continental 201 tape recorders. Free listings in TV Guide, local newspaper ads, plus bonus advertising allowance are other attractions of a major spring promotion campaign launched recently by the music and electronics firm.

The music library is a package of two seven-inch reels of prerecorded tape providing eight hours of musical entertainment valued at $25. The tapes have been produced exclusively by Norelco and consist of one hour of music in each of the following categories: Broadway show tunes, dance bands, great American composers, jazz, classical, highlights, big strings, continental favorites and ballet music.

To qualify for the promotion, which is effective now through April 18, 1966, a dealer must purchase a specified mix of Norelco recorders. Participating dealers will be listed in Norelco ads in the May 18 issue of TV Guide and in local newspapers on April 26 and June 7. The ads have been planned to tie in with the June bi-plane, gift and graduation selling season.

Tony Bennett, in a recent Carson-Pierce-Stott and Co. (Chicago) promotion appearance, beams happily at his audience with the genuine warmth that has made him one of America's best loved recording artists of this decade.
Sales and Discounts Build Volume for Chicago Store

CHICAGO — Discount Records, the Chicago outlet of Discount Records, Inc., national chain, "had a fantastically successful Washington's Birthday sale," according to Manager Dave Schanin.

"We were selling 20 labels, including Columbia and RCA, at discounts of up to 50 per cent. Albums of all categories, classical, jazz, folk, popular and everything else available on these labels were part of the sale," said Schanin. "And it was one of the most successful sales this store ever had." Schanin said that the basic ingredients of a good sale are promotion, availability of a wide range of products and continuity.

"By continuity I mean steady exposure to potential customers. We have been advertising exclusively on WFRM (Chicago FM radio station that programs mostly classical music plus a bit of folk and jazz) for about two and one-half years. During this time we have built up a reputation of really giving good discounts and making a wide range of products available when we have a sale. We get the customers now because of our past performances," Schanin added that his store has a sale of some sort every week. "A certain label, or a special type of product—like Broadway musicals, or jazz, or folk—is highlighted each week. This brings us many customers who also became aware of the fact that we discount everything in the shop. All these sales bring us increased exposure, and an economically feasible because of the higher volume we turn over," he said.

Ten of the other 13 Discount Stores around the country ran similar Washington Birthday sales, Schanin said, "and I understand they all did quite well.

Schanin's Discount outlet, located in the Loop area, has been in Chicago for nine years. Four of the other branches of the chain are located in major cities —Detroit, New York, San Francisco and Los Angeles. Eight others are based near college campuses.

Scanning The News

& Continued from page 36

unit released last year was priced $129.95.

A compact new speaker system is being offered by Circle-O-Phon- inc., New York manufacturers of rotating speaker systems. The tiny unit weighs only nine pounds and is priced at $39.95. The unit, called Micromas 230 includes a 5-inch rotating tweeter, a 6-inch hermetically sealed, high compliance stationary woofer.

Huge Detroit rack-jobber, the Handelmen Co., reported record profits and sales in the third quarter and nine months ending June 31, 1966. Sales in the quarter reached a volume of $13 million. The nine-month sales volume totaled $36.7 million.

American Music Stores, Inc., through its subsidiary, Granville Bros., has just purchased the Andrews Music Co., Charlotte, N. C. American has a chain of 47 retail music stores in a group of five States—Michigan, Ohio, Kentucky, New York and North Carolina.

New King Karol Location

INTERIOR OF KING KAROL one-stop in New York shows part of the reason why firm claims to carry "more records than anyone in the world." Recently moved to its spacious new headquarters in Manhattan, King Karol welcomes orders by "phone, mail or in person," and guarantees "very fast" delivery.

Major Phonograph Mayfair Phonograph


WITH A

SHURE MICROPHONE

Your microphone is your link with your audience. Choose it with care. Shure microphones project your voice over your instruments, and over audience noise . . . YOU WILL BE HEARD. They are used by many of the world's most famous Rock 'n Roll and Country 'n Western groups. Complete with carrying case, 20' cord and plug to fit most musical instrument amplifiers.

SHURE MICROPHONES HELP PUT YOUR ACT ACROSS

SHURE UNIDYNE® III A favorite in Las Vegas.

SHURE UNIDYNE® A Combines economy with quality

SHURE SPHER-O-DYNETM™ For "pop"-proof performance at a popular price

Write for catalog and name of nearest Franchised Dealer:

SHURE BROTHERS, INC., 222 Hartrey Ave., Evanston, Ill.

DEALERS: Write to learn how you can become a Franchised Shure Dealer for Professional Entertainer Line Products.

March 19, 1966, BILLBOARD
Vendors Win Exemption Under New Massachusetts Tax Law

BOSTON — Continuing to forge valuable precedent, bulk vendors have won a dime-and-quarter exemption from new revenue legislation passed by the State Legislature.

Last year bulk vendors won a similar break in New York when the State passed new tax legislation that applied to vending machine gross sales.

And, as in the New York victory, much effort in educating legislators to the particular needs and problems of the bulk vendor was expended by Roger and Harold Folz, Folz Vending, Oceanica, N.Y. The Folzes were strongly opposed to the new state tax.

Brothers are the operators of the nation's largest bulk vending firm, with machines in 50 States.

Gumball Boys

Their performance in the New York legislative battle, and their penchant for distributing samples of bulk vending merchandise to familiarize the industry's products, netted the Folz brothers the nickname "Gumball Boys" in Albany.

Roger and Harold Folz were presented one of the top annual awards by the National Automatic Merchandising Association in recognition of their efforts toward the New York exemption.

Roger Folz is president of the New York Bulk Vendors Association and Harold is secretary of the industry's national association, the National Vendors Association.

The $180,000 tax bill was signed by Massachusetts Gov. Volpe on March 31. It had been passed by the legislature the week before. Among other new revenue sources, it provides for a 3 per cent sales tax.

Charm

Written into the law, however, are specific exemptions from the tax for all food and confectionery vending and all vending sales at a dime and under. Charm merchandise selling at over a dime per purchase will be subject to the new tax.

The advantageous exemption for small-machine vending had bipartisan support in the legislature.

Cooperating with the Folz brothers in lobbying for the exemption are National Vendors Association and Massachusetts Automatic Merchandising Council Executive Director Richard Guild.

"This is a good precedent," declared Roger Folz. "Now that two important States have granted bulk vendors this exemption, it will be easier to obtain such legislation elsewhere. I hope this proves to be beneficial to the industry throughout the country."

Other States

Bulk vendors in other States, particularly California, have been studying the New York legislation carefully with an eye toward similar exemption efforts.

Said NVA council Donald Mitchell: "This Massachusetts victory is one more example of the fact that the bulk vending industry can achieve exemptions that are not even accorded other segments of the vending industry. This is possible because our business is honest and straightforward and is of real value to children.

And it shows us what we as a national association have been fighting for in New York, to say nothing of the movement of the States and the Federal Government to aid the vending industry as they are doing for the tobacco industry.

"This has been a fantastic legislative year for bulk vending."

Midwest Built on Ball Gum, Peanuts

COLUMBUS, Ohio—Starting with a bulk vending operation 20 years ago, Midwestern Distributing Co., has evolved into one of the major line-vending operations in the State.

Founded by Howard H. Sherman as a ball gum and peanut route, the company now specializes in industrial and institutional vending service covering most of Franklin County and other parts of Central Ohio.

Sherman, company president, is aided in the operation by his son, H. Douglas Sherman. Their company now serves 24-hour service using a fleet of radio-equipped trucks. A more progressive operation.

Midwest recently purchased a large building adjacent to existing headquarters. The new building will be remodeled to provide increased sales, service and warehouse facilities.

The elder Sherman is one of the founders of the Ohio Automatic Merchandising Association, which is a group of vending operators and a trustee of the organization.

BULK VENDING news

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St. Louis Association Launches Member Drive

By EARL PAIGE

ST. LOUIS—A steering committee of operators and distributors was formed at a meeting here March 8 and plans were formulated for expanding membership in what is now being called the St. Louis Metropolitan Bulk Vending Association.

The initial meeting here found that operators and distributors present, businessmen concerned and enthusiasts about the plans for an organized approach to bulk vending problems. Sam Phillips, Ben, Kessell and Earl Veatch were in attendance representing area distributors.

One of the larger problems discussed by the group was one facing most operator organizations—that of educating people about the complexities of the vending business. As one operator present stated, "So many lawmakers and people in city and State government are not aware of the differences between various types of vending.

They think in terms of total revenue from license fees," he continued, "without realizing bulk operators are dealing in nickels, dimes and dimes and assortments of items. Our problems are different from others," he declared.

It is hoped that an organized approach to bulk vending problems, especially in the area of license fees, will result in lawmakers realizing the distinctions between bulk vending and other types of automatic merchandising. While some efforts to bring about more equitable license arrangements locally have been partially successful, the St. Louis and higher license fees in some other communities in the metropolitan area continue to plague bulk vending operators which sell 10-cent capsule merchandise.

Several operators present expressed hope for consideration of a license fee arrangement similar to that of Kansas City and Los Angeles (Board, March 12) based on gross receipts. The arrangement in St. Louis, sister-Missouri city is computed on the basis of $1 per $1,000 of annual gross receipts with a minimum fee of $15.

The next meeting of the MIVA is set for April 2 in a noon luncheon at the Town Hall in Clayton.

Koritz-Ford Trial Delayed

ST. LOUIS—Amid a flurry of legal action, a trial delayed for both sides in the $55,000 Jason Koritz & Four Inc. vs. Ford Gum & Machine Co. case, Judge James H. Mercer ruled to set the trial date from March 14 to July 26.

The suit, brought against the Ford Gum & Machine Co. of Akron, N.Y., by veteran local Jason Koritz, was started over a year ago (Billboard, March 20, 1965) with the original complaint seeking $150,000. The original petition for a preliminary injunction was dropped to June 22, 1964, the defendant served. A motion for a stay of the case was filed by its agents, servants and employees. Willfully and maliciously interfered with the sale of its wares to customers of the plaintiffs and salesmen, and maliciously induced said customers to breach their contract with plaintiffs." The petition also alleged that defendant acted in restraint of trade by selling gum and gum products to the plaintiff, thus defendant did conspire to retrain the plaintiff from selling its product.

Amended Complaint

Petition filed two amended complaints seeking $250,000 in one and $200,000 in another.

Ford Gum & Machine Co. by and through its district attorney, Mr. Max Hurvich, filed a second amended complaint for April 8, in a moon luncheon at the Town Hall in Clayton.

SCHOENBACH CO. Manufacturer's Representative Aces -Ammo Distributor

MARK'S MACHINES

AMCO Sanitary Vendor Model 21 F

ST. LOUIS AREA DISTRIBUTOR

L. R. Hopkins, Whitman Divi-
sion, Pet Milk Co. and James E. MACK, St. Louis office-

Manager.

For highest of the June 15 program include:


A talk by economics expert R. T. (Ted) Compton, vice- president of the government relations division of the National Association of Manufacturers on "The Business Code, and Federal Legislation-Curr-

ent Progress." The panel will be composed of:

Sen. Roman Hruska (R., Neb.), a member of the Senate Judiciary Committee, will discuss the prospects for the Hart packaging bill, which he and candy industry interests strongly oppose.

The scientific and technologi-

cal aspects of candy making will be explored in a joint ses-
sion of the NCA and the Ameri-
can Association of Candy Tech-

ologists on Saturday, June 11.

The annual NCA conference-

ion committee will be held to be


New Products

The diurnum is designed for the convenience of bulk operators.

Henal Novelties

MONSTER HEADS. Six different grotesque heads in different colors of unbreakable plastic. Full head with cap for key chain. Separate displays available with each order.

MacMen Enterprises

TV PRINTSTONES. The famous television family molded in brassy, colored flexible vinyl. Each piece has a loop on top for use on key chain, zipper pull, etc. For 10-cent vending.

TV DICK TRACY. The famous de-

tective and his friends in flexible vinyl and assorted colors. Each character has a molded loop for hanging on key chain, etc. For 20-cent vending.

Hurvich Tour

BIRMINGHAM, Ala. — Mr. Max Hurvich's brother, Mr. Mike Hurvich, and Max Hurvich, will be holding a gala anniver-
sary celebration the weekend of April 2-3. The brothers, large distributors of bulk and other coin-operated products, have been in business 35 years.

This celebration, to be held in the Hurvich's Birmingham show-

room, will feature many repre-
sentatives of Billboard. Guests from all parts of the country are expected.

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Manufacturers Representative

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 Coin Machine news

Industry Will Contest the Proposed Los Angeles Levy

By BRUCE WEBER

LOS ANGELES — Hearings before the Los Angeles Revenue and Taxation Committee on a proposal to raise taxes on all operators of amusement and machine games have been held soon. If passed, the ordinance will increase the tax burden on coin operators working within the city limits of Los Angeles.

Henry J. Leyster, president of the California Music Merchants Association, revealed that the organization will present a plan to the Committee which is hoped will nullify the proposal before it reaches the Los Angeles City Council. Both Leyster and George Miller, president emeritus of the CMMA, are working on the plan with Tom Naas, attorney for the Music Merchants Association.

Although Leyster preferred not to disclose the formulated CMMA proposal, he did say the plan will be discussed at several organizational meetings before being presented to the Revenue and Taxation Committee and the Los Angeles City Council. The plan includes provisions for the imposition of another tax among other measures before the amusement tax is levied on cigarets to make it 10.

When

Just when the Committee will list the tax as defeated, it is not unknown that the amusement tax would be to tax the operator on his share of the gross receipts from the machine and tax the location and the operator would be hit by the gross receipts.

Councilman Edelman said he knew the operators’ plan existed and he will listen and “shortly thereafter have several arguments opposed to the amusement tax from any individual or organization.”

New Revenue

He did say that “some means of making up for the tax burden in Los Angeles as the property owner is already saddled with a back-breaking burden, if amusement fees have to be raised to help escape the property tax burden, then we will have to do just that.” Edelman said.

Edelman did not indicate if the amusement tax hike will be endorsed. Recommendations to the City Council will be made based on preliminary estimates of revenues are to be made by the mayor by City Controller Grabowski. Comments from Councilmen for the 1966-67 city budget were submitted to the Revenue and Taxation Committee.

Mass. Association Appoints Counsel

By CAMERON DEWAR

BOSTON — The newly formed Massachusetts Coin Machine Association, which in its first few weeks has been instrumental in deferring adverse legislation affecting the trade, this week appointed attorney Arthur Sherman of Boston as its legal counsel. Sherman, well known in the industry, held a similar position with the former Massachusetts Music Operators Association in all the 1950’s and is a veteran in trades with the Legislature over

Mass. Hikes Cigarette Tax

BOSTON — After more than 15 months of wrangling, the Massachusetts Legislature has enacted a $180 million tax program of which the new cigarette tax is to make it 10.

It is enacted at a 9-cent sales tax in an already overburdened State which is frequently referred to by many of its residents wryly as "Taxachusetts." Had it not been for quick action by the newly formed Massachusetts Coin M. (Continued on page 67)

ON CAMPUS

Where the Football Stars Are

URBANA, IL — Some of the swinginest campus locations are off campus. Such a place is the Pump, located in a close-by village called Tolono and frequented by undergrads at the University of Illinois.

Possibly the center of some 27,000-odd students looking for space in near-campus spots that are well worth the walk will be further afield in search of a hangout.

"All I know is," offers operator Frank DelVecchio of Chrisit Music, "on Friday and Saturday nights the Pump is full of kids.

And they’re quite the kids. Sometimes they’ll play one of the fancy of a clientele from the U of I football team and such recent visitors included linebacker Dick Butkus and Jim O’Grady.

"See there," DelVecchio said, "we have a three-day-a-week program during the summer and will be running during the school years too."

Big Man on Campus: He knows what he likes in juke box programming.

Program With Care And Quality Sound

By PAUL ZAKARAS

PEORIA, IL — Les Montooth, who has a large route of coin-operated phonographs in the vicinity, is one of the many operators around the country who consider themselves lucky because they have several campus locations.

Peoria, a city of about 125,000, is the home of Bradley University. It is a small school (1964-1965 student enrollment was slightly over 4,000) best known for its great basketball teams. The students, according to Montooth, are the best juke box customers in the area.

"I have two locations near campus," said Montooth. "Both are at The MOA, a city of either the location, nor any other kind of special attraction.

Yet, they are two of the best spots I have.

"There is a tremendous slump in play during the summer and other vacation periods, yet these two locations still are more profitable during the year than an average location on my route," he said.

Stereo

You have to program carefully," he added. And you have to provide quality sound. You have extra stereo speakers in both spots because I know how sound conscious the kids are. Besides good pop, I have to program a great deal of progressive jazz, some folk music, and even a little country and western--especially if it’s something hot pointing, that’s Butkus’ football helmet on the wall. And that one was worn by Dave Hanser (Illinois captain and all-Big Ten linebacker). And over there’s Grabowski’s." And he went on to offer the inside dope on the Illini’s chances next year.

With these drawing cards, one might assume that the juke box programing at the Pump is an afterthought.

"No," DelVecchio said. "One (Continued on page 67)
W. German Imports of U. S. Equipment Up During 1965

COLOGNE — Shipments of U. S.-manufactured phonographs and coin-operated amusement games to West Germany rose sharply in 1965. Preliminary figures issued here put the total value for phonographs at $1,181,923 at F. O. B. prices at $5,167,128. This is a gain of $592,283 over 1964, and it represents one of the best years U. S. phonograph producers have enjoyed in the German market.

Gains were up sharply, too, rising to $4,187,015 for the year or a gain of $600,234 over 1964. The strong showing posted by U. S. equipment in the German market last year apparently dispels speculation that European producers in the foreseeable future will be able to dislodge U. S. manufacturers from the dominant position they have nailed down in this country.

Operator Urges Industry To Profit From Dancing

CHICAGO — In recent days the Seeburg Corp. has released the following stinging little LP's through the company's distributor:

916 — "Stand by Me," Earl Grant, Decca.
925 — "You Were on My Mind," We Five, A & M.
915 — "December's Children," The Rolling Stones, London.
84 — "Bengos and Brass," Hugo Montenegro, Time.
942 — "The Lenny Dee Tour," Lenny Dee, Decca.
931 — "On Stage," Jan Garber, Decca.
868 — "Heartaches and Tears," George Jones, Mercury.
731 — "From This Pen," Bill Anderson, Decca.

LEAVES LAZAR

PITTSBURGH — The B. D. Lazar Co. here, distributor of Rock-Ola equipment, has announced that Allan Kanarsky, employed by the company for some time, is no longer associated with the company. The announcement was made last week.

COLOGNE — The stinger of the season, Little LP's through the company's distributor:

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UNUSUAL USES

Chicago — Despite the strong showing enjoyed in the German economy by British products, this year's Phonograph Fair in London is being devoted to high quality of European equipment. Continental producers have been quite active in upgrading production into prestige models. U. S. equipment is virtually without competition in this bracket.

And U. S. producers have moved aggressively into the compact market with a variety of attractive economy models. See- burg, Wurlitzer and Rock-Ola offer compact models competitive with European economy equipment.

Wurlitzer has gone even further with production of its European-manufactured Lyre models, designed to compete directly with European-manufactured equipment.

The dominant position achieved by U. S. phonographs in Germany is illustrated by the high mortality rate among German manufacturers. Half a dozen German phonograph manufacturers have gone out of business in as many years, and only two major German phonograph manufacturers are still in business.

U. S. companies have even tighter domination of the coin-operated amusement game field. There are no German manufacturers in a position to challenge the American producers in variety and sophistication of equipment. In fact, none are trying.

COMING EVENTS

March 26 — NAMA Spring meeting and workshop, Motor Hotel, Dallas.
April 2 — NAMA Spring meeting and workshop, Madison, Wis.
April 5 — Missouri Coin Machine Council meeting, Ramada Inn, Merriol, Mo.
April 16-17 — South Carolina Coin Machine Operators Association quarterly meeting, Florence, S. C.
April 30-May 8 — General Trades Fair, Hanover, West Germany.
May 14-15 — Tobacco-Candy Distributors & Vendors of Kansas convention, Broadway Hotel, Wichita.
June 12-13 — Quarterly meeting of Music & Vending Association of South Dakota, Plateau Motel, Watertown, S. D.
Oct. 29—Nov. 1 — National Automatic Merchandising Association annual convention and trade show, McCormick Place, Chicago.

ARLINGTON HEIGHTS, Ill. — Anthony Hesch, president of A & H Entertainment, Inc., of this Chicago suburb, is heading a campaign to encourage dancing to coin-operated phonographs.

Hesch, who is also public relations counselor of the Independent Music Operators Association of Northern Illinois, is urging area operators and location owners to take advantage of the recent elimination of the cabaret tax.

"This is the end of an era when a guy and his gal could not get up and dance in a neighborhood tavern or a roadside club," said Hesch. "For a long time after the tax went into effect, patrons felt changed when the bartender or waitress told them to stop dancing, that it was not permitted because of the tax.

"The location that is willing to provide danceable music," he said, "is going to attract people who like to dance and have a good time. To do this, many places are going to new and better equipment. A lot of places that are only bars with a TV now are losing potential business because there is no dancing to the jukebox.

"People want to dance. They haven't had many places to go to recently. Now they are practically extinct. The tax hurt many nightclubs and drove them out of business. But now the public will be able to dance in just about any location where there is a juke box and people will be coming back to locations where they can have dancing fun.

Hesch added that operators and tavern owners should work together to create "living rooms in more profitable locations." By giving customers a place to go to dance, he said, the location will "keep them around longer and will increase sales of beer, liquor and food, as well as increasing play of records."

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OPERATOR Urges Industry To Profit From Dancing

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Service... Fastest, easiest to install and service. Used on counter, it can be serviced from back without disturbing customers. Ingenious money-saving design makes it possible to save a minimum of 5 minutes a box to change title slips and collect money. On a 12 box location it would save an hour's labor... This means extra profit for you on every box!

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Coin Distributor Praised on Cleveland Radio Show

CLEVELAND—Ding! Ding! Ring-Ding-Ding! (The sound of a juke machine playing.) Such was the beginning of a public interest radio program on a Cleveland station recently. The program, sponsored by a leading Ohio firm, went on to praise Cleveland Coin International as one of the business establishments that has contributed to the growth of the city.

The announcer of the program, taking a tour through the coin machine distributor’s facilities, described the various kinds of equipment the firm ships from the Port of Cleveland to all parts of the world.

The commentator mentioned coffee machines, ski games, popcorn vendors, but stressed “the old stand-by, the juke box.”

Ronald A. Gold, president of Cleveland Coin, was accompanied the narrator on the tour, related the destination of the various products to the audience and went on to say that he sells more juke boxes overseas than “anything else. This is to say that music is universal,” he continued. “Music seems to be the most popular commodity abroad.”

Gold told Billboard that his firm had been selected for the program because it ships many of its goods through the Port of Cleveland. The firm was founded in 1937 by the late Morris S. Gins. The company went into overseas markets on a large scale in 1955. Today it sends a steady stream of vending and amusement units to all parts of the globe.

Seeberg’s Gilbert On Europe Tour

GEORGE GILBERT
CHICAGO—Seeberg’s vice-president of exports, George Gilbert, is currently in Europe visiting the Chicago firm’s photograph and vending distributors.

Gilbert, who recently moved his base of operations from Europe to Seeberg’s Chicago plant, will be overseas for six weeks and will visit Britain, Netherlands, France, Belgium, Switzerland, Germany, Italy, Morocco, the Canary and Baltic Islands and the Scandinavian countries. He is expected to return in mid-April.

Wurlitzer in Defense Work

NORTH TONAWANDA, N. Y.—The Vietnam war has put the Wurlitzer Company’s phonograph plant here back into defense production for the first time since the early 1960’s.

Wurlitzer was extensively involved in defense contracts during World War II and several postwar years, but during recent years company officials reported, defense work had tailed off.

“With the situation changed now,” said vice-president Roy Waltemede, “our defense work is going again.” The type of defense production here at the Wurlitzer plant is highly classified.

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March 19, 1966, BILLBOARD

NEW EQUIPMENT

WILLIAMS—Full House Single Player

Introduced last week by Williams Electronic Manufacturing Corp., a single-flipper game called Full House. Adjustable for three or five-ball play, the new product, in line with a new company policy, will be shipped set for three-ball play. Each ball makes a Poker Hand to compete with the dealer. Players beating the dealer score a special. A Full House lights alternate bottom rollovers to score a special. Targets and bumpers build up for high score games. Game has a number match, stainless steel mounding and trim, plastikote finished playground and automatic ball lift.

THE ROWE-AMI spring equipment showing at Runyon Sales in Hartford, Conn., featured Rowe’s Bandstand. Shown with the unit at the Thursday (3) meeting are, left to right, Ted Zlotyczak, Dell Amusement; Irv Kempner, Runyon director of sales; Ed Corcoran, Wilkas Amusement; Jazy Resnick, Resnick Amusement; Art Sagli, Rowe-AMI service engineer; a representative of Block Amusement; Mrs. Winne Wilkas, Wilkas Amusement and Mrs. Evelyn Block, Block Amusement.

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Now that we have entered 1966, NCMDA pledges to perform and support all possible activity to improve our industry’s public image, as well as to promote its products in broader and more expansive markets.

We shall hope that all manufacturers and their distributors as well as importers abroad will fully support and join NCMDA NOW in this united confrontation of sincere effort towards increased productive goals and higher achievements this year.
Wurlitzer Steps Up Field Training Pace

EDITOR’S NOTE: Attempting to keep our readers on top of all industry developments in the crucial area of service training, Billboard has reported regularly on instructional programs sponsored by coin machine manufacturers and operator associations. Both the manufacturers and the associations recognize the acute need for skill improvement because of the increasing electronic sophistication of equipment.

In the past, we have featured the Wurlitzer school program in Chicago, and Rowe’s Little Red School House. Last week we reported the Rock-Of-More to close the training gap. This week we follow around the country “professor” C. B. Ross of Wurlitzer.

NORTH TONAWANDA, N.Y. — Wurlitzer has launched a blitz against shoddy phonograph service.

Since about the first of the year, company service manager C. B. Ross and his team of field service representatives have stepped up the pace of factory-sponsored service held in all parts of the country for operators and their employees.

“These are concentrated courses aimed specifically at improving Wurlitzer credo of supplying all the necessary knowledge to phonograph servicemen,” Ross says of the program.

Schools, running an average of two days, is set up to update the servicemen’s knowledge about circuits, relays, schematics, transformers, tone controls, amplifiers and the myriad other components which make up today’s phonographs,” Ross said.

Field Points

Attendance at the typical school may run into the 40’s, or it may number 15. After the trainees are taken from basic instruction in reading schematics through the fine points of trouble shooting, they are seated at a school-climax banquet.

“The factory should be proud of the type of technician that’s being accorded by C. B. Ross and Bob Harding,” declared Ross Gold of Cleveland Coin Machine Exchange, after the pair conducted a Wurlitzer school at his firm’s headquarters recently.

With the same school, Harding, who recently joined the Wurlitzer staff as part of the stepped up program, said the school was aimed at the rapt attention shown at these schools by the operator servicemen they work on all types of coin machines, but all agree that they certainly learn at the Wurlitzer schools.

“They are most appreciative of the in-depth instruction on schematics, and general electronic and mechanical aspects which may be applied not only to Wurlitzer phonographs but to all types of coin-operated devices.”

The Wurlitzer schools have served to give many vending servicemen their introduction to phonographs.

Ross started the year’s series of schools with a three-day session at Royal Distributing, Inc., Cincinnati, early in January.

Operating companies represented at that school by their servicemen included Donaldson Distributing Co., Covington, Ky.; Pioneer Vending Co., Cin-

n-cinnati; Acme-Miami, Cincinnati; Supreme Novely Co., Springfield, Ohio; Dixie Music Co., Hamilton; Ohio; Progress Vending Co., Cincinnati; Nicho-

las Music Co., Cincinnati, and L&K Enterprises, Cincinnati.

Field service representative Leonard Hicks conducted schools at Valiant Amusement Co., Phoenix, Ariz., and Falcon Automatic Co., in Tus-

con, Ariz., during the week of Jan. 15.

Playmore


Johnny Bilotta of Bilotta Enterprises in Newark, N. Y., hosted a service school on Jan. 19 and 20. Instruction was handled by service representative H. W. Peet. Wurlitzer assistant sales manager A. P. Dreitch was also present.

Operating firm employees present at the school came from Thorpe Vending, Seneca Falls, W. N.; Seneca Wholesale, Gene-

va, N. Y.; Denby Vending, Cambridge, N. Y.; Ashford Vending, Rochester, N. Y.; Zapi-

pis Vending, Newark; Costello Amusement, Rochester, N. Y.; Maurins Vending, Rochester, N. Y.; Grove Amusement, Binghamton, N. Y.; TOP Dis-

tributing, Buffalo; N. Y.; Ace Automatics, Geneva, N. Y.; Shubin Music; Hornell, N. Y.; Sullivan’s Vending, Montreal; Fahl, N. Y.; Stott Vending, Au-

burn, N. Y.; American Amuse-

ments, Syracuse, N. Y.

Lew Jones

On Jan. 18, Hicks held a school at Serversion-Tri Counties in Santa Barbara, Calif. And on Jan. 26-27, Ross set up shop in the offices of Lew Jones Distributing Co., Indianapolis, Ind., for all-day seminars.

“I believe in taking the phonograph equipment out to the operating firm servicemen,” Ross says. “I like to teach them in their home territories.”

On Jan. 18 and 19, field serv-

ice representative Karel Johnson held instructional classes in cir-

cuitry and mechanical function at G & S Enterprises and Central Distributing Co. in St. Louis. Both schools were hosted by the partners to give many of their servicemen their introduction to phonographs.

The Feb. 1 found Hicks in Altoona, Pa., for Playing & Reinen Amusement, San Jose, Calif., and Reinen Music, Marysville, Calif.

Ophir

Firms represented at the Marysville school included Rein-


Field service representative Harding showed up in Evans-

ville, Ind., on Feb. 8 to conduct a school at Gateway Co-Operative Distributing Co. Operator servicemen came from Martin Music Co., Evansville; Valley Amusement Co., Evansville; Dressel Music Service, Olney, Ill.

The Wurlitzer New Orleans branch hosted a school in Jack-

son, Miss., over the Feb. 12 weekend. Field service represent-

ative Harry Gregg was in charge.

Companies represented by their service personnel were D & F Music Co., Vicksburg, Miss.; B. C. Connery Co.

(Continued on page 66)
BUFFALO — Coin-operated pool tables may be allowed within Buffalo city limits before the end of spring. City officials, who have been fighting for almost two years to keep the tables out, now admit that they have been defeated at every turn and have practically no hope of success.

The controversy started in the summer of 1964 when Allied Vending Service of Buffalo requested coin machines licenses for installing pool tables in two locations. Police Commissioner William Schneider (who vacated his position when a new administration took power on the first of this year and is now retired on an annual pension of $9,900 for life) ordered the city license director not to issue the permits. The vending company brought the case to court and heard Schneider testify that a coin-operated pool table could be converted to a gambling machine in a matter of "six to eight hours," according to a Buffalo spokesman.

Further testimony was provided by Chester B. Kern, a "policy expert," who had the title of "Superintendent of the Bureau of Signal Systems." His job, according to a Buffalo official, included "checking on automatic amusement devices to see if they could be converted to gambling machines."

Kern told the court that in his judgment pool tables could be converted to gambling devices. Reportedly he admitted that this would not be an easy task.

Neither he nor Schneider, who recently was named a vice-president of a new Wurlitzer distributorship, Stewart-Millard, Inc., of Buffalo, could say that they had ever seen a pool table so converted.

The judge, on July 10, 1964, threw the case out of court and ordered the city to issue the licenses.

The city appealed. City attorneys pointed out that the Buffalo ordinance forbade issue of licenses to any machine which could be converted for gambling. "Unlike the State law, which reads "readily converted to gambling," said one Buffalo official, "our law does not have the word "readily.""

In December of 1965 the Buffalo division of the Appellate Court unanimously dismissed the appeal. The court said the law should have "readily" read into it or it would be unconstitutional. The Buffalo ordinance, said the court, could not infringe on a field that was being already regulated by State law.

The city asked the court for permission to appeal again. The court denied permission.

The city forces, headed by Corporate Counsel Anthony Manguso, locally known as "The Judge," have only one recourse left: ask permission of the New York State of Appeals Court to appeal the case further. "The Judge" has not decided if he will do this, said a city spokesman. "It might only be a waste of the taxpayers' money to pursue this matter any further," the spokesman said. "On the other hand, it might be best to exhaust all avenues before dropping the case."

"The Judge" is running out of time. If he doesn't appeal before March 22 the lower court rulings will be final.

Waiting in the wings are the operators. Before too long the city might have to start issuing licenses for coin-operated pool tables.
Football Stars On the Campus

*Continued from page 60*

DelVecchio is new in operating. To date he's built up a route of 16 jule boxes and 15 games.

He recently joined the Illinois Coin Machine Operators Association in order to keep pace with the latest ideas.

It was his own idea, however, to install two flipper games in a billiard lounge that is part of a new shopping plaza and apartment complex that just went up near the U of I campus.

The billiard parlor has caught on with students and those standing in line on date nights to play pool find the flipper games real handy.

"Let's put it this way," DelVecchio said, "the take is good.

Success in a campus-type location, he says, requires keeping in touch with the students and their changes in thinking.

"And that isn't difficult. I just stop in at the Pump now and then and talk to the kids."

Mass. Hikes Cigarette Tax

*Continued from page 60*

achine Association, an additional heavy tax burden would have been placed on music and vending machines and games on a gross profit basis. It was pointed out by an official of the MCMA that most legislators were unaware that the existing tax on music machines is $1.60 per machine for seven-day operations. The City takes $50, the State $50 for weekday use and $50 for Sunday play as well as the $160 federal tax.

Cigarette prices in vending machines have been 35 cents since Jan. 1, 1963, when the tax was increased from 6 to 8 cents under the guise of keeping the State's road-building fund in the black. Previously, machines had sold cigarettes for 30 cents.

Cigarette vending operators contacted reacted with diverse price opinions, and a meeting of leaders in the industry next week will be devoted to new pricing discussion.

Meanwhile, certain select locations such as hotels and bars are hiking machine prices to 40 cents, while the over-the-counter cost is 32 cents with a few selling for 33. But most machine operators will stay at 35 cents and ask for a cut in commissions from the locations. Wholesale prices have risen 21 cents per carton and an extra 1 cent has been added to comply with the fair trade laws.

Tom Soffer, his board, machines in Natick, said his managers will certainly go to 40 cents in machines, but a few scattered machines in factories and offices which have been raised to 40 cents for all brands are apparently experiencing some resistance. In the meantime members of the MCMA are awaiting the decision of officials.

Denver Mails Tax Reminder

NEW YORK—Al Denver, president of the Music Operators of New York, has sent a new letter to all members reminding them of the association's stand regarding the New York State and local sales tax. Denver says "it is in our position that the Sales Tax Act is applicable to our industry."

In keeping with his position, Denver has attached instructions for the completion of the sales tax form. The instructions call for the operators to enter the following new code numbers under Taxable Services and Sales. "In the opinion of counsel, juke box and game income are not subject to New York State Sales Tax."

The tax question is still under debate in the New York State Supreme Court (Billboard, March 12), and a decision is expected by the end of the month.

March 19, 1966, BILLBOARD
Cleveland Coin

In the News

Wurlitzer Distributor Hosts Group Vacation in Bahamas

Wurlitzer field service manager C. B. Ross conducted a service school on Feb. 23-24 at Cleveland Coin Machine Exchange here. The following persons attended:


William B. Taylor and William B. Taylor Jr., Acme Music Co., Niles, Ohio; Steve Frischknecht, Universal Auto. Vend. Corp., Cleveland; George W. Haydock, C. B. Amusement Co., Cleveland; Philip Ehrlich and Sid Amidor, V & W Music, Cleveland; Buddy Crow, Kenney Music Co., Cleveland; Morris Berkowitz, Atlas Music, Cleveland; James Welter, Walter Attwell Music Co., Cleveland; Paul Hobart, Joe Kapelle, A. Ziccardi and Joe Brice, American Automatic Vending, Cleveland; Bill Blake, Bailey Music, Toledo; Bob Calusno, Buckeye Music, Columbus; I. H. Edelen, American Vending, Windham, Ohio; Bill Czarnecki, Fruenend, Mentor, Ohio; John Mauer, John's Vending, Cleveland; Dan Colabufo, Tuttle Music, Painesville, Ohio; John Mauer, John's Vending, Cleveland; Dan Colabufo, Tuttle Music, Painesville, Ohio; Tom Colpita and Dave Barnes, Lornan Music, Amherst, Ohio.

Palm Springs, Calif.

Meeting here recently, the California Automatic Vendors Council of the National Music Merchandising Association elected John Lampa, American Vending Service, Inc., Los Angeles, as president.

Other officers elected were W. R. Patton, Valley Vendors, Modesto, vice-president; Clarence Landino, Canteen Food and Vending Service, Division of Canteen Corp., San Jose, treasurer; William Dennis, Pacific Nlk-O-Lite, Los Angeles, secretary-treasurer.

Elected to the board were Paul Bacon, Automatic Catering Co., Burlingame; Armond Clower, Canteen Corp. of Central California; Tony Cappe, Cappe Corp. Vending Co., Oakland; Dwight C. Dickinson, Seeburg Phonograph Co., Inglewood, Calif.; Berkleau, San Francisco; Tony Glass, the Vestal Corp., Los Angeles; Richard J. Goeglein, Interstate United Corp., Los Angeles; George Lash, Orange County Vending, Anaheim.


Phoenix, Ariz.

Arizona operators recently formed the Arizona Automatic Vendors Association with the National Automatic Merchandisers, president was Gerald L. Rosenthal, Seaboard Co., Phoenix; secretary was Helmut Bayer, Stockton, Calif. Other officers elected were Robert M. Gaver, Canteen Food and Vending Service, Burbank; Joe Elder, Automatic Catering Service, Hollywood; Gila Electric & Music Co., Ajo; Calvin Ehrlich, Amusements Co., Inc., Tucson; Bowlen Kindred Music Co., Ajo; Jim Elmersberger, Ehrlich Amusement Co., Inc., Yuma. Present at the organizational meeting was Sidney S. Kallick, NAMA western manager and counsel.

‘It Is the Gospel Truth’

Seevend in New Offices

Hamburg — Seevend, the German distributor of Seeburg, is moving to new offices in Hamburg. The firm, which has been located in Fluhholtzer Strasse here, has just taken over a big, new headquarters at Carl-Petersen-Strasse 70-76. Seevend originally established itself to handle distribution in Germany of the Seeburg phonographs and vending equipment. Since then Seeburg has acquired the Williams and United companies, and Seevend has taken over distribution of their products as well.

when answering ads...
Say You Saw It in Billboard

MARY MASON, Philadelphia deejay and “gospel queen,” gives new Rowland music machine her approval at Dave Rosen’s open house party in his newly enlarged headquarters. The firm distributes records and vending machines as well as phonographs.
ORIGINAL PERFORMANCE REALISM

• Wurlitzer sound is hailed by the industry as having absolutely no equal. No phonograph reproduces the popular artists of our time with such breathtaking realism. To the phonograph operator, this simply means greater public appeal—more play—more money.

Let your Wurlitzer Distributor demonstrate the sound and cite the cases right in your area where locations changed to Wurlitzer and found it a sensational change for the better!