Top Tape Industry Leaders To Address Cartridge Forum

By LEE ZITO

NEW YORK—Many of the foremost figures in the tape CARtridge realm—top executives in the music-record, automotive, and consumer electronics industries—will lend their know-how to the Billboard Forum Tape Cartridge Conference to be held Aug. 29-30 at Chicago's Edgewater Beach Hotel.

Coleman Finkel, Conference co-ordinator, last week announced that more than 25 industry leaders will participate in the various sessions. These include: Larry Beckerman, president, Car Tapes, Inc., Chicago;

Ethan Caston, vice-president, Record Division, Wally's Music City, Inc., Los Angeles;

Darse Crandall, product manager, television and stereo, AIMCEE Wholesale Corp., New York;

Michael J. Daniel, president, Western Tape Distributors, Inc., San Francisco;

Larry Finley, president, International Tape Cartridge Corp., New York;

Jack Frankford, president, Michigan Mobile Radio, Inc., Detroit;

Stanley Gortkov, president, Capitol Records Dis.

(More on page 3)

Merrimac to Force Issue On Background Bootlegging

By ELIOT TIEGEL

LOS ANGELES—Bert Kaempfert's Decca stereo tape of "Music of Far Away Places" was duplicated without authorization by Merrimac Music Industries last Wednesday, in a direct attempt to force a lawsuit and thus launch a drive to halt unchecked music bootlegging in the background industry.

The transfer of the 4-track reel-to-reel tape onto a 2-track master occurred in the company's Santa Monica Boulevard office. Sales manager Neal Ames watched as chief engineer Dave Gahlbraith started the dubbing of a 4-track home player onto a professional 2-track machine.

Ames said he had chosen to duplicate illegally Decca's product because the company had not responded to his registered letter in which a specific purported bootlegging operation was mentioned. One key contingency in the letter (Billboard, July 23), was that unless Ames heard within 10 days, he would assume the labels did not care about the situation and that he also could begin duplicating their product.

Significant in Ames' thinking is that Decca will be forced to respond to his action and thus bring about an awareness of the copyright infringements which occur daily with bootlegged music of major American companies.

(Continued on page 12)

Rose May Get Seat on ASCAP Board

By PAUL ACKERMAN

NEW YORK—Quietly—but with much determination—a number of ASCAP publishers are laying plans to place Wesley Rose on the Society's board of directors. Publishers behind the move include a number who are in the topmost ASCAP echelon and who are, of course, on the Society's board.

Rose, president of Acuff-Rose, has not committed himself on the subject, but it is known that he is giving it serious thought. Acuff-Rose is today a giant publishing operation, BMI-affiliated. It contains, of course, the Hank Williams catalog—regarded as the jewel of the country field—and countless other copyrights of great value in both the pop and country fields.

Subsidiaries of Acuff-Rose are Fred Rose Music (BMI) and Milene Music (ASCAP). Milene has such songs as "Mansion on the Hill," by Hank Williams and Fred Rose; "Afraid," by Fred Rose; "Blue Eyes Crying in the Rain," by Fred Rose; "Crazy Heart" by Maurice Murray and Fred Rose, and "Jode Blon," by Roy Acuff.

Should Rose become an ASCAP board member, it is believed that he would naturally seek to build his ASCAP catalog. At the same time it is firmly expected that he would continue to fully exploit and promote his extensive BMI copyrights which comprise the bulk of the Acuff-Rose publishing holdings.

Viewed from several aspects, the projected accession of Rose to the ASCAP board would be a milestone in the annals of the music industry. One reason—and this is paramount in the thinking of those publishers who are in on the planning—is the fact that Rose would bring to the Society a world of knowledge of the country field. His stature there is second to none.

(Continued on page 12)

UK Austerity Hits Record Industry

By DON WEDGE

LONDON—Prime Minister Harold Wilson's attempt to stimulate Britain's sagging economy by cutting deeply into private and public spending bodes no good for the United Kingdom record industry.

The emergency budget, which has been prompted by the financial crisis, has resulted in a 10 per cent tax increase on singles—to 27½ per cent. With the 2-cent increase, singles will list for $1.03.

The additional tax on albums is 8 cents, raising the list to $4.56. However, budget line manufacturers feel they can hold firm at current lists.

Tax increases and restrictions on installment buying also hit phonograph record players and the soon-to-be-promoted tape playback units.

With the tax on many consumer goods being increased, the discretionary money left for phonograph record purchases, of course, will be pared.

Total tax increases will come to something like $500,000 a year, and phonograph record player purchases—due to the installment buying restrictions—will also be affected adversely.
CHARTED FOR ACTION!
THE STAINED GLASS
has a sure-fire single that's certain
to land right on the charts
"IF I NEEDED SOMEONE"
c/w "How Do You Expect Me" # 8889
RCA VICTOR
The most trusted name in sound

ACTION STATIONS
It's already getting big air play
on these stations:
KDKA—Pittsburgh
WQXI—Atlanta
WOKY—Milwaukee
WRET—Milwaukee
WFUN—Miami
WQAM—Miami
WKBW—Buffalo
WUBE—Cincinnati
WSAI—Cincinnati
WMAK—Nashville
WKDA—Nashville
WNOE—New Orleans
WBBF—Rochester
KBOX—Dallas
KLIF—Dallas
KFJZ—Fort Worth
Tape CARtridge Trade Leaders Lend Know-How to BB Forum

**New York**—Leading industry executives ranging from manufacturers to retailers, are paying increased attention to the need for electronic data processing inventory control systems and a universal numbering system.

One of the most recent is Discount Records Inc., whose principals, Marvin Saines, Gerald Widoff and George Greenberg, have installed EDP equipment for their 13 stores. Discount Records has two new large demonstration units at 1606 Monica and Anaheim, Calif., and will use this equipment to stock their new stores whenever they are opened.

Mr. Widoff said that prior to EDP it required one month to write and order for a new store. "Now it takes only a few hours."

Gerry Widoff said that Discount Records keeps perpetual inventory control in all of its full-line stores on IBM equipment.

Widoff noted that at first the operation kept a handwritten, or manual, computerized system. "But as we opened new stores and became a chain we had to update our methods—particularly inasmuch as our computer catalog!" Saines noted: "We sell service, it is necessary to restock immediately merchandise which is sold . . . we have an image of service, and we don't want to damage this by being out of stock."

Greenberg added that such an electronic data processing system was necessary for proper merchandising as well as service.

They felt that manufacturers should agree on a universal numbering system, rather than each having a different one. Without such a universal system, record buyers starting to use EDP are finding it necessary to build their own system.

The Record Industry Association of America is already working in developing a universal numbering system.

Recently, Billboard described the EDP inventory control system operated by Cecil Stein for his Recordwagon operation at Wo-urn, Mass. Manchester, Cliffside Park, Aiken and several other independent record dealers. The new system was described in an upcoming issue.

**Sesac's Catalog To Be Available To Broadcasters**

WASHINGTON—SESAC has agreed to distribute its catalog to broadcasters. The music-licensing organization is seeking a mother investigation by the Federal Trade Commission for alleged violation of the Federal Trade Commission Act . . . through refusal of reasonable content of its repertoire of musical compositions.

The investigation has been closed, according to the All-Industry Institute of the Trade Commission. SESAC, which is responsible for the per-piece licensing to prospective radio stations for the right to use each record on their catalog to broadcasters of recorded music selections. All SESAC music will be available in catalog form by Oct. 1. A supplement to the record catalog will be out next year.

**Tour Set For UA's Wild Ones**

**New York**—Stars, Ryebock has booked the Wild Ones of United Artists Records for a 44-store promotion trip across the nation lasting through Sept. 24.

The album, "Come On Buck!" (Here at Sears), has been made available on 4,500 radio stations and Major Movie Theaters. "The Great American Band" has its own TV show, "The Young Rhythm," and an instructional film, "The Great American Band," has been distributed.
Columbia Hails New Product and Artists at Sales Meeting

By MIKE GROSS

LAS VEGAS — Columbia Records kicked off its new product campaign at the Sales Convention on Thursday (23) with a sales presentation and a product line-up that included 8-track stereo tape cartridges and two Masterwork playback equipment models. (See separate story in the tape cartridge section.)

The convention opened Thursday (23) with addresses by Goddard Lieberson, president, and Clive Davis, vice-president and general manager of the CBS Records Division. Davis’ address appears separately.) In explaining Columbia’s new product promotion, he pointed to Columbia Records, as an example of the many divisions which now stand alone as a growing business.

"Columbia is breaking into five separate divisions," Lieberson said. "Each of us are doing more for the company and we are also stressed that we would continue to be active in your market. "It’s my first and abiding love," he said.

Gallagher Warning

The "total participation" theme was proclaimed by William P. Gallagher, vice-president and managing director, label division. After reviewing the company’s success of the past year, he predicted another record breaking year but warned of complacency. He said, "We’re leading the industry, and I’m planning with your participation in this dynamic growth cycle."

Columbia 360 Stereo System...and the next 13 winners will receive FM Shortwave Portable Transistor Radio, "SW 600.

The 500 remaining finalists will receive the Bobby Vinton Girl Album, upon its release. The entry blank for this promotion, as well as a free of charge from Epic Records dealers to interested radio stations, were included on the Vinton Album.

Simultaneously with this move, Epic has made an unprecedented move by releasing two new Vinton albums, with the goal of spearheading the campaign. The two albums are "The Best of Bobby Vinton Greatest Hits" and "Bobby Vinton: Country Boy.

The national campaign advertising was designed to include a 4-city tour of the country, with the contest winners to have "The Best of Bobby Vinton Greatest Hits" and "Bobby Vinton: Country Boy.

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Now playing on turntables everywhere!

THE CYRKLE
"TURN-DOWN DAY"

A winning single spinning out of their smash hit album.

Where the action is.
On COLUMBIA RECORDS
Davis Verve Line Starts With LP's

By CLAUDE HALL

NEW YORK—MGM-Verew Records is launching a new music line on its Verve Records label. The line will be called Verve Gospel and follow in the same pattern as the label's Verve Jazz and Verve Folklore Records.

Credited with the provocative head of the Verve label, who launched the Verve Folklore line, Gallagher had already recorded two albums by gospel groups over the past year. "As soon as we have enough product to present a program to distributors, we'll have a release," the gospel music field is ripe. It could be a major label or won't count out a firm's profit corner. The potential is there. In addition, there has been no major company that has ever developed this field and a basic characteristic of our company, he said. Davis also cited Columbia successes with show albums. "Job's Wives," starring Edward G. Robinson, teamed up with the world-famous Charles Ives in the classic field. The executive made special a "tribute project" of his and leadership of Goddard Lie- berman, president of CBS- Columbia.

Referring to "resourceful companies that have come along with considerable financial backing, to challenge us," Davis told the convention, "With this mercurial business, obviously we have no time to come up to par. Market shares go up and down swiftly and we are aware that no one has a monopoli on creativity. To keep ahead of our competitors, it is necessary to undertake instantaneous development. We have to be careful to utilize modern methods and tools which will protect us from..."...and a "creative push", he said.

Acknowledging the convention a national forum for exchanges of fresh ideas, Davis said, "All of us mustInvolve ourselves with our experience as a wall which does not always bring the rejection of new ideas or fresh knowledge, and we must be thought of as being essential in the development of our music. We have heard about the "World's Fair." We let ourselves into the creative planning of Orson Welles, the score and the song "Christmas of Red Riding Hood.""

Davis Verve Line Starts With LP's

Gallagher Sets Fall Market Program

LAS VEGAS—A fall-winter supplement merchandising program, which William P. Gallah- her, Columbia's vice-president, referred to as total participation marketing was introduced at Columbia's national sales convention this week. "The supplement is part of one of the greatest consumer-oriented record advertising campaigns in history," Gallagher said that this year Columbia aims to repeat the success of the supplement program in 1963. The 1966 supplement will be "half a million, the previous year only 33,000, previ- ous year's supplement went to 23 markets and reached 82 mil- lion potential listeners. In addition there has been no major company that has ever developed this field and a basic characteristic of our company, he said. Davis also cited Columbia successes with show albums. "Job's Wives," starring Edward G. Robinson, teamed up with the world-famous Charles Ives in the classic field. The executive made special a "tribute project" of his and leadership of Goddard Lie- berman, president of CBS- Columbia.

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FOLLOW THE LEADER... Crispian St. Peters and his brand new Smash Album...

THE PIED PIPER

by CRISPION ST. PETERS

Plus Many More Wonderful Tunes

JAMIE
JLP 3027 MONO & STEREO

The Fabulously Talented KIT-KATS with an “OUT OF SIGHT SOUND” “THAT’S THE WAY”

Tremendous sales action... chart blazer headed for top ten

"SWEET DREAMS"

by TOMMY McLAIN

Janiie/Guyden Distributing Corporation
PHILADELPHIA, PA. 19123
NEW YORK — The MCA music publishing group, which consists of the catalogs of Leedes, Duchess, Northern and Chapman, has been picking up a very strong showing on the charts, coincident with the move of its management group’s move into new headquarters at 445 Park Avenue. Currently, some six tunes have been doing well on the Hot 100. Frank Sinatra’s “Strangers in the Night” is 22 in the current Hot 100. It had been in first position last week and last week was 12. It is published by Championship-Roosevelt, Petula Clark’s “I Couldn’t Live Without You,” a Northern copyright on Warners, is 26 with a star. “Sugar and Spice,” by the Cryan Shames on Destination, a Duchess copyright, has moved from 92 to 86; “Hey Little Boo-Ga-Loo,” a Champion song by Chubby Checker on Parkway, is currently 78. “Not Responsible,” by Tom Jones on Parrot, was 58 and just fell off the chart. “Tip of My Finger,” a Tree and Champion copyright, by Eddy Arnold on RCA Victor, has moved from 48 to 31 on the country chart.

Additionally, the MCA group is represented by two items on the Top 40 Easy Listening chart. These are the Leedes’ copyright, “It’ll Take a Little While,” by Gary Vald on Columbia, in 24 spot, and “Let It Be Me,” by Arthur Louis, on Old Town. Scheduled for release shortly are recordings of MCA copyrights by the Circle, Gene Pitney, Brenda Lee, Eddy Arnold, Tom Jones and Peter Gordon.

Thus far during 1965, the MCA group has had 13 copyrights on the Hot 100. During the past 18 months the big ones have included a flock of Petula Clark’s records, including “Downtown,” “My Love,” “You Better Come Home,” “I Know a Place,” “Round Every Corner,” and “Signs of the Times.” Others were the Beatles’ Capitol smash, “I Wanna Hold Your Hand” and Astrud Gilberto’s “Girl From Ipanema” on Verve.

Other strong sellers were “You’re the One” by the Vaguns on Co & Cc, “I Wish You Love,” by Gloria Lynn on Everest.

In 1965, the MCA group had 21 on the Hot 100, two of which were No. 1, three top 10, three top 20 and eight in the 30 to 50 bracket.

**EXECUTIVE TURNTABLE**

Norman Weiker has been appointed president and manager of the United Artists Records/West Coast operations. Also, Formerly West Coast manager, Jerry Weiser will take over the role of Western Division manager. Weiser will supervise the company’s activities with its music, film music composers on the Coast.

Ann Ljungdahl of Los Angeles has been promoted from publicist to coordinate MCA’s Western public relations.

Kip Walton, signed from Dick Clark Productions to form a TV singing show, has signed a contract with Walton that will take over six packages under the new format. Walton will produce a dozen shows each week in addition to his role in the new TV show and another move to strengthen his role in his role in the music market by releasing an album on the pop music market with the arrival of a major hip hop promotion. Walton plans to launch the album to coincide with the release of the promotion.

**ALPERT GROSS SETS NEW MARK**

LOS ANGELES—Alpert Alpert, the man who has dethroned Harry Belafonte as the top-selling artist on the easy listening chart, has set a new record with his album “Armed and Dangerous” which is now in its five weeks before departure, he has sold 300,000 copies of the album. Alpert Alpert was a record producer for the past five years, and every record he has released has been a hit.

**Seek Delay on Huskey Suit**

LOS ANGELES—A hearing on a motion to have the Al Huskey suit put off for lack of prosecution, was set for July 15 at 1:30 p.m. at the Los Angeles Superior Court for 88th District Judge, Max Fink, asked for the delay because of a conflicting court calendar, with the hearing scheduled in L. A. Superior Court for the same day.

**KDAY Drops R&B Format**

LOS ANGELES — Rollins Broadcasting has dropped its rhythm and blues-jazz sound at KDAY and shifted gears into all-request programming. Switch took place last Friday (22), with three new disk jockeys housing the sunrise-to-sunset operation billed as “Million Dollar Request Radio.”

Since 1962, when Rollins took ownership of the station, it has been the area’s second R&B outlet, albeit a run-up challenge to the heavyweights KGFi, which now renews its line at the station in L.A., ac- commodating the radio programming. A Tijuana, Mexico, operation, 15,000 watts, is already entering the market in August.

In shifting to all-request programming, KDAY will retain its call letters and all previously announced specials, such as “Friday”. The station will continue to feature the best in soul and rock ’n’ roll, with several new singles unknoced each week.

**KICK OFF SALE**

The station will continue to feature the best in soul and rock ’n’ roll, with several new singles unknoced each week.

**Pickwick Gets Budget Product From Capitol**

NEW YORK — Pickwick International Relations, as a leader in the budget record field, has announced a one-year contract signed with Capitol Records. Under the terms of the agreement, the entire non-current catalog of Capitol Records, range from only records for the budget label Pickwick to 33-1/3, 45 rpm and Pickwick tape cartridges. The jackets will say, “By arrangement with Capitol International.”

The deal, which became effective immediately, was announced by Ayn D. Wishing, president of Capitol Records, and Cy Leslie, president of Pickwick International.

The first release, set to be in the hands of retailers by the end of the week, will include pop disks by Miss Gail Farrell, Anne Murray, Norma Jean, Tennessee Ernie, Les Baxter, Al Martino and Kc Alcorn, classical sets by Leonard Berndt, Kenneth MacNeil, Rudolph Fink, Vianney, Capstaen and the St. Louis Symphony, and William Preiss and the Pittsburgh Symphony, and Hilltop LPs by Mercury, Parrot, Valer Young, Jody Miller and the Louie Brothers.

Pickwick and Capitol signed a limited licensing agreement in March for the pickwick 45 pop and 15 classical labels Pickwick holds the rights to Pickwick records and one disk appearing on the Pickwick label.

**Discount Raids R&B Format**

LOS ANGELES—Rollins Broadcasting has dropped its rhythm and blues-jazz sound at KDAY and shifted gears into all-request programming. Switch took place last Friday (22), with three new disk jockeys housing the sunrise-to-sunset operation billed as “Million Dollar Request Radio.”

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attention, distributors:
Many territories still open for distribution.

PIXIE RECORDS
1619 Broadway, New York City 10019 (212) CI 5-7960
Columbia Hails New Product
And Artists at Sales Meeting

The label's recently completed "Hot 100," a Columbia album, was also presented at the announcement meeting. Included on the pop album product shown for August release were such artists as the George Benson Quartet, Dave Brubeck, the Jimmy Heath Trio, Jimmy Dean, Percy Faith, Robert Goulet, Andrew Kostelanetz, Los Vegas, Van McCoy, Patti Page, Xanadu, Patrice Robbins, and Trio Los Panchos.

Feared in the Latin American field were Javier Solís and Linda Vera. Among the Master- work releases was a special documentary two-LP set entitled "Edward R. Murrow—A Reporter." The label said that it would "now be backed by a major new public relations campaign for the product.

The seven hours of visual presentations at the meeting were divided into three segments: A film strip, running for over two hours, the cellophane and transparency presentation through the use of still photograph format, plus a color film especially shot by Columbia of its Los Angeles 8-track stereo tape cartridges.

New LPs, Classical Line, Vinton Highlight Epic-Okeh News

New Albums
Among the new albums shown in the press and available for their first 500,000 copies for national booking are "In the Mood," a Columbia album, "A Night at the Movies," a Columbia album, and "The Good Book," a Columbia album. All three were said to be licensed for national release by the Columbia Records division of the Columbia Records Group.

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THE 3RD CONSECUTIVE HIT FROM THIS GREAT NEW ARTIST FROM THE CURRENT CHART ALBUM

CHRIS MONTEZ
THERE WILL NEVER BE ANOTHER YOU

B/W YOU CAN HURT THE ONE YOU LOVE

A&M 810
Merrimac Seeks to Force Issue On Unauthorized Tape Duplication

Records won a temporary injunction against two Long Island tape duplicators, prohibiting them from dubbing Columbia productions and a Motion Picture title alleged to have been pirated from two firms found guilty of dubbing Columbia titles. This could be interpreted as violating Alpert's privacy rights, the attorney thought. He had written background information outlining Merrimac's intent, which included the allegation that RCA was duplicating Merrimac's records without the union's permission. The record companies have never been served with a copy of Merrimac's notice.

Ames felt the body of common law which theorizes that one person may not secure financial gain from another person's labor without permission, poignantly applied in this situation. "Decca created this product and no one is entitled to make money from it without its permission." The salesman showed a receipt which indicated Decca's Manhattan office had received the letter on July 5.

Amer. by the Sandpipers have been rechristened as "Hot Mama," which is ready for the ASCAP board, which is largely a BMI preserve. The mechanics whereby a publisher may be elected to the ASCAP board, by a publisher of this stature, may in the long run entail advantages for Nashville, which is a BMI preserve.
we repeat...

A ONE IN A MILLION HIT BY
VIC DANA

"A MILLION AND ONE"

#322
Tea Tradestees to Tap Teen-Agers With Rock

TALENT

The Saharas of Covington, Ga., winners of the first session of the Atlanta Tea Tournament, take a break from their defense. (Floyd Rice-Tea-Cosmo) shows them the music to the "Tea Song" which groups have to perform, as well as one of their own compositions and a rock 'n' roll standard.

Tijuana Brass Add Spice To Greek Theater Debut

LOS ANGELES—Herb Alpert and the Tijuana Brass provided an extra bit of sizzle to the Olympic Auditorium when they opened Monday night (18) here at the Greek Theater. Alpert led his group through 23 numbers, virtually every one with the large string-acted Allyn French orchestra.

The Tijuana Brass material was from its bag of hits, ranging from the current "Workin'” to the "Lonely Bul." But the arrangements on such standards as "Lollipops and Roses” and "Girl From Ipanema" added a freshness appreciated by the largely adult audience. Also, a string of Dixieland numbers, played through several of the arrangements, notably "Swingin' the Blues," and "Gettin' Sentimental Over You." Alpert’s horn was especially warm in "Whole in the World," "The Very Good Year." A comic highlight was provided by trombonist-cut-up Bob Edmondson, who played a cymbal solo on "Struttin’ With Maria.”

So strong was Alpert’s name, the theater, celebrating its 4th anniversary, said, it could have booked the group for 14 weeks instead of one. The group, not resting on its name drawing power, hired Bob Finkler to assist in advertising. (Continued on page 16)

Miss Golden Named

NEW YORK—Shelly Golden has been named administrative assistant to Mel Shane at Scan- dene & Shane Management. She had been with several public relations and management agencies.

Dove Combines Pop Style With Standard Material

NEW YORK—Ronnie Dove's bid to make it as a major adult all- terain got over the first hur- dle at the Living Rooms here Monday night (18) as the Dia- mond Records artist performed contemporay and country selections.

Dove was seen in the teen- age bag for the last couple of years, but had made new temporary stylings, although his material is geared for the grown up set.

He opened with special lyrics for "Ring of the Road," followed by "Somebody You'll Want Me to Want You," delivered in the pop idiom.

Dove's rugged good looks are combined with a strong voice, elements of country and pop, and the combination holds promise for him in the sophisticated Gotham club.

Strongest number was Hank Williams' "I'm Sorry Baby, I'm Sorry You," with guitarist Johnny Gil- bert featured. Dove’s timing and treatment of the ballad was first rate all the way.

Dove handles "All Of Me" in the same pop style he handles contemporary numbers such as "Right, Wrong" on "Cherub City.”

He comes across as a dynamic and rugged performer, friendly but not cloying, and capable of generating excite- ment among sophisticated cafe- goers. It's a quality that should register with adult record buy- ers.

AARON STERNFIELD

Disks Help Comic Build Career

BY MIKE GROSS

LAS VEGAS—Norm Crosby, comic one week was an advocate of total participa- tion in all the business aspects of his business. He said, "and a performer, if he's to build his career properly, must be as interested in appearing on rec- ords as on TV or the nightclub and concert circuits."

"Recordings," he added, "of- fer a great advantage to a com- edy...a chance to show the world that it opens up new areas and expands one's mass audience." He also pointed out that rec- ords have become, for him, at least, an important tool in the promotion of his nightclub and concert appearances, and the "live" engagements, turn, are also important in building sales for his album.

Crosby doesn't believe that recordings by comedians take the edge off their routines. In- stead, it gives him a chance to get a large audi- ence to identify with the per- former if they hear the LP before they see his act. There are many cases," he said, "where people have gone to nightclubs to see a comedian after they've heard his LP and have re- quested a specific routine they've become familiar with through the albums if the comic di- chan tries it from his act."

"There are only so many jokes in my particular case," he pointed out. "But I have recorded on my first Epic LP, 'The Funny World of Norm Crosby,' and for the LP we are given new twists at every 'live' performance."

Crosby, who was in Las Vegas last week for Epic Rec- ords annual sales convention, at which he served as master of ceremonies for the company's presentations and shows, said, on July 26 he begins a two-week engagement at the Elmhurst in Windsor, Ont., then July 25 he goes to Canada for the concert tour headed by Robert Goulet and Cece peace in Canada. "It's during the concert tour in which Epic's field men take advantage of Crosby's ap- pearance in their respective areas. Crosby and Cece also make a special appearance splash on his album. While he was there, the Epic execs and repre- sentatives book him on local shows. "This means he can make it through to the department stores, various local distributors. And between the pitches for the LP are inter- views in Canada and in between local shows.
Which "ALFIE"?

CILLA'S, of course!

(50,000,000 Englishmen Can't Be Wrong)
TALENT

MUSIC ON CAMPUS

KLKN-TV, campus television station of the University of Texas, has received a federal grant of $72,000 to begin color transmission and otherwise expand services to its viewers. The color transmission will begin in September when the new color video tape recorder is received, and will expand later this year when the color film chain is received. On June 23 the all-color station at Wisconsin State University was granted its license. The color letters are WRST-FM, which stands for the Rock, State, and Town. The station will feature a well-balanced music format and stream a potential audience of 75,000.

** **

On July 6, the Stan Kenton orchestra played at the Ohio University. Eileen Bartholomew, the piano soloist, reported that the audience particularly enjoyed "Granada," "Malaparta," and his rendition of "The Shadow of Your Smile." The merchants of Athens, Ohio, publicized the concert with posters in the stores. Both Koon's Music and Logan's Bookstore reported sales results, yet Webb's World of Music was sold out. New England colleges are producing some fine big-beat groups such as Queen....the Another Country from Harvard, the Bold from Amherst, and the Chain Gang from the University of Vermont are among the top sounders.

** **

SUMMER CAMPUS PROFILES

The University of Minnesota, has a summer enrollment increase of 8% per cent over last year. The New Christy Minstrels and Pete Fountain have already appeared on campus this summer. Both the Northrup Auditorium (4,326) and the Main Ballroom of Coffman Memorial Union (1,500) are completely equipped with all necessary equipment to support professional entertainers. WSMR, the closed-circuit AM station, says Capitol Records and Billboard's R&B chart have been very cooperative throughout the year. The station's 5,000-watt FM station, KUOM, is featuring a special in-depth series on Communist China.

** **

Keep Billboard posted on your campus events, and let us be of help in any way we can. We're here to help with all your music-related questions.

OLD-TOWN RECORD CORP.
1679 BROADWAY, NEW YORK, N. Y.
(212) CI 7-3436

SIGNINGS

• Continued from page 14

Monday's first release; Denny Belton and the Rich Kids were signed by RCA Victor. More than "Everything" their first title. Said Jane Haskins to MGM, starting with "Nord All the Help I Can Get." . . . Mason Williams, long associated with Mercury Records as writer and musician, is being signed by the label as an artist: first release is "Exciting Accident" by "Love Ann Wine," produced by Tom Smothers and Ken Fritz of Kragn-Fritz, the Smothers management office. The Smothers, a New York group, has been signed by ABC Records: "Up There" is the first release.

Disks Help Comic

• Continued from page 14

spersed plugs for the concert, so much better.

Crosby's first Epic LP was released last January and he's currently working on ideas for his follow-up record. He's also planning to add a new phase to his career—dramatics. He's done some acting bits along with his clowning on TV. He's next up on John Garfield's CBS-TV show on Aug. 10, but now he wants some dramatic lessons so he can make a pitch for movie work. It's all part of his concept of total involvement in all facets of the show business pool.

SHOW BOAT STILL AFLOAT

New York—"Show Boat" first set anchor in 1927 at the Ziegfeld Theater, and, like "Ol Man River," has been rolling along ever since. Recorded twice by RCA Victor, twice by Columbia Records, and once by MGM Records, all with different casts, it now docks at Lincoln Center's State Theater for a limited six-week run beginning July 19. RCA will pick up the new waxing duties on Sunday (24). This new edition of the Jerome Kern-Oscar Hammerstein II musical based on Edna Ferber's novel is much in keeping with the libretto and score as originally presented. Only a few technical adjustments have been made to make the action flow more smoothly. And flow it does—smoothly, rapidly and entertainingly, launched by a quintet of top-rate performers, enduring and endearing tunes, breezy production and choreography, and a talented supporting cast and chorus.

The story has become too familiar to dwell on, and in the main it is in acts. But it is the score that is timeless and remains penetrating and beautiful. "Only Make Believe," "Can't Help Lovin' Dat Man," "Bill" and, of course, "Ol Man River," and "You Are Love" are as refreshing and alive as ever. Helmed by David Wayne as Captain Andy, the entire cast gives excellent acting and singing performances. Wayne's interpretation may not be as robust as a Charles Ruggles, but it is convincing and he gives to the role instead a pitiful quality that is delightful. Barbara Cook, as Magnolia, plays and sings with certainty. Her voice, never sounding better, has matured considerably. Julie Wilson is played by Constance Tocrats. She's a capable actress and scenically a singer especially in "Bill," her moment of singing truth. Her voice here is sharp, full of feeling and, happily, dramatic without being "hamsy." The rendition is one of the evening's highlights.

Stephen Douglas has a rich, baritone voice which is surprising for its timbre. In addition, as Gaylord Ravenal, he proves to be a most effective actor. William Warfield, who was cast as Joe in the film adaptation, re-creates the role here. His singing and acting are distinguished and telling.

ROBERT SOBEL

New Magazine Covers Pop, R&B

CHICAGO—"The Word," a Negro-oriented performing arts publication, was launched here last week. The monthly magazine, edited by Lee Irving, is aimed at the teen market and deals primarily with modern music.

"We will give complete coverage to the major acts (24), and R&B artists," Ivory told Billboard, "as well as touching on jazz and pop. Besides records and recording artists, we will also cover radio, television, and films to some extent."
forced by demand to release
"SAY I AM"
B/W
"LOTS OF PRETTY GIRLS"
TOMMY JAMES and the Shondells

ROULETTE 4695
FROM THEIR SMASH HIT LP
HAN KY PANK Y

70,000 SINGLES IN N.Y. ALREADY A HIT IN LOS ANGELES, CLEVELAND 50,000 LP'S BREAKING ACROSS THE COUNTRY
EL PITO I'LL NEVER GO BACK TO GEORGIA FROM THE ALBUM "ESTAMOS HACIENDO ALGO BIEN!" WOULD YOU BELIEVE...
WE MUST BE DOING SOMETHING RIGHT
J O E C U B A S E X T E T
TOP 20 Spotlights—Predicted to reach the top 20 of the Hot 100 Chart

COUNTRY SPOTLIGHTS

TOP 10 Spotlights—Predicted to reach the top 10 of the HOT COUNTRY SINGLES Chart

JIM REEVES—BLUE SIDE OF LONESOME (Prod. by Chet Atkins) (Writer: Payne) (Glad, BMI)—Leon Payne's love-blues number, with an exceptional Reeves vocal, should prove the right combination to quickly replace his "Distant Drums" smash. Flip: "It Hurts So Much" (Acclaim, BMI). RCA Victor 5690

SONNY JAMES—ROOM IN YOUR HEART (Prod. by Marvin Hughes) (Writers: Long-James (Marson, BMI)—How many TIMES CAN A MAN BE A FOOL (Prod. by Hughes) (Writers: Smith-James (Marson, BMI)—Top-of-the-chart potential in both sides. Unusual rhythm ballad is backed by a love weeper and both are given top James vocals.

Capitol 5690

BILL PHILLIPS—THE LIES JUST CAN'T BE TRUE (Writers: Phillips-Phillips (Needadahl), BMI)—Love-wows number penned by Bill and Nita Phillips gets a warm reading by the singer for a strong successor to "Put It Off Until Tomorrow." Flip: "The Company You Keep" (Combine, BMI).

Decca 3196

AUTY INMAN—THE VOLUNTEER (Prod. by Buddy Killen) (Writer: Inman) (Big Bopper, BMI)—Inman's humorous, up-tempo novelty tune with space-race lyric should prove a chart-buster for the singer. Flip: "I Don't Believe You've Met My Baby" (Tree, BMI).

Jubilee 9018

R&B SPOTLIGHTS

TOP 10 Spotlights—Predicted to reach the TOP SELLING RHYTHM & BLUES SINGLES Chart

NO R&B SPOTLIGHTS THIS WEEK

CHART Spotlights—Predicted to reach the HOT COUNTRY SINGLES Chart

JOE DONELLY—If I Could Find Out What Is Wrong (Tavares, BMI) MONUMENT 402

HOT STICK—Sweet Thing (Son-Stuckey, BMI) PAULA 243

LOIS JONHAN-Daddy, Don't Hang Up the Phone (Silver Star, BMI) BMU. 10420

MARCUS CHELLETON & LEON ASHLEY—I Love You Baby (Vért, BMI) JUDELY 39

MARGARET BLAKE-Shupaque Words (Frederick, BMI) LTD INTERNATIONAL 40

R&B SPOTLIGHTS

TOP 10 Spotlights—Predicted to reach the R&B SINGLES Chart

LITTLE MILTON—Believe In Me (Charis, BMI) CHECKER 1140

HOWARD TATE—Anybody But You (Capitol, BMI) H B Records 18

JULY 30, 1966, BILLBOARD
WHERE THERE'S SMOKE THERE'S FIRE - KF-5019
THE BLUES PROJECT

The great new single from FOLKWAYS
VERVE FOLKWAYS is distributed by VERVE Records, a division of Metro-Goldwyn-Mayer Inc.
BROthers and released in this Group, Ltd. His these posing. He but tended the Island er- singer. Raymond Bloodworth Raymond Bloodworth has been singing professionally since he was a young man you (BABY) YOU DON'T HAVE TO TELL ME, recorded by the Walker Bros. and released in this country on her. Peter Antell is one young man you will certainly hear much about as time goes by.

PETER ANTELL
In line with its policy of signing and developing young writers, Saturday Music, Inc., has signed Peter Antell, an excellent musician-writ- singer, Peter Hails from Long Island where he learned to play piano at the age of five, and mas- tered the guitar at 13. He intended to become a high school teacher, but the lure of music was too great. He dropped out of Hofstra College to concentrate on singing and com- posing.

He began singing professionally at 18, worked with groups, and taught the guitar. On his 19th birthday he traveled to Europe where he sang and made a motion picture. He has record for Cam- zoo-Parkway, and Elektra Records- pop label. He worked as an artist- writer-producer and was signed in these capacities with the Crewe Group, Ltd. His first song for Sat- urday Music is a BIG one. Yt. (BABY) YOU DON'T HAVE TO TELL ME, recorded by the Walker Bros. and released in this country on her. Peter Antell is one young man you will certainly hear much about as time goes by.

PATTER PICKING
Fabulous Norma Taney, just back from sensational appearances in Great Britain, has a breathtaking new release on New Voice titled BREAD. It was written by Norma, Larry Brown and Ray- mond Bloodworth. . . Patrick, but young singer, currently at Shepards in New York, has a goodie on RSVP with WE GOTTA STICK IT OUT. A Larry Brown, Raymond Bloodworth tune. . . Mitch Ryder and The Detroit Wheels are busting out all over with TAKIN ALL I CAN GET written by Bob Crewe and Gary Knight. The Distinct Cousins on Date are climbing with SHE AIN'T LOVIN YOU written by Bob Crewe, Larry Brown and Ray- mond Bloodworth.

SATURDAY MUSIC, INC.
1981 Broadway
New York, N.Y. 10023
212-255-3206
RUSS MILLER—PROF. MGR.

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<th>No.</th>
<th>Title</th>
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<td>1</td>
<td>SOMEWHERE MY LOVE</td>
<td>Phil Coulter &amp; Singers, Columbia S/C-4510</td>
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<td>THE IMPOSSIBLE DREAM</td>
<td>Frank Sinatra, Capitol S/C-4396</td>
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<td>1 ONLY HAVE EYES FOR YOU</td>
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FRESH, NEW SOUND . . .
KERNIE PRICE
"WALKING ON NEW GRASS"
BOONE 1042

There's a Boone Distributor in your area . . . contact him today!

BOONE RECORD COMPANY, INC.
U. S. Route 42, Union, Kentucky 40371
Phone: Area Code 606—384-3364

IMPORTANT ANNOUNCEMENT TO ADVERTISERS:
Due to the possibility of a continuation and expansion of the current airline strike, we will be unable to guarantee the appearance of any display advertisements received in our offices later than Wednesday at 3 p.m.

We will appreciate any cooperation you might be able to extend for the duration of the strike, and we regret any inconvenience our advanced deadlines may cause you.

Please note: straight type-set ads involving no halftones, benders, etc., can still be handled via teletype on Thursday.

Thank you,
BILLBOARD
The Trade Winds are whipping up a chart storm
The new group that says it right to the heart of young America

Mind Excursion by
The Trade Winds

EXCLUSIVELY DISTRIBUTED BY
MGM RECORDS.
A division of Metro-Goldwyn-Mayer Inc.
A Kama-Sutra Production
Produced by Anders-Poncia
RADIO-TV programming

Tight-Format Radio Requires Imaginative Air Personality

By CLAUDE HALL

NEW YORK—A tight-format Hot 100 radio station plays mostly the same records day by day, with only a few changes. So it's up to the air personalities to provide the difference, said Gary Stevens of WMCA.

"I try to be different every day," he said, "I'm playing the same records, no matter what the stations sound doesn't change. I take a very irrelevant approach, kid everything good-naturedly—from records to sponsors."

The approach works. Gary Stevens has captured the crown as the most popular of popular singles, indicating a commanding teen audience. Billboard's Radio Response Ratings survey of the market— "the largest radio station record market—showed Stevens ranking No. 1 with 30 per cent of the votes of record dealers, record distributors, rack jobbers, one-stop operators and local and national record company executives.

The R&R survey showed the Hot 100 format station as the major station influence on singles sales with 56 per cent of the votes. It was first last year with 54 per cent.

However, Stevens climbed from a tie for second last year to take over the No. 1 deejay ranking from Bruce (Cousin Bruice) Morrow of WABC, who was first last year. Stevens has been in the New York market about 15 months. He came here from WKNR in Detroit.

"I Dig Kids"

Stevens scheduled his own records from the station's playlist because, he said, "I have an adolescent mind; I dig kids."

He plays oldies an hour while leaning heavily on the top 25 records in sales in New York. He also plays selected street-teen-oriented extras from the publications he use that I feel are important and that the audience wants to hear. Garth for New York, kids aren't shy about letting you know what records they want or don't want. I even had some playing I wanted to play in a taxi and write all over my sidewalks—they said I'd better play them such and such a record. They wrote the same sign on a subway walls. At the moment they're hugging with Si- natra's "Nights in the Night."

(Continued on page 32)

FORMAT CHANGES IN RADIO RESPONSE RATINGS

NEW YORK—Billboard launches the fourth cycle of its Radio Response Ratings surveys with a study of the impact New York radio stations have on record sales (see chart, page 29). Among the major format changes in the market since the last survey almost a year ago: WJFK has switched to a full-time country music format and WLDB-FM has gone on the air with a jazz format.

Changes due soon are the switching of WQR-FM to a Hot 100 format: CBS-FM to a "Young Sound" which will be chicken roll in nature; WQXR-AM is changing its classical programming 30 per cent and is about the only station in the nation to alter its AM programming rather than its FM. The AM programming changes on WQXR will feature in-depth musical studies of bands, composers, performers. WABC-FM is now programming more popular music and also has a stereo blues program hosted by Dan Ingram, a rock & roll personality switched a few months ago to country music.

According to the RRR chart, WMCA increased its ability to influence pop singles record sales from 54 per cent of the votes last year to 56 per cent this year. WNEW's power to sway sales of albums is up from 45 per cent last year to 53 per cent of the votes this year.

Nostalgia Works for WPAT

PATERSON, N. J. — By breaking the conventional rules of broadcasting and hinging its format on nostalgia, WPAT, New York metropolitan area's top Negro station, has found a successful niche for itself, said Dan Weing, vice-president and gen-

eral manager of the "beautiful music" station.

The station is the No. 1 conservative music station in New York, according to the latest Radio Response Rating by Bill-

board. The station is noted for

Rosica Sees Return Of TV Teen Shows

NEW YORK—Though many national bandstand TV shows have gone off the air, they'll be back, says Ruben Rosica, manager of WPAT, New York metropolitan area's top Negro station. He says the concept of nostalgia will bring back television shows which only three were known record-
groupings. If music exposure is the purpose of the shows, then they were defeating their own cause, he said, because they fail to play a record several times in one programming week.

"The Dick Clark Show when it was in Philadelphia several years ago was the strongest show for exposing records."

(Continued on page 32)

WMAQ PROGRAM DIRECTOR Glen Bell, right, in picture at top, talks programming with Horst Jankowski, center, at party for the Mercury artist in Chicago recently. At left is WMAQ's Dan Devine. Music director Ralph Banks of WIND, Chicago, takes his conversational turn with Mercury's Horst Jankowski in picture at bottom.

WWRL Sways N. Y. R&B Buying Habits

NEW YORK—If popular music Hot 100 format radio sta-
tions around the nation are playing more and more R&B records these days, it's because of the impact of a station like WWRL; on its audience and its ability to sway them to buy records. The station is No. 1 by a vast majority of votes—46 per cent—for influencing black R&B records in the metropolitan area.

Voting in Billboard's latest Radio Response Rating survey of the market—the nation's largest for both record sales and radio—were record dealers, distribu-
tors, one-stop operators, rack jobbers, and local and national record company executives.

The station owes its success to general manager Frank Ward, who came to the station in January 1964. At that time, Ward said, "It was a circus—besides rock & roll, we played Spanish at night, German on Saturday and Sunday." At that time, only an estimated 24 per cent of the black radio audience in New York (3,600,000 listeners) listened to Negro radio. Ward campaigned vigorously to woo them from popular music stations and now has an estimated 50 per cent of the Negro audience.

Two of the station's person-

alties—Rocky Grosso and Frankie Crocker—led in individual power to influence R&B record sales. Grosso was No. 1 with 29 per cent of the votes, Crocker was second with 25 per cent.

Many of the record company executives agree that the station now affects pop record sales to a great extent. A Capitol Rec-

ords spokesman said a Ruben Wright record sold 11,000 in New York, largely be-

cause of airplay on WWRL, be-

fore the pop stations picked it up and played it.

"Faced by a unique situation in which a few points gained by Hot 100 format station from WWRL can mean the difference of being No. 1 or No. 2 in the market," Ward said. "Hot 100 has been forced to compete vigorously in the market at the same level as the rock 'n' roll stations, but from the standpoint of seek-

ing a Negro audience."

"It's true, though, that an R&B station can today segre-

gate its audience; neither can a pop station. We're obviously getting some of their listeners, just not the same audience. Our total concept," said Ward, "is to give the Negro au-

(Continued on page 29)

CKLG 'Hit Line' System Scores

VANCOUVER, B. C.—Radio Station CKLG here has intro-

duced a telephone system which records the words of the station's news director and the listeners' names and ad-

dress on eight-hour cards.

From 6 a.m. till midnight, a clip from this tape is aired, the copy is telephoned to subscribers and the listener wins the record he requested. Immediate reaction to the "Hit Line" was extremely favorable, says public relations manager, with switchboard and newsmen lines swamped with inquiries about the new service.
Everyone listened to "The Sounds of Silence."
Everyone listened to "I Am a Rock."
Now Simon and Garfunkel have caught everyone's ear again with another sensational single.
It has all the earmarks of S and G's biggest hit yet!

Simon and Garfunkel
"The Dangling Conversation"

Where the action is.
On COLUMBIA RECORDS®
A major special section within the August 20 Edition of Billboard

Presenting all the color, excitement and day-and-night life of the people and places that have made LAS VEGAS the "Fun Spot of the West" and the top talent mecca of the world.

Feature articles on the famed personalities who are "Las Vegas Regulars."
Names and contact information on the city's key talent buyers.
Calendar of Attractions: acts booked for the balance of the year with dates and locations.
Growth of Las Vegas as a key Convention Center... with listings of current and future convention bookings.

A special over-print of the SPOTLIGHT ON LAS VEGAS section will be distributed to:
- Talent buyers at every hotel and nightclub in Las Vegas.
- Major talent buyers in all media throughout the U.S.
- To patrons and visitors through the co-operation of key Las Vegas hotels and the city's Chamber of Commerce.

PLUS... Billboard's full weekly Paid circulation of 24,000 copies to industry influentials throughout the world.

DON'T MISS THE OPPORTUNITY TO BE PART OF THIS MUSIC BUSINESS GLIMPSE BEHIND-THE-SCENES OF ONE OF AMERICA'S MOST FASCINATING AND TALENT-CONSCIOUS CITIES.

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New York

CHICAGO
160 West Randolph
312-726-4918
Dick Wolter
Chicaco

HOLLYWOOD
10995 Sunset Blvd.
310-275-2355
Bill Moran

NASHVILLE
226 Capitol Blvd.
615-254-1849
Mark Clark Bates

LONDON W.1.
17 Hanover Square
01-404-3939
André de Villez
FM, the country music station Boston, recently devoted an entire day to Faron Young. King, Seattle. Danny O'Brien, manager of the Good Guy KJOX in McAllen, Tex. He replaces Ronnie Winstead, who has been on radio stations in the United States. Norman Forman, program director of KBOX in Dallas Bob Osborne, who transferred to the Hot 100 format station from its under operation in St. Louis—WIL. Osborne has been music director at WIL. Will Bird of KBOX has been shipped up from production director to operations director.

**Jinn Lewis** is returning to KSFO from Washington, D.C. **A M Radio Frequencies**

**Music Director Program Dir., or Librarian**

**Conservative**

1. WHN-FM (Newark, N. J.) 23% 2. WMCA (New York, N. Y.) 22% 3. WOR (New York, N. Y.) 17% 4. WPAC (Atlantic City, N. J.) 14% 5. WNBC (New York, N. Y.) 12%

**POPs**


**Music Director Program Dir., or Librarian**

(Blacklisted)


**POPs**


**Country**


**AM Radio Frequencies**

**Music Director Program Dir., or Librarian**

(Blacklisted)

1. WHN (Newark, N. J.) 43% 2. WMCA (New York, N. Y.) 39% 3. WOR (New York, N. Y.) 17% 4. WPAC (Atlantic City, N. J.) 14% 5. WNBC (New York, N. Y.) 12%

**POPs**


**Country**


**TOP TV BANDSTAND SHOW**

City Line Studios WBYG TV, 6:30-9:00 p.m., Sun.

**Music Director Program Dir., or Librarian**

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1. WHN (Newark, N. J.) 43% 2. WMCA (New York, N. Y.) 39% 3. WOR (New York, N. Y.) 17% 4. WPAC (Atlantic City, N. J.) 14% 5. WNBC (New York, N. Y.) 12%

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**POPs**

SPOTLIGHT ON LAS VEGAS

OFFICIAL

REGISTRATION FORM

FOR

"TAPE CARTRIDGE CONFERENCE"

IS ATTACHED

Features fame are:
Name on the buyer:
Calendar acts of the year with dates and locations.
Growth of Las Vegas as a key Convention Center: with listings of current and future convention bookings.

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LONDON W.1.
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SPOTLIGHT ON LAS VEGAS
**WWRL Sways Buying Habits**

- Continued from page 24

programming as any particular audience has.

The station features a fluctuating format. From 6 to 10 a.m. the top 25 on its playlist are combined with new records, blues records, and climbers. But from 10 a.m. on, the playlist is different, changing from 1-20 one day during a given time period to 1-25 the next day in the same period.

Said WRL's music director, the station enjoys exposing new r&b records and making them so popular the Hot 100 format stations have to play them. The station pushed such records as "Misty," by Grove Holmes, "Cool Jerk," by the Capitols, and "Sunny," by Bobby Hebb, breaking them first in the New York market. For example, before the station's program director, said that a controlled music policy and constant programming had helped the station's popularity. Since station WRL's Washington has capitalized on the same type of programming.

"Top 40 format radio," said Ward, "was the greatest thing that ever happened to radio. It showed the radio industry where it was: TV isn't that bad, the people like it. Radio stations, because of the TV competition, have been forced to find their little niche—country music, good music, rock 'n roll." WIND PERSONALITY Bruce Law.

Top 40 stations were a little bit of everything." sales

WHRL-FM, the country music station in Boston, recently devoted an entire "Ed" show to Milt Somerset, and his fans went to the station's program director, Howard Nuss, to ask for more.

Perry Allen has joined the staff of KJOW in Denver to handle a 6-10 a.m. show. Allen had formerly worked with KVL Seattle and KDKA Pittsburgh before he took over a three-minute space opera series opening Monday (October 8). He is Bob Town, Jim Williams, Art Pallan, Perry McGinnis, and Bob Rowan. He is an announcer. The serialized episodes are called "Lastälins War."
at 55 past the hr., headlines on the half hr., extended newscasts. Fish Music featured on Johnny Michaels show. 3:30, 4:30, 6:30 p.m., 10:30 p.m., 11:30 p.m. Show, mid-night, mon-sat., includes regular programming. New records are selected for air-play by pro. dir. Record promotion people are seen M-F. Mr. Martin, William Davis, Program dir., Bob Robinson. Send 4 copies of 7-8 p.m. and 2 copies of LP's to Mr. Robinson. (212) 625-7035. Bradford, Mass., (209) 639-1835.


KRLA STAFFERS AWARDS Ernie Farrell, Metro Music's West Coast professional manager, a Gold Bomb for delivering what they have estimated to be "one million stiffs" to the station. Farrell is currently pushing releases by Charlie Underwood & the Glideband and Ray Johnson of Loma Records and Bobby Sheen of Capitol Records. From left are Bob Eubanks, Bob Hudson, Farrell, Dave Hust, Dick Biondi, and John Paskoff.

KTRB Tabloid DENVER — KTRB here recently devoted an issue of its All-Around News to new music and stories about the station's music. The newsletter featured items on Barry Sadler, Johnny Rivers and Johnny Sea. It was distributed to soldiers in Vietnam by the Hot 100 for-
and then...

along comes

THE ASSOCIATION

singing... along comes mary

& eleven wild new songs

a great valiant effort with

a fantastic new sound

VALIANT RECORDS

MONO 5002 · STEREO 25002

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and want to hear something else. "I do a lot of public appearance singing. Sometimes the staff will do the Beatles concert and the Her- man's Hermits concert. That's the secret of success. They're not removed from our audience. We have a direct phone to the studio."

"I've found that if I keep in contact with the kids and use my head—plus rely on music critics like Brian Collett and Frank Costa, the record company—I can keep my show interesting. Bogart and Costa can spot the potential record that kids want to hear. They can usually spot the music that we have.

One music trend that Stevens has noted on college campuses is the uptick in blues. As for the teen audience, it still enjoys the Beatles, but the Beatles are no longer a phenomenon. They remain interesting, but the bottoming out has happened, however, at the moment. I feel the Rolling Stones, particularly in their new position of their record- kings, have closed some of the gap on the Beatles.

"The only art in music—though not really a trend—Stevens could see cropping up now is a Middle Eastern influence, as heard in "Paint It, Black." "No, No, and New York and Miami, where WFUN and WQAM both fare well, and, "In Los Angeles, a station playing these 10 records of its choice is taking the market. Stations with limited plays are the ones most difficult to break through because they play the ones most difficult to break through because they play only the records that fit their format. An Eddy Arnold record that is in the top 10 nationally doesn't mean a thing to a station that doesn't play Los Angeles come into a market like Los Angeles, where two Top 40 operations are fighting it out, and win with a limited playlist, it hurts.

"However, history has shown that stations with limited playlists of this type wear out; the kids quickly tire of hearing the same records too often," he concluded.

Tight-Format Requires Imaginative Air Personality

**Continued from page 24**

e example the "Ed Sullivan Show," can mean much to sales.

Rosica is against tight radio playlists. In any major market, he said, the most of the advertising dollar is in the No. 1 station of its type. Very few markets can sustain two 100 format radio stations, he added.

"In Los Angeles, a station producing 10 records of its choice is taking the market. Stations with limited plays are the ones most difficult to break through because they play the ones most difficult to break through because they play only the records that fit their format. An Eddy Arnold record that is in the top 10 nationally doesn't mean a thing to a station that doesn't play Los Angeles come into a market like Los Angeles, where two Top 40 operations are fighting it out, and win with a limited playlist, it hurts.

"However, history has shown that stations with limited playlists of this type wear out; the kids quickly tire of hearing the same records too often," he concluded.

YESTERDAY'S HITS

change-of-program programming from your library's shelves, featuring the disks that were hits for the last 5 years and even 10 years ago. Here's how they're ranked in Billboard's chart of that time.

POP SINGLES—5 Years Ago

1. Tossin' and Turnin', Bobby Lewis, Belltone
2. I Like It Like That, Chris Kenner, Instant
3. Bell Me Violin, Song Brook Benton, Mercury
4. Dave Dunn, Brenda Lee, Decca
5. Hard On The Poor, Leroy Dennison, Big Top
6. Quarter To Three, U. S. Bonds, Legrand
7. Last Night, Mar-Reys, Satellite
8. Together, Dennis Francis, MGM
9. Let's Take The Morning, Charlie Christian, Parkway
10. Yellow Bird, Art Farmer, Hi Hi

R&B SINGLES—5 Years Ago

1. Tossin' and Turnin', Bobby Lewis, Belltone
2. Bell Me Violin, Song Brook Benton, Mercury
3. I Like It Like That, Chris Kenner, Instant
4. The Switch-A-Row, Hank Ballard & The Midnighters, King
5. Every Day Of My Life, Pips, Vesey
6. That's What Girls Are Made For, Spinnens, Tri-PIn
7. I Don't Want To Write, James Brown, King
8. Quarter To Three, U. S. Bonds, Legrand
9. It's Gonna Work Out Fine, Ike & Tina Turner, Sigma
10. No, No, No, Charters, Delmar

POP SINGLES—10 Years Ago

1. The Wayward Wind, Goof Grant, Era
2. I Almost Lost My Mind, Pat Benoit, Dot
4. Allegro, Muni, Pathe Music, Maple
5. Moonlight & Theme From Picnic, MacRae Steel, Decouche
6. Born To Be With You, Cardboard, Cadenet
7. My Prayer, Plummers, Mercury
8. I'm In Love Again, Folio Domino, Imperial
9. Whisperin' Will Be, Will Be, Doris Day, Columbia
10. More, Perry Como, RCA Victor

POP LPS—5 Years Ago

1. Stars For A Summer Night, Various Artists, Columbia
2. Carolina, Original Cast, Columbia
3. Never On Sunday, Soundtrack, United Artists
4. Cotton, Soundtrack, RCA Victor
5. Central, Original Cast
6. TP Sing Along With Mitch, Mitch & Mitch, Atlantic
7. Ring-A-Ding-Ding, Frank Sinatra, Reprise
8. Rock & Roll, Rick Nelson, Imperial
9. Go To Sleep, Kingston Trio, Capital
10. Knockers Up, Rusty Warren, Jubilee

New Action R&B Singles

Other records registering solid sales in certain markets and appearing to be a week away from making it on the national Hot 100 Singles chart above. All records on the chart are not eligible for a listing here.

I'M NOT WHAT YOU WANT

Hair, Top Rank, 1900 (Capitol, BMI)

I'M GONE

George Gaye, Capitol, 1900 (Capitol, BMI)

I'M A PRANKER

Debbie Harry, Chrysalis, 2001 (Capitol, BMI)

I'M A MAN

The Temptations, Gordy, 2000 (Gordy, BMI)

I'M NOTycled

Vince Taylor, Brunswick, 1902 (Brunswick, BMI)

I'M A REDHEAD

The Beatles, Parlophone, 18 (Parlophone, BMI)

I'M A SELLER

Bill Brewster, Steady, 1899 (Steady, BMI)

I'M A SELLER

The Animals, Epic, 18 (Epic, BMI)

I'M A SELLER

The Animals, Epic, 18 (Epic, BMI)

I'M A SELLER

The Animals, Epic, 18 (Epic, BMI)

I'M A SELLER

The Animals, Epic, 18 (Epic, BMI)

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The Animals, Epic, 18 (Epic, BMI)

I'M A SELLER

The Animals, Epic, 18 (Epic, BMI)

I'M A SELLER

The Animals, Epic, 18 (Epic, BMI)

I'M A SELLER

The Animals, Epic, 18 (Epic, BMI)

I'M A SELLER

The Animals, Epic, 18 (Epic, BMI)
EXCITING New ALBUMS for AUGUST

MOOD INDIGO • PETE FOUNTAIN CRL 57484 (M) • CRL 707484 (S)

I LOVE YOU DROPS • BILL ANDERSON DL 4771 (M) • DL 74771 (S)

MEDLEY TIME • JAN GABER AND HIS ORCHESTRA DL 4776 (M) • DL 74776 (S)

ALOHA FROM HAUNANI DL 4705 (M) • DL 74705 (S)

A SIGN OF THE TIMES • LES BROWN and HIS BAND OF RENOWN DL 4748 (M) • DL 74748 (S)

SATCHEMO AT SYMPHONY HALL • LOUIS ARMSTRONG and the All Stars DBB 193 (M) • DKS 7193 (SE)

THE BEST OF THE MILLS BROTHERS DBB 193 (M) • DKS 7193 (SE)

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**NEW ALBUM RELEASES**

- **ANGEL**
  - **EVERYTHING MILES GONEN** - Various Artists
  - **NEW MUSIK, ORCH. & ORCHESTRA**
  - **RACH - FOUR FLUTE ODYSSEIES** - Various Artists

- **RICHARD STRAUSS**
  - **FOUR LAST SONGS** - Elisabeth Schwarzkopf/Berlin Symphony Orch. (Helfgott)
  - **CARO - FIDELIO DUET** - The New York Philharmonic (Frischbusch de Burgos)

- **CAEDMON**
  - **N.M. HOLSTEN** - Longfellow: Evangeline
  - **VARIED ARTISTS** - Anthrachimitives: Vivacita Mora

- **CAMBRIDGE**
  - **MADRIGALS: CARL ORFF; RICHARD STRAUSS; SACD: BARTOK; COMPOSERS**
  - **2431; Mono (INDIA)**

- **JOHN FRED AND HIS PLAYBOYS**
  - **PALLID, BROTHERS**
  - **2431; Mono (INDIA)**

- **FRED TRAP**
  - **THE CATS**
  - **1912; Mono (INDIA)**

- **SILLY MAT**
  - **TENNESSEE ERNIE FRED**
  - **801; Mono (INDIA)**

- **CAPITOL**
  - **M. S. SUBBULKUMAR** - Mohini Bhajans
  - **S. BALKARANDAR** - Veena Masta of South India
  - **B. S. IYER & BAPS SAHIBS**
  - **FLIP 1301; Mono (INDIA)**

- **COLUMBIA**
  - **FATHER MALCOLM BOWS & CHARLIE BYRD**
  - **1301; Mono (INDIA)**

- **CORNER STONE**
  - **REVIVALISERS TRIO**
  - **1301; Mono (INDIA)**

- **KAPP**
  - **JAN CLAYTON**
  - **1301; Mono (INDIA)**

- **MAINSTREAM**
  - **DON DEAN**
  - **1301; Mono (INDIA)**

- **MERCURY**
  - **BILLY JOE**
  - **1301; Mono (INDIA)**

- **MURBO**
  - **SOUND SPECTRUM ORCHESTRA**
  - **1301; Mono (INDIA)**

- **PAULA**
  - **JOHN FRED & HIS PLAYBOYS**
  - **1301; Mono (INDIA)**

- **PHILIPS**
  - **400**

- **RCA CAMDEN**
  - **JAN GAY**
  - **1301; Mono (INDIA)**

- **RCA RED SEAL**
  - **ROBERT UEL**
  - **T. L. C.**

- **RCA VICTROLA**
  - **ZUKA MILZAN**
  - **1301; Mono (INDIA)**

- **ROTO**
  - **POLKA SATURDAY NIGHT WITH THE N-KETA DRUM**
  - **1301; Mono (INDIA)**

**BREAKOUT SINGLES**

**NATIONAL BREAKOUTS**

- **GUANTANAMERA**
  - **TARZIPIERIS, A&M 806**

**REGIONAL BREAKOUTS**

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

**LET ME TELL YOU, BABE**

- **NUT KING COLUM**
  - **CAPITOL 5603 (Comet, ASCAP)**

**MOST OF ALL...**

- **The Cowells, Philips 40387 (Gold-Ulta)**
  - **ASCAP**

**CAPITOL IMPORTS (INDIA)**

- **M. S. SUBBULKUMAR**
  - **M. S. IYER & BAPS SAHIBS**
  - **HOT BILLS**

**EVERYBODY IS GOING APE FOR THE MONKEES**

**THIS IS MY HOUSE**

- **But Nobody Calls**
  - **Melody Blues, London 1005 (Essen, ASCAP)**

**I WISH IF SHE LOVES ME**

- **Do's and Don'ts, Red Bird 072**
  - **Tennessee-Georgie, ASCAP**

**I'VE GOT TO GO ON WITHOUT YOU**

- **Yox Dykes, Male 530**
  - **B/NM, BPA**

**SOCK IT TO 'EM, J. B.**

- **Rea Corrie, List 301 (Verdena, BMG)**

**LET IT BE ME**

- **Arthur Prysock, Old Towner 1196**
  - **(Essen, ASCAP)**

**YOUR GOOD THING (Is About to End)**

- **Michael John, Shaw 192**
  - **(Essen, BMG)**

**ROOM**

- **KNOX SATURDAY NIGHT WITH THE N-KETA DRUM**
  - **192**

**STAX**

- **SAM & SHAH, Hold On My Lovers**
  - **708 (M, 708)**

**SUPREME**

- **DERN SAVOY**
  - **192**

**VERVE**

- **COUNT BASIE & HIS ORCHESTRA**
  - **192**

**FOLKWAYS**

- **HANK GREEN & HIS ORCHESTRA**
  - **192**

**WARNER BROS.**

- **SOUND 308, 308, 308, 308**

**zip code helps keep postal costs**

**down but only if you use it.**

**July 30, 1966, BILLBOARD**
WARNER BROS. RECORDS PLEDGES TO BRING YOU

BACKED BY A POWERFUL ADVERTISING, PROMOTION AND SALES CAMPAIGN

AND AN ARRAY OF ALBUMS DESTINED FOR THE CHARTS!

Your Warner Bros. Distributor is waiting for your call!

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<td>BOSTON, MASS. MUSIC SUPPLIERS, INC. (617) 254-1780</td>
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<td>Minneapolis, MN</td>
<td>MINNEAPOLIS, MINN. HEILICHER BROS., INC. (612) 544-4201</td>
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NEWARK, NJ LAREDY RECORD DISTRIBUTING CORP (201) MA-3-9584
NEW ORLEANS, LA ALL SOUTH DISTRIBUTING CORP (504) JA-9-6124
NEW YORK, NY ALPHANOVA DISTRIBUTING CORP (212) CI-5-7933
PHILADELPHIA, PA DAVID ROSEN, INC. (215) JE-2-2900
PITTSBURGH, PA STANDARD DISTRIBUTING CO. (412) 391-3973
SAN FRANCISCO, CALIF MELODY SALES COMPANY (415) 621-8740
SEATTLE, WASHINGTON STANLEY DISTRIBUTING CO. (206) MU-2-7188
ST. LOUIS, MISSOURI COMMERCIAL MUSIC COMPANY (314) JE-5-1515
SYRACUSE, NY LAREY RECORD DISTRIBUTING CORP (315) 471-3114
WASHINGTON, D.C. SCHWARTZ BROS., INC. (202) LA-6-4500
THE JAZZ BEAT

By ELIOT TIEGEL

George Costello, an account executive at Columbia Record Productions, is not normally a jazz fan. However, he is quite a booster for the NORAD Commanders, a 20-piece dance band comprised of players from the North American Air Defense Command Band which has been recording at Columbia's Hollywood studios.

This latter organization was formed in 1959, and the Commanders were a subsequent outgrowth designed to fill a specific area of the main band's activities—namely, performing at dances, public events and appearing on TV shows.

Though most people have no knowledge of the Commanders when comparing it to the style and sound of other dance bands with a burlington feel, the band's continuous traveling has placed it on public view innumerable times.

Listening to the Commanders is a delightful experience. The musicians swing with ease, and their charts are written by men with an understanding and obvious respect for jazz and its techniques. The Commanders are selected musicians from the U. S. Army, Navy and the Air Force, and the Royal Canadian Air Force.

Music for the Commanders has been contributed by some of the major talents in the band business—namely, Sam Donahue, Walt Stuart, Warren Barkett, Lee and Larry Egart, Paul Weston, Richard Malloy and Frank DeVila. Added to this are staff writers Art Wiggins (U. S. Air Force), Jack Short (U. S. Army) and Randy Aldcroft (U. S. Army).

Members of the Commanders past and present have passed through some of the nation's leading bands—Stan Kenton, Woody Herman, Ralph Marterie, Jimmy Dorsey, Ray McKinley, Glenn Miller and Pee Wee Hunt.

The Commanders have recorded several albums for sale to the general public, but are available to broadcasters in public service. One of these LPS, "About Faces," is a perfect sampler of what a middle-of-the-road jazz-influenced dance band should sound like. One entire side was composed and arranged by Art Wiggins, and the selections run from a cha cha ("Chiquitita") to a moody ballad ("This Is Loneliness") to a standard tempo, full-sounding fox trot ("Easy Mark!).

The real purist jazz tunes are found on side two, starting with a blushing "Maria," featuring saxophonist Dave Edwards and trombonist Warren Luingen. The countermelodies from the trumpet and saxes are clearly defined and push the selection along.

ATTENTION RECORD DEALERS, DISC JOCKEYS, PROGRAM DIRECTORS:

Record advertising in HIGH FIDELITY sells records to people who buy more than $10,000,000 worth of records a year.

Expect a lively demand for the records being highlighted in this Record Company consumer advertising this month in HIGH FIDELITY Magazine!
Each as good as gold.
Hoard them... they’re like money in the bank.

A SOLID 24 K. PRE-SOLD HIT ALBUM.

Contact your Mercury Distributor for merchandising aids
JOIN THE GANG AT

THE EXCLUSIVE ORIGINAL CAST TV SHOW ALBUM
A HIT TV SERIES—A SMASH LP (D-50009)
ROARING UP THE CHARTS

JOIN THE SALES
International Music Market

Planned for Cannes in 1966

By MIKE HENNESSY

PARIS—Ambitious plans to stage an international indoor music market in Cannes—beginning in January 1967—were announced in Paris recently.

The project for the International Recording and Merchandising Market is seen as the most important and revolutionary initiative taken by the French music industry since the war, and stems logically from the rapidly accelerating internationalization of popular music.

The MIDEM plan (Marche International des Disques et de l'Équipement)—which has been under consideration for three years—will launch the Continental to be able to switch easily from the Italian to the French music scene.

Cherry said: "The MIDEM will provide a quasistate market gathering together music publishers, record producers, record companies and record retailers for broadly business reasons. Participants will be able to discover and compare product from sources all over the world, will be able to inspect, purchase and negotiate with professionals of all countries, will be able to present new records to the public, to distributors, to artists and men and discuss the problems confronting the industry from production through commercialization.

The actual market will be opened on Thursday, Jan. 30, and will run until Feb. 4.

In addition to the International Recording and Merchandising Market, there will be 12 presentation auditoria with high-fidelity monaural and stereo equipment for records and tapes of all speeds.

The market will be open to professionals exclusively, fully equipped, consisting of an open stand and a private listening room.

Ten presentation audioria will also be a promotional sound circuit enabling record companies to present songs. This will be complemented by a closed-circuit TV system which will provide information about the song being played on 150 TV monitors. The complex includes the sound writer, publisher and his office facilities, a video program line and the MIDEM. The circuit will also be able to present film songs and public material.

In view of the large number of countries represented at the conference, the film will be organized on Saturday, Feb. 4. Problems of the music industry can be solved on an international level.

Ten promotion galas will be held during the days in the grand auditorium of the Palais des Congres. Concern is expected to consist of record companies to their international stars to the representatives of various countries—record executive agents, impresario, radio and TV producers and international press correspondents.

Each gala will be organized by a major record company and will take place at its own program in conjunction with its stand.

Awards

For the first time in France prizes will be awarded to artists whose records have achieved the most success in the previous year. Awards will be presented to record companies and to artists in each category of music and presented at a final gala to all the record companies and artists who will perform their award-winning numbers.

German Radio Networks

Promote Stereo Music

FRANKFURT—West German radio networks are promoting the quasistate-controlled radio networks to promote stereo music.

The result of this co-operative effort is West Germany's biggest music boom. Thanks to activities of the record industry and networks, record companies are now recouping lost sales from France and the Continent is set to record a year, and disk production and sales are reaching almost exclusively to stereo.

Germany's stereo boom is unique because of the hand-in-hand partnership of record companies, networks and radio production. As one example, in the last four years, about 2,500 West German radio-phono gram sets have been sold in this country.

The networks (one in each State) are all carrying regular stereo music, and have a total of 33 stereo transmitters in operation.

In the Ruhr province of North Rhine-Westphalia, which has a brand of WDR (Westdeutscher Rundfunk) by a large consortium, the network is operating 10 stereo transmitters with seven stereo transmitters receiving by 97 per cent of the population.

The record companies are helping this success, too, in terms of new investments, stereo recordings of drama, speeches and literary readings. To illustrate, West Berlin Sender Freies Berlin (SFB) specializes in broadcasting stereo recordings and the SFB picks drama which depend heavily on sound quality in stereo.

Finally, record companies and set producers are working with the networks to produce the writing of music for stereo performance and also dramas, with or without music.

Options are to disseminate all live music, meaning the disposal of the musicians employed by the networks, or to continue playing records and rely entirely on self-originated live music.

Under the latter option, the nine German radio networks (one in each State) and the two national TV networks would exchange tapes of their live programs on a co-operative basis.

German record companies, of course, would be the big losers if the networks try to originate all their own music.

German Radio Network

To Stop Playing Disks

By JIMMY JUNGEMANN

MUNICH—Starting in August, the German Radio Network (ARD) will stop playing phonograph records. The network policies are based on the protection (artist's protection fund) and the German radio network for each broadcast minute. Now, West Germany will spend more, $25.40 for the broadcast minute. This is too much for the German network. Therefore, a band will start on records, starting with a tenth of a broadcast time up to complete stop of the usual broadcast time for records.

GVL President Hermann Voss said in an interview, "The Swedish radio pays $3 a broadcast minute of recorded music. Danish radio $2.20, Finland $1.50—but the German radio 25 cents only."

Press and information boss Arthur Bacher of the Bavarian Radio Network answered, "That is right. But we have radio networks in Europe with no pay at all; the Austrian, French, Italian and the Swiss networks don't pay a penny for the broadcast minute."

Werner Goetz, top disk jockey of the Bavarian Radio Network, said, "Well, that's a bitter-sweet feeling. It's bitter, of course, to be without all these wonderful jazz, LP albums, but to be without Beattles and Sinatra, Beach Boys and Barbra Streisand. But it's sweet to look for jazz and dance music talent around Bavaria and to produce them, to produce tapes with big bands like Munich's Max Greger, Hugo Strasser, Ernt Langer and Ambros Sexton and groups like Freddie Booker pelicans and the Voss has said that we will broadcast live concerts all the time. The artists we visit Munich on their European trips, and their itinerary allows it, we will be happy to tape the best numbers of U. S. jazz acts, groups and orders in our studio in hi-fi and stereo.

Maybe the days of the live radio show will return. One of the Bavarian Radio Network producers, Hans Woenschauer, said, "Wonderful times for us and the listener may come when we start the old routine of the live radio show again, featuring all the "Who's". Why not let the radio stations air live concerts on radio, and let the listener choose which shows he wants to hear?"

"Good-by, Records, hello live shows," says Carl Michalski, boss the the Light Music department of the Bavarian Radio Network. And the average listener? "Still one of them. They are crazy to ask for 10 times the broadcast minute. We're saying, 'Who's who?' on radio? I've got a hi-fi stereo set and play my records whenever I like to do so. When I tune in radio, I like to hear variety and news, sports and cinema."

This 1966 radio-record war affects the Radio Network ARD (Continued on page 44)
The great title song by Bacharach and David from Paramount Pictures’ sensational ‘ALFIE’ is now duplicating its fabulous London success. Already, eight top stars have recorded it, in addition to the Sonny Rollins’ original sound track album—and the word is out “Watch ‘ALFIE’ go all the way!”
ATTENTION! Anyone interested in learning at firsthand about the tape cartridge field. Here is the greatest concentration of speakers ever brought together to discuss the experience-to-date, the opportunities, the challenges in the burgeoning tape cartridge business.

- Where is the tape cartridge business heading in sales and profits?
- How have the successful merchants met the problems in this fast-breaking field?
- What must be done by every element in the business if the predicted potential is to be achieved?

ATTENDANCE WILL INCLUDE:

DEALERS—Auto accessory, record, appliance, car, department store DISTRIBUTORS—Record, one-stop, rack, auto accessory MANUFACTURERS—Tape equipment, appliances, record, tape cartridge, tape, automobiles SERVICES—Music publishers, financial institutions

REGISTER NOW!!

PROGRAM

THE TAPE CARTRIDGE CONFERENCE

Edgewater Beach Hotel, Chicago, Illinois
August 29-30, 1966

MONDAY, AUGUST 29

9:30 A.M. to 12 Noon

SESSION I

MORNING SESSION

YOUR FUTURE IN THE TAPE CARTRIDGE FIELD

Chairman

Hal B. Cook, Publisher

The Billboard Publishing Company

New York, New York

IN WHAT DIRECTIONS WILL THE TAPE CARTRIDGE FIELD GO—ITS PITFALLS AND PROMISES

Mort L. Nasatir, President

MGM Records, Inc., New York, New York

THE POTENTIAL FOR SALES: A FORECAST OF MARKET OPPORTUNITIES

Lee Zito, Editor in Chief

The Billboard Publishing Company

New York, New York

Andrew Cisda, Managing Director of Special Projects Division

The Billboard Publishing Company

New York, New York

12:30 P.M. to 1:30 P.M. LUNCHEON

MONDAY

1:30 P.M. to 5:00 P.M.

CONCURRENT SESSIONS

From this list, each registrant will choose two sessions. (Each of the sessions will be held twice after the afternoon.)

SESSION II

Chairman

Harry Beckerman, President

Car Tapes, Inc., Chicago, Illinois

THE PROFITABILITY IN DEVELOPING AN INSTALLATION CENTER FOR PLAYBACK EQUIPMENT IN AUTOMOBILES

EARL MUNTZ, President

Muntz Stereo-Pak, Inc., Van Nuys, California

SESSION III

Chairman

David Nager, Sales Manager

Consumer Products Division

Automatic Radio Sales, Inc., Northampton, Massachusetts

THE ROLE OF THE WHOLESALER IN THE TAPE CARTRIDGE BUSINESS

LARRY FINLEY, Director

International Tape Cartridge Corporation

New York, New York

SESSION IV

German Radio Net

Cannes Fest

Continued from page 47

Cannes Festival is continuing to showcase music from all over the world and a secretarial service. Discussions are currently under way regarding the possibility of a world-wide TV hook-up for the final concert.

Further information can be obtained from M.I.P.TV, 11, rue d'Artois, Paris 8, France (telephone: BALzac 3594 and ALMa 1051).

After Jan. 15 and for the duration of the International Music Market, all correspondence should be addressed to M.I.P.TV, MIP, CANNES.

ATHEMSTERDAM

Trans-visionary Emmy Verhey and Christian Bos were acclaimed at the 24th International Film Festival. Subsequently, Philips re-recorded Beach Boys' "Pet Sounds" album, and some Beethoven's "Romances" with the Dutch Radio, Rudi Graat, Capitol label manager at Bovema, has built the "Singles Sound" sales campaign around the Beach Boys' "Pet Sounds" album. The group is very certain for the Grand Gala du Disque Oct. 1. Also expected for the gala is Liberty's "Japones" and the "Tea

COLOGNE

The police chiefs of Hamburg, Essen, Munich and Frankfurt are holding regular "souvenirs" conferences to co-ordinate "public safety" precautions for visits to Germany by foreign beat groups. The police chiefs are being assisted in their deliberations by a battery of psychologists and psychiatrists specializing in "mass crowded behavior." Electrola has just released the first recording featuring a "Beat Hitler." A Hungarian, Matis is known as "the girl with the golden hands." Arlora has contributed a new best group to the Berliner Hound Dogs—to the international best arena. Their first release, "Gloria," has now been published in the U.S. in two versions... Arlora's "Juanita" Bananas has sold 50,000 copies in West Germany, and the "ba

LOS ANGELES

The Playboy Club is hard pressed on a big-band jazz policy. Following Terry Gibbs' 16 pieces, Gerald Wilson brought in 18 men, and (Continued on next page)
TUESDAY, AUGUST 30
9:00 A.M. to 12:00 Noon
MORNING SESSION
Chairman
Vincent R. Vecchione,
Manager, Consumer Products
Borg-Warner
Spring Division
Bellewood, Illinois
SESSION VII
SELLING TO KEY MARKETS
OPPORTUNITIES FOR SALE OF PLAYBACK EQUIPMENT
IN THE AUTOMOBILE FIELD
John J. Nevin,
General Manager
Car Product Planning Manager
Ford Division
Ford Motor Company
Dearborn, Michigan
SESSION VIII
SELLING TO KEY MARKETS
OPPORTUNITIES FOR SALE OF PLAYBACK EQUIPMENT
IN THE HOME
John A. O’Hara,
Director of Tape Development
Consumer Electronics Division
Philco Corporation
Philadelphia, Pennsylvania
REGISTRATION:
The fee for all of the Conference materials, attendance at all sessions, two luncheons, is $100.00. Additional people from the same company is $75.00.

The registration card must be attached with the score for the McGraw leaves-day entertaining.

He takes another drink and a back-up saxophone is playing a single record by the “Mummies” and the “Munsters”.

Chairman: "Mr. O’Hara."

Mr. O’Hara: "I am happy to announce that the new Cartridge Exhibition is scheduled for the Chicago Convention."
AMSTERDAM

Tuesday visitors: Emi Yuriko and Christian Bor were acclaimed at the Moscow Violin Festival. Subsequently, Philips recorded his Concerto for Two Violins and some Beethoven's 'Romances' with them. Roel Kruyvre, Capital label manager at Borema, has built his 'Summer Sound '66' sales campaign around the Beach Boys' 'Pet Sounds' album. The group is widely certain for the Grand Gala du Disque Oct. 1. Also expected for the gala is Perre's Japanese duo the Pears.  

Swing College Band,

SINGLES HITS AND

Swing College Band, Paris, France.

MIDEM, Music Market, all correspondents (Havoc)

Swing College Band, Paris, France.

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Swing College Band, Paris, France.
CONCURRENT SESSIONS
Registrants will choose either of the following two sessions.

SESSION IX
SELLING THROUGH DEALERS
Chairman:
Bill Mukhly, President
Telepro Industries, Inc.

An INSTALLER'S EXPERIENCE IN SELLING PLAYBACK EQUIPMENT AND TAPE CARTRIDGES
Jack Frankford, President
Retail and Wholesale Divisions
Michigan Mobile Radio, Inc.

A RECORD DEALER'S EXPERIENCE IN SELLING PLAYBACK EQUIPMENT AND TAPE CARTRIDGES
Arthur C. Grobhart, President
Trendex

A DEPARTMENT STORE'S EXPERIENCE IN SELLING PLAYBACK EQUIPMENT AND TAPE CARTRIDGES
Darse Cranall, President
Product Management, Television & Stereo
Armco Auto Supply Co.

SESSION X
SELLING THROUGH WHOLESALERS
Chairman:
Paul Stanley
Levine's Auto Supply Co.
San Francisco

EVALUATION OF EXPERIENCE IN SELLING TAPE CARTRIDGES THROUGH A RACK JOBBER
Cecil Stein, President
Record Wagon

EVALUATION OF EXPERIENCE IN SELLING TAPE CARTRIDGES THROUGH A DISTRIBUTOR
James Shipley, President
Main Line
Cleveland, Ohio

EVALUATION OF EXPERIENCE IN SELLING TAPE THROUGH A ONE-STOP
Michael J. Daniel, President
Western Tape Distributors, Inc.
San Francisco, California

SESSION XI
EVALUATION OF OPPORTUNITIES FOR SALE OF PLAYBACK EQUIPMENT IN THE AUTOMOBILE FIELD
John J. Nevin, Chairman

John Nevin, Car Product Planning Manager
Ford Division
Ford Motor Company

OPPORTUNITIES FOR SALE OF PLAYBACK EQUIPMENT IN THE HOME
John A. O'Hara, Director of Tape Development
Consumer Electronics Division
Philco Corporation

Pennsylvania, Philadelphia

Registration: The fee for all of the Conference materials, attend- ance at all sessions, two luncheons is $75.00. Additional people from the same company is $75.00 per person. 

Monday
DISPLAYING, PROMOTING AND SELLING TAPE CARTRIDGES AT THE RETAIL LEVEL

Ethan Caston, Vice-President
Record Division
Waltz's Music City, Inc.
Hollywood, California

SESSION V
Chairman:
Irwin H. Steinberg, Executive Vice-President
Mercury Records
Chicago, Illinois

POINT OF SALE--THE CHALLENGING NEED OF INDUSTRY CO-OPERATION

Stanley Gortkov, President
Capitol Records Distributing Corporation
Hollywood, California

SESSION VI
Chairman:
Irvin Dreyfus, President
Top Notch Audio Supply Co.
Hopkins, Minnesota

PURCHASING, INVENTORY AND INVENTORY CONSIDERATIONS IN CARTRIDGE AND EQUIPMENT RETAILING

Amos Heilicher, President
Heilicher Bros.
Minneapolis, Minnesota

5:00 P.M.-10:00 P.M.
EDUCATIONAL

A display of the newest equipment and accessories in tape cartridge field.

Tuesday, August 30
9:00 A.M. to 12:00 Noon

SESSION VII
Chairman:
Merv York, President
Top Notch Audio Supply Co.
Hopkins, Minnesota

SESSION VIII
SELLING TO KEY MARKETS

OPPORTUNITIES FOR SALE OF PLAYBACK EQUIPMENT IN THE AUTOMOBILE FIELD

John J. Nevin, Car Product Planning Manager
Ford Division
Ford Motor Company
Dearborn, Michigan

OPPORTUNITIES FOR SALE OF PLAYBACK EQUIPMENT IN THE HOME

John A. O'Hara, Director of Tape Development
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Minneapolis, Minnesota

5:00 P.M.-10:00 P.M.
EDUCATIONAL

A display of the newest equipment and accessories in tape cartridge field.
INTERNATIONAL NEWS REPORTS

Morandi First Winner Of Italian Touring Songfest

By SAMI STEINMAN

FIUGGI, Italy—RCA's Gian-
nino Nolte has announced the re- 
present winner in the fifth Cata- 
nago Festival. This is the second 
"Nolte 
peat winner 
for his EMI, 

EMI product. 
its 

Durium. Del Monaco, who 

Ferial, both 

first two weeks between Michele, 

Morandi became the first 

Final week 

Italian 

September, has been scheduled 

by a 

Cantagiro. 

The event. 

of total which 

Contagago, Italy, has also placed second in the 

CGD, probably rates 

Mariposa. 

Music R. 

PRESIDENT 

years ago 


al 

Doug 

Moran 

Margaretta Wins Palma Mallorca Festival Contest

PALMA, Majorca—Margi- 

gartan, written by Jorge Morell and 

Cunliffe's, to be invited to 

the finals. 

ARMS 

Rosario. The organizers are 

of this class, were 

MELODY 

numbers. The greatest competitors 

in 

the Rokes, an English group which 

by a 

hairline, so to speak. Blue- 

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Giants. 

Morandi won the Cantagago 

first in 1964 and then lead all the 

way a year ago only to lose on 

the final night to Rita Pavone. 

Juries on the first 18 nights have 

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The jury on the final night has 

seen both the first finalists but 

the greatest competitors 

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the Rokes, an English group which 

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to 

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Giants. 

Morandi won the Cantagago 

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way a year ago only to lose on 

the final night to Rita Pavone. 

French Begin Annual Quest for Summer Hit

PARIS—Once again in France 

for the search for the "tube elec- 

ce" which has grown from the 

music industry and its headquarters for 

the sea. 

Hundreds of French recording 

stars will be touring the resorts this 

summer and there will be big radio 

programming of the songs from the 

Rose de France Song Fest. 

From July 14 to Aug. 14, Philips 

will again have a "floating 

stadium" on display in the bay 

of Cannes in the shape of the 

cabin cruiser Jeanne. Each day 

Press Officer Andre Aseo will 

welcome aboard top Philips 

artists and interview them over 

Radio Monte-Carlo during the 

one-hour Philips broadcast. 

The floating studio last year 
did a lot to build new star Herve 

Villard, whose "Capri Cest Fini" 

was last summer's smash hit. 

Stars appearing this year will 

include J o h n y Hallyday, Claude François, France Gall 

and Juliette Greco. 

Eddie Barclay has taken over 
a restaurant in Cannes as his 

summer headquarters and on-

day singers Jean-Claude 

Massoulier and Olivier Depadix will 

be accompanied by Radio Monte-Carlo. Featured will be 

Catherine Sauvage, France Gall, 

Jacques Brel, Edie Mitchell, 

Eddy "Baba" Aifelle. 

Programs began on July 6 

and will continue until Aug. 30. 

In addition there will be 

radio and television programs from 

Canal +, Alain Darnay, 

Hardy, Petula Clark, Antoinette 

Rey, Henry, the Troggs, 

Michel Polnareff and Chris-

Rome the number of performers which have appeared. 

The Ecstasy of Angels, 

Marina Vlady, has been scheduled 

to perform in Germany this 

summer season, as she was 

invited to by Germany's West 

Arts. 

Paris. 

Sylvie Vartan's latest for Philips 

records, "Mister John B," in 

Chanson, is due to appear in 

July 30, 1966, BILLBOARD
**INTERNATIONAL NEWS REPORTS**

**BERNARD ALLEGRET-TOP FRENCH SONGWRITER**

French singer-songwriter Bernard Allegret will make his debut in the United States on October 17. Allegret, who has achieved considerable success in France with songs such as "Prends soin de moi" and "Je t'aime, mon amour," has been chosen to represent France in the annual Eurovision Song Contest in Paris. Allegret's debut concert will be held at the Carnegie Hall in New York City, and he is expected to perform several of his hits from France.

**ENRICO MACIAS—NEW SONG**

Italian singer Enrico Macias will release a new song titled "Sanctuary" on October 15. Macias, known for his powerful singing and passionate style, has been a prominent figure in Italian music for many years. "Sanctuary" is expected to be a hit, following the success of his previous single, "Love the One You're With," which topped the charts in Italy.

---

**BRITISH SONGWRITERS**

British songwriters have been active in the music industry, producing hit songs for various artists. These songwriters, such as Andrew Lloyd Webber and Tim Rice, have contributed to the success of many popular acts. Their contributions have been recognized both in the UK and internationally, with many of their works achieving chart success around the world.

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**ACROSS CANADA PHONOGRAPH RECORD DISTRIBUTION AVAILABLE FOR RECORD MANUFACTURERS.**

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**A TOTAL SMASH **

#1 R & B **BREAKING SOLID AND BIG POP NATIONALLY**

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REVILOT 201

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**JULY 30, 1966, BILLBOARD**
### Hits of the World

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ERICH LEINSDORF, second from left, accepts a $1,000 check from John Hancock President and national director of programming for the ABC Radio Network, for two grants for study at the Berkshire Music Center in Tanglewood. Taking part in the ceremony are the recipients of the 1950 grants, violinist Priscilla Louise Hodges and tenor Thomas L. Jones.

Everest Releases Feature Duo-Art Piano Roll Music

LOS ANGELES—A new series of piano music recorded from Duo-Art piano rolls is planned by Everest for the fall. The disks will be called "The Everest Archive of Piano Rolls." Included will be performances by Ignaz Paderewski, Serge Prokofiev, Dame Myra Hess, George Gershwin, Camille Saint-Saens, Enrique Granados, Josef Hofmann, Ferruccio Busoni, and other artists. The third contains five concert pieces including works by Corr, Tartini and Pagani. "Another disk contains "Seven Centuries of the Organ" and "The Virtuoso Organ." Roundup of the full release list is "The Art of Heinrich Schutz" by the Telemann Society Orchestra.

Slated on the Baroque label of the Everest group this fall are four pressings by the Mozart Society Pressrolle and releases featuring pianist Emil Gilels and violins Leonard Kogan and Efim Zimbalist. A major release will appear in the Wandel "Symphony in G Minor" paired with the Mozart "Symphony No. 25 in G Minor." Handel, Lent and Telemann concertos for oboes, harpsichord, strings and other instruments; the Bach "Trio Sonata in G" and Scurrati and Telemann quartets for flutes, recorder and continuo and symphonias by Telemann, Boieldieu and Johann Stratick. Another Telemann trio sonatas, his sonatas for two flutes, and recorder concerto and sonata will be heard with the Leningrad Philharmonic in Tchaikovsky's "Piano Concerto No. 2 in G," while a Kogan disk will pair the Mozart "Violin Concerto No. 3 in G" with the Kremerkes; "Violin Concerte," also with the Leningrad Philharmonic. Among the unusual works on the Everest release list are Gluck's "The Reformed Druids," and Dussek's "Concerto No. 10 for Two Pianos and Orchestra," which also are for release on Baroque are Beethoven's "Allegro Con Brio" with the choir and orchestra of the Dresden Cathedral, and Shostakovich's "String Quartet No. 7, and 8."

ABC Fellowship Grants Named

TANGLEWOOD, Mass.—Violinist Priscilla Louise Hodges, 19, of Weymouth, Mass., and tenor Thomas B. E. Jones, 19, of Portland, Ore., have received $500 grants from the American Symphony Orchestra to guide them through study at the Tanglewood summer music center under Abraham Skolnick. Jones, a music major at Amherst College, will appear with the Tanglewood Concert in performances of Bach's "Magnificat," cantates by C. P. E. Bach, Mozart and Mozart's "Mozart Flute" with the Boston Symphony.

LAS VEGAS—Epics Bow Crossroads Label; 20 ELPs in 1st Release

Inclusive in the initial release is a two-record set of Smetana's "Ma Vlas (My Country)", madrigals by Lasso and Monteverdi, Violin concertos by Stravinsky, Windstern, and Mozart; his "Symphony No. 1 in D Major," and his "Symphony No. 2 in B Flat Major" and Mozart's "Symphony No. 3 (L'est.)," and Vertyek's "Symphony in D Major," and Honegger's "Symphony No. 2 for String Orchestra" coupled with his "Symphony No. 3 (L'est.)."

MUSICAL BACKGROUND Top Asset For Classical Record Salesmen

By FRED KIRBY

NEW YORK—Knowledge about classical music and its product and also help build a good reputation are among the potential spot check of leading classical dealers in the New York area revealed. Retailers consider a knowledge of classical music important in order to assist customers, Dr. Robert Schuman, dean of classical music and classical recordings is a conclusion of the heiring of salesmen at many locations.

Curt Schott of Record Hunter pointed out that a good salesman can recommend classical recordings to customers. Explaining that salesmen who know something about musical music, Schott said such salesmen can use catalogs to check on specific recordings. He said that a salesman with classical music, was better cater to the customer, with a result being that customers return "told of it in the long run."

Sam Goody agreed on the importance of the music background. "Salesmen should know about classical music. Salesmen should know about music. They should be able to guide the customer."

"Then they can work to the next in the same genre,"

"Continued on page 52"

The new Met, cut the first swatch last Thursday.
Background

Top Asset

For Salesmen

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style." Goody stressed, "A salesmen should never lie to a customer. He should know what he's talking about."

For Mr. Charles V. G. Schimler said a good classical background was essential at the store since it is a "very fast" price operation. He noted that salesmen were frequently called upon to do research for schools and other customers. "It is true that a customer would be lost without a really thorough background. We have a knowledgeable clientele." He added that there was little business by customers. "They know what they're talking about and we have to, too."

Smaller Stock

Jerry Apter of Discophyle in Chicago pointed out that personnel experienced in classical music needed. He noted a carry a smaller stock since every version of every title was not always available. Customers frequently asked advice and advice to talk about classical music. He noted that customers were mainly for the music, and what they will get valid opinions from Discophyle salesmen.

Roy Oliveau of Record Centre and Paul Katcher of Chambers originally agreed on the salesmen question. Oliveau stressed the importance of a liking for the subject and a good musical background. "Salesmen can acquire a real fast very fast." Katcher said salesmen had to be prepared to answer questions, making their background important.

Ben Karol of King Karol explained that salesmen who knew what they were talking about established rapport with customers, causing customers to return. "Customers can tell whether a salesman knows his field, especially in classical music," Karol commented.

Background Important

At Harmony House in Spring-

field, N. J., Julius Weiner called a classical background very important. He explained that customers frequently wanted to know what version was best and wanted to talk about classical music in general. Weiner said many people, who had bought new stereo players, wanted advice in beginning a classical collection. The right advice usually meant future sales. Weiner pointed out the importance of discovering what the customers' musical likes were and knowing how to satisfy them.

Bill Bird of Gregory Music Center of Plainfield, N. J., agreed that a good salesman could lead a consumer by suggesting other works similar to those originally purchased. He noted that at discount stores, clerks frequently were only interested in selling immediately and not developing it into something more. Playing of recordings in the store for customers also helps provide the kind of attention that brings customers back.

At the Village Shop in Mamma-

town, N. Y., Mrs. Anita Holmes said persons seeking advice usually were interested in quality, since price information was not needed. "They want more than a record. They want information. It's important for salesmen to know classical music generally to give this information." Mrs. Holmes called salesmen with good classical backgrounds a major way to compete with discount stores in this field.
FROM THE MUSIC CAPITALS OF THE WORLD

**Continued from page 49**

TV network show, "Don Menner's Hall of Fame" next month. The show features tremendous audience reaction to the opera, conducted by the distinguished Russian conductor 1. K. Tannenbaum, who has conducted the Metropolitan Opera in New York, Los Angeles, and San Francisco. The show will be televised from the Metropolitan Opera House in New York City, and will be broadcast on CBS television stations in large cities across the country. The show will be a significant event in the history of opera, as it will feature performances by many of the world's greatest opera singers. The show will be directed by none other than the renowned opera impresario Michael G. Morgan, who has produced and directed many successful opera productions around the world. The show will be recorded live from the Metropolitan Opera House and will be broadcast in high-definition on the CBS television network. The show promises to be a remarkable event that will delight opera fans and audiences everywhere.
Industry Milestone

We are gratified that Starday Records will host a national distributor sales meeting July 29-30 in Nashville (see separate story). As noted in the yarn, this marks the first such meeting to be held in Music City, U. S. A.

It is not surprising that it is the first time Nashville has honored record distributors—that segment of the industry which has contributed so much to the sale and distribution of country material to the point where it is an important national and international commodity.

The purpose here is to state that the schedule of events planned by Starday will whet the appetites of the distributors even more for country product which will be a constant gain for country artists, publishers, writers and manufacturers.

Starday Sets Annual Distributor Meeting

- Continued from page 4

tage on Old Hickory Lake to relax and dine. Don Pierce has arranged a schedule which includes fishing, boating, water skiing and golfing at Bluegrass Yacht and Country Club. In the evening an old-fashioned Tee

Cincy World Tour to Feature American Works

CINCINNATI — American works will be a part of the programs of the Cincinnati Symphony Orchestra in their international tours which begin next week. Billed as the first around-the-world tour ever made by an American symphony orchestra, the 45-concert trip is being sponsored by the State Department’s Advisory Committee as part of its Cultural Presentation.

The orchestra, under Max Rudolf, musical director, will visit music festivals at Athens, Bnabek, Dubrovnik, and Lucerne during the two-week tour. Other stops are planned for Turkey, Israel, India, Singapore, Malay-

The evening the distributors will attend "Grand Ole Opry" and meet many of the stars.

Jim Wilson, Starday vice-president of marketing, said: "We feel that the new creativity and excitement plus the genuine hospitality of Music City will have a strong and lasting influence on the marketing of Starday product by our distributors and that their pilgrimage will further acquaint and benefit them in harnessing the amazing selling power of country music." Chapman KDLQ Manager

Chapmanજદ્ડા (Jack) Chapman, well known in the country music field, has been appointed manager-sales manager of KDLQ, here, which features "The Grand Ole Opry" day, spinning only country and western.

Chapman formerly worked for Capitol Records and has appeared in several Broadway stage productions.

New Country Label

TULSA, Okla. — Bobby Mc-

Bride and Curtis Long have formed a new country label, Pla

Mio Records, with headquarters at 112 North Hudson here. The label, which already has a disc of the Oklahoma sector.

Cindy Street Injured

PEORIA, Ill. — Cindy Street, country artist well known in the Illinois territory, was seriously injured in an auto accident here recently and is confined to Room 334, St. Francis Hospital. She will be confined there at least two more weeks.

YESTERDAY'S COUNTRY HITS

COUNTRY SINGLES—

5 Years Ago

July 31, 1961

1. Heartbreek, U. S. A., Kitty Wells, Decca
2. Fall to Pieces, Patsy Cline, Decca
3. Sweet Lips, Widdle Pardo, Decca
4. Jimmy Dell, George Jones, Mercury
5. Sugar Joop, Hank Snow, RCA Victor
6. Meni Two Worlds, Colinda
7. Roger Miller, RCA Victor
8. Three Hands in a Tangle, Roy Huskey, Decca
9. Southern Home, Floyd Cramer, RCA Victor
10. My Love Shoots Fire, Claude Gray, Mercury

COUNTRY SINGLES—

10 Years Ago

July 28, 1956

1. Crazy Arms, Ray Price, Columbia
2. I Walk the Line, Johnny Cash, Sun
4. Heartbreek Hotel, Elvis Presley, RCA Victor
5. Searching, Kitty Wells, Decca
6. Blanket of My Heart, Hank Thompson, Capitol
7. Blue Suede Shoes, Carl Perkins, Sun
8. You Are the One, Carl Smith, Columbia
9. My Butcher and Sungid, Jim Reeves, RCA Victor
10. Sweet Dreams, Faye Young, Capitol

CANADIAN BROADCAST BRASS

2. "Canadian Western Band" on CBC radio.

Canadian Broadcast Brass Has Country Music Day

TORONTO — The Country Music Association's choice of Dr. Nat T. Wintson as speaker-entertainer at the Canadian Broadcast Executive Society's annual "Country Music Day" luncheon meeting was proved well-founded as 135 key executives from radio and TV stations, national advertisers and advertising agencies broke into spontaneous laughter and applause frequently throughout Dr. Wintson's address.

Dr. Winston, Commissioner of the Federal Communications Commission, said: "I don't know why country music is the most important music in our country today. Country music is all about America."

Dr. Winston pointed out that country music is the only music which makes the Negro feel at home. He cited the picker and singer of Negro country music as "the American folk artist." He also stressed that country music is as American as the Declaration of Independence, the Constitution, the Bill of Rights, and the Olympic Games.

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**FROM THE MUSIC CAPITALS OF THE WORLD**

*Continued from page 33*

Staciando's "How Does That Grab You Darlin'?" is coming up and new artist, more than her talent hit here. "These Roots Are Made For Walking" according to Joe Giannini, CGD executive. A strong reaction was also received during the song's release in New York.

Gene Pitney, Musicor, will make his first Italian tour during August... Dealing are about to be concluded between CGD and Italian TV for the "Vietnam Week." The 10th anniversary of the Korean Strikers is also corresponding record that is being marketed... 

12 Italian songs and another album by the Beach Boys, who are getting big sales via "Barbara Ann" and "Sloop John B." Richard Anthony's Italian tour will start on Aug. 2 and go up to Aug. 30. A new dance, "The Saw," is being launched by the Korean Strikers and their corresponding record was issued by CGD...

**Country Music**

**Valleymid SPECIAL SURVEY for Week Ending 7/8/66**

**HOT COUNTRY SINGLES**

<table>
<thead>
<tr>
<th>Week</th>
<th>TITLE</th>
<th>Artist</th>
<th>Label</th>
<th>Number &amp; Publisher</th>
<th>Weeks On Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THINK OF ME</td>
<td>Buck Owens, Capitol 24345 (Decca, BMI)</td>
<td>4 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>AM I THE ONE</td>
<td>Faron Young, Columbia 12560 (MGM, BMI)</td>
<td>8 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>3</td>
<td>SYMPHONY</td>
<td>Wanda Jackson, RCA Victor 1479 (ABC-Dunhill, BMI)</td>
<td>9 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>4</td>
<td>ALMOST PERSUASION</td>
<td>David Hovet, Epic 10000 (Bellamy, BMI)</td>
<td>5 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
</tr>
<tr>
<td>5</td>
<td>SWIMMING DOGS</td>
<td>Hank Williams, Capitol 30000 (Decca, BMI)</td>
<td>9 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>6</td>
<td>DON'T TOUCH ME</td>
<td>Jeanette Seab, Monument 525 (Piper, BMI)</td>
<td>9 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>7</td>
<td>STANDING IN THE SHADOWS</td>
<td>Hank Williams, Jr., NEM 1594</td>
<td>10 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>8</td>
<td>THE LAST WORD IN LONELINESS</td>
<td>Don Dunlay, Mercury 72506 (A Star, BMI)</td>
<td>10 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
</tr>
<tr>
<td>9</td>
<td>TAKE GOOD CARE OF HER</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
<td>10 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
</tr>
<tr>
<td>10</td>
<td>THINK OF ME</td>
<td>Buck Owens, Capitol 24345 (Decca, BMI)</td>
<td>11 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>11</td>
<td>EVIL ON YOUR MIND</td>
<td>Ray Price, Columbia 30173 (MGM, BMI)</td>
<td>11 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>12</td>
<td>ALMOST PERSUASION</td>
<td>David Hovet, Epic 10000 (Bellamy, BMI)</td>
<td>11 24</td>
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<tr>
<td>13</td>
<td>THE LOVING MACHINE</td>
<td>Hank Williams, Jr., NEM 999 (RCA, BMI)</td>
<td>9 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<td>14</td>
<td>DAY ON DECISION</td>
<td>Johnny Box, Warner Bros. 5202 (Mass, BMI)</td>
<td>9 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>15</td>
<td>A WAY TO SURVIVE</td>
<td>Ray Price, Columbia 30173 (MGM, BMI)</td>
<td>11 24</td>
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<td>24</td>
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<tr>
<td>16</td>
<td>A MILLION AND ONE</td>
<td>Ray Price, Columbia 30173 (MGM, BMI)</td>
<td>11 24</td>
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<tr>
<td>17</td>
<td>THE STREETS OF BALTIMORE</td>
<td>Bobby Bare, RCA Victor 8651 (RCA, BMI)</td>
<td>11 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>18</td>
<td>I'LL TAKE THE DOG</td>
<td>Jim Ed Brown &amp; Ray Pillow, Capitol 5623 (MGM, BMI)</td>
<td>12 24</td>
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<tr>
<td>19</td>
<td>EVERYBODY LOVES A NUT</td>
<td>Don Dunlay, Mercury 72506 (A Star, BMI)</td>
<td>12 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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<tr>
<td>20</td>
<td>TIME TO BUM AGAIN</td>
<td>Jimmy Davis, Mercury 72506 (A Star, BMI)</td>
<td>12 24</td>
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<td>21</td>
<td>DISTANT DRUMS</td>
<td>Ray Price, Columbia 30173 (MGM, BMI)</td>
<td>12 24</td>
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<tr>
<td>22</td>
<td>THE SHOE GOES ON THE OTHER FOOT</td>
<td>Time Life, Columbia 43480 (Warner Bros., BMI)</td>
<td>13 24</td>
<td>STEEL RAIL BLUES</td>
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<tr>
<td>23</td>
<td>TIL LUNCH WILL COME</td>
<td>Merle Travis, Capitol 30119 (Papaya, SESAC)</td>
<td>14 24</td>
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<td>24</td>
<td>FNNY</td>
<td>Little Joe, Kapp 769 (Youngman-Sleepy John Estes)</td>
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<td>25</td>
<td>BORN TO BE WITH YOU</td>
<td>Merle Travis, Capitol 30119 (Papaya, SESAC)</td>
<td>15 24</td>
<td>STEEL RAIL BLUES</td>
<td>24</td>
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**HOT COUNTRY ALBUMS**

<table>
<thead>
<tr>
<th>Week</th>
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<th>Label &amp; Number</th>
<th>Weeks On Chart</th>
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<tr>
<td>1</td>
<td>DISTANT DRUMS</td>
<td>Jim Reeves, RCA Victor LPM 3542 (WLP, BMI)</td>
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<tr>
<td>2</td>
<td>DON'T TOUCH ME</td>
<td>Sonny James, Capitol 30184 (Piper, BMI)</td>
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<tr>
<td>3</td>
<td>I'M A PEOPLE</td>
<td>George Jones, Monument 5209 (MGM, BMI)</td>
<td>6 24</td>
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<td>4</td>
<td>DONT TOUCH ME</td>
<td>Sonny James, Capitol 30184 (Piper, BMI)</td>
<td>15 24</td>
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<tr>
<td>5</td>
<td>EVERYBODY LOVES A NUT</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<tr>
<td>6</td>
<td>DON GIBSON WITH SPANISH GUITARS</td>
<td>Sonny James, Capitol 30184 (Piper, BMI)</td>
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<td>7</td>
<td>TAKE CARE OF HER</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<td>8</td>
<td>MARY HONEYDOWER TO YOU</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<td>9</td>
<td>FOLK-COUNTRY</td>
<td>Waylan Jennings, RCA Victor LPM 3533 (WLP, BMI)</td>
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<td>10</td>
<td>I'M A PEOPLE</td>
<td>George Jones, Monument 5209 (MGM, BMI)</td>
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<td>TAKE CARE OF HER</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<td>12</td>
<td>I'M A PEOPLE</td>
<td>George Jones, Monument 5209 (MGM, BMI)</td>
<td>6 24</td>
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<tr>
<td>13</td>
<td>I WANT TO GO WITH YOU</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<td>THE COUNTRY TOUCH</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<td>15</td>
<td>SUPPER TIME</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<td>16</td>
<td>THE LAST WORD IN LONELINESS</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<tr>
<td>17</td>
<td>MEAN OLD WOMAN</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<tr>
<td>18</td>
<td>WE'VE GON'T ANY MORE</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
<td>5 24</td>
<td></td>
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<td>19</td>
<td>SO MUCH FOR ME, SO MUCH FOR YOU</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
<td>5 24</td>
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<tr>
<td>20</td>
<td>GETTING ANY FEED FOR YOUR CHICKENS</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<tr>
<td>21</td>
<td>DON'T HURT ME</td>
<td>Sonny James, Columbia 30184 (Piper, BMI)</td>
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<tr>
<td>22</td>
<td>THE WORLD IS ROUND</td>
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<tr>
<td>23</td>
<td>DO NOT TOUCH ME</td>
<td>Sonny James, Capitol 30184 (Piper, BMI)</td>
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<td>24</td>
<td>JOHN HENRY, JR.</td>
<td>Merle Travis, Capitol 30119 (Papaya, SESAC)</td>
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<td>25</td>
<td>DOGGIN' IN THE U.S. MAIL</td>
<td>Merle Travis, Capitol 30119 (Papaya, SESAC)</td>
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</tr>
</tbody>
</table>

**COUNTRY MUSIC**
ON THE MOVE AGAIN... ITTC LEAVING THE SPERRY RAND BUILDING!!

We are very pleased to advise that ITTC has acquired new quarters at 663 Fifth Avenue. In the near future you will be able to address your correspondence to ITTC at the new address. As of the date of this letter, the offices of the company will be set up and the move will be made as soon as possible.

Our Bookkeeping and Accounting department has been located at the new site for some time so this portion of the office has had time to set up the machines and establish a procedure to keep the paper moving. Although the temporary offices are still under renovation and doing a tremendous job of keeping up with the day-to-day routine, they will be ready to do the remainder of ITTC's bookkeeping in a very short time, but surely packing attacks cases in the nearest possible future.

Our continuous stream of visitors will also find conditioned surroundings and not the “haste of activity” such as they have had to do so far.

If you have visited us in the past you will remember that our people liked every nook and corner and there was little room to walk, let alone to sit in privacy. Well, the situation has now changed and we -- are more than delighted to say -- we now invite each and every one of you to visit ITTC when you are in the metropolitan area.

We also announce a display in our window which will house playback units from the major manufacturers, so that people from the trade and hobby public will have the opportunity to see the various units demonstrated in actual playback.

Along with the tape cartridges, Columbia displayed two home playback units. One is self-contained; the other is a deck to be used with existing home audio equipment. The announcement of this equipment at the show and the release of the cartridges.

Model M-8500 is a complete, self-contained 8-track playback machine. Inside its Oxford-colored cabinet, its forty-high lights is a 10-transistor circuit. It is a fully automatic track changer, two tone control, and volume adjustment. The 10-unit watts come from two detachable speakers. Scheduled for October release, the retail price remains undisclosed.

The other unit, Model M-8000, can be played through a conventional 8-track playback system or separate (phone or console) through input and output RCA jacks. For the ultimate performance in the preamp stage, automatic program change, listen and go. Costs $500 to $550. The best of the three in the housing and track selector. Suggested price retail $79.95. Columbia reports that this model is set for mid-August.

Gallagher Statement

In further spelling out Columbia's emphasis into the tape field with cartridge section, William P. Gallagher, Columbia's vice-president, said that the company's approach to the new market could be classified as "aggressively conservative."

He admitted that the tape cartridge field is in much better shape now than it was a year ago and a half ago but more study and research is needed. He told the "Catalog will eventually make the industry," he said, "and the record industry will eventually become the best selling entertainment business."

He fears that there is now too much too fast selling material on the market and that continuous loop material could mean the end of the entire industry and the manufacturers.

Gallagher pointed out that Columbia will not confine itself to any one company for their cartridges but will manufacture the tapes at its Terre Haute, Indiana, plant. L-Twenty packs are $10.95 and $11.95, respectively.

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Gallagher pointed out that Columbia will not confine itself to any one company for their cartridges but will manufacture the tapes at its Terre Haute, Indiana, plant. L-Twenty packs are $10.95 and $11.95, respectively.

Along with the tape cartridges, Columbia displayed two home playback units. One is self-contained; the other is a deck to be used with existing home audio equipment. The announcement of this equipment at the show and the release of the cartridges.

Model M-8500 is a complete, self-contained 8-track playback machine. Inside its Oxford-colored cabinet, its forty-high lights is a 10-transistor circuit. It is a fully automatic track changer, two tone control, and volume adjustment. The 10-unit watts come from two detachable speakers. Scheduled for October release, the retail price remains undisclosed.
Troop Pull-Out in France
To Affect PX Sales

NUREMBERG, West Germany—The European Exchange System (EES), which operates the post exchange merchandising system for the U. S. troops and airmen in Europe, is preparing for a sharp cutback in photograph record sales when the United States withdraws its forces from France.

General de Gaulle's eviction notice will force closing of the entire EES operation in France. EES-operated post exchanges have served around 50,000 troops and airmen stationed in France as well as miscellaneous U. S. diplomatic and NATO personnel.

Record sales in France have been running at the rate of about $200,000 annually. There has been speculation that record sales might be shifted to military supermarkets. But EES has now dashed these hopes with words that all commissaries (supermarkets) also will be closed in France.

The PX system in France consists of 34 small department stores, nearly all with record and hi-fi departments; 54 snack bars and 137 service outlets such as barber shops and laundries.

EES is studying expansion of EES record shops in areas of West Germany, Italy, Spain and England to which units withdrawn from France are being shifted.

WABC, WMCA
Pull Napoleon From Playlists

NEW YORK—Both Hot 100 format radio stations here—WABC and WMCA—last week pulled the Warner Bros. Records single "They're Coming To Take Me Away, Ha-HaHa" by Napoleon XIV off the air. WMCA's Frank Cosin said the station had received various complaints about the record. WABC's Rick Sklar said his station had letters from doctors and institutions saying the record hurt their image.

Teen picked up a WABC last week, carrying such signs as: "We're coming to take WMCA Away! Unfair to Napoleon in Everyway." A plane flying a banner flew over nearby Jones Beach over the weekend protesting WMCA's banning the record.

In Philadelphia, WBIG was "on the verge" of pulling the record off the air because, according to program director James Marks, the station has been "getting a lot of complaints, mostly from nurses." The record is No. 1 this week on WMCA's playlist in spite of the fact the station isn't playing it. It ranks No. 11 with a star, signifying heavy sales, on Billboard's Hot 100 Chart this week.

UA Set With Merger Plan

NEW YORK — A plan to merge United Artists Corp. into the Consolidated Foods Corp. was disclosed Tuesday (19). Directors of both companies have approved an agreement in which approximately 69 of a Consolidated Food stock share would be traded for each UA common share.

Officials at UA Records said that the proposed merger would not alter management of the record subsidiary. Plans include the strengthening of UA Records and possible acquisition of broadcasting stations throughout the country by the parent company.

MUNTZ STEREO-PAK
NEW RELEASES

WEEK OF JULY 30, 1966

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FROM THE WORLD'S LARGEST 4 & 5 TRACK CARTRIDGE LIBRARY. FROM $1.19 PER CARTRIDGE.

MUNTZ STEREO-PAK NOT AFFILIATED WITH MUNTZ TV
Streep Relates Plans For Attracting Dealers

ORLANDO, Fla. — F. D. (Bud) Streep, who was recently re-elected as president of the National Association of Music Merchants (NAMM), told Billboard last week that the trade group's committee has started a "fact-finding" program to determine methods of bringing more phonograph record dealers into the association.

"Many of us in NAMM," said Streep, "have been in the record business at one time. Through the years, however, it began to get more and more difficult to make a dollar in records. Manufacturers gradually let the distribution of their merchandise get entirely out of hand — and many dealers decided that they were better off in musical instruments and electronic home entertainment products."

"This doesn't mean that we have abandoned records entirely," said Streep. "Most NAMM members still stock records and we still have a strong interest in the phonograph record as a product. Likewise, because we have had experience in the business, we can understand and sympathize with the problems of record dealers.

Streep said that NAMM is going to develop a program by which it can sell itself to phonograph record dealers. "It is our feeling that record dealers who are not represented by any association, would benefit from NAMM membership. Many of them can get in for $50 a year. I personally believe that if this $50 will give them $5,000 worth of benefits, it is worth it. Many record dealers would join this association if they were aware of all that they are getting.

"For example," he said, "I, myself, recently signed up a new member who is primarily a dealer of phonograph records. In my conversations with him I told him how to put a 10-foot counter in his store that would increase his annual profits by several thousand dollars. The items he stocked in this counter were certain musical instrument accessories that I know to be selling very well. This type of exchange of money-making ideas between businesses is one of the chief benefits of an association.

Streep said that NAMM could serve record dealers as an instrument of 'exchanging ideas and making more money.' Dealers would benefit, he said, from the combined experience of music merchants by expanding their businesses into several types of good across-the-counter items instead of strangling themselves on phonograph records." Certain kinds of musical instruments, he said, as well as "accessories, record players, tape recorders," are items particularly suited to many record dealers.

"NAMM has a wealth of merchandising information about such products," said Streep, which makes available to members.

The present effort to attract record dealers "is just starting," said Streep. "We are beginning to make a dent in the situation. We are definitely going after the record dealers in the stores, and we will be able to announce our plans before too long."

Looking at Portable Phonographs. This retailer, pictured during recent NAMM Music Show in Chicago, symbolizes recent trend of record dealers into a group's committee of self-mailer order forms today. For your free catalog or quick identification of self-mailer order forms today. For your free catalog or quick identification of self-mailer order forms today.

JULY 30, 1966, BILLBOARD

Cordless, Solid-State Phono With AC Availability. Mercury portable unit features three speed operation, snap-in pickup cartridge, precision turntable and 45 RPM adapter. Plays both monaural and stereo records. Unit lists at $18.95; AC converter optional at $9.95 which simultaneously rejuvenates batteries.
CHICAGO—The following is a complete list of manufacturers identified in the display and comprehensive lines of portable phonograph products at the recent Music Show sponsored by the National Association of Music Merchants. The types of products shown by these firms fall into the following classification described in an accompanying story and photographs in this issue.

**Artistic Industries**, 240 Fifth Avenue, New York. 11.

**Arvin Industries**, 13511 13th Street, Columbus, Ind.

**Audelia Corp.**, 710 Parkside Avenue, Brooklyn.

**BWR** (USA), Ltd., Route 303, Bluevill, New York.

**Buona Watch Co.**, 630 Fifth Avenue, New York.

**Radio Star**, 753 Folsom Street, San Francisco.

**D.J. Dream**, 90 Washington Street, Denver.

**Dolmensco International Corp.**, 50-35 56th Road, Maspeth, N. Y.

**Electro Brand, Inc.**, 200 W. Chestnut, Chicago.

**General Electric**, Consumer Electronics Div., Syracuse, N. Y.

**Gotham-Cromark**, 170 Michael Drive, Syosset, N. Y.

**Harman-Kardon**, 155 & 157 E. 52nd Street, New York, N. Y.

**KLH Research & Development**, 700 Elliott Street, Batavia.

**Symphonic Radio & Electronic Corp.**, 437 Park Avenue, New York.

**Telxafoen, American Elite**, Inc. 48-55 Long Island, N. Y.

**A.M. Corporation, 305 Terri-"tal Road, Benton Harbor, Mich.

**Wurlitzer Co., 700 N. Kingsbury Street, Chicago.**

Next week we'll bring you a complete list of the low-price portable phonographs made by the manufacturers who exhibited products at the Music Show.

2 Best Selling Types of Portable Phonographs

*Continued from page 58*

A new field? While some record dealers are just beginning to stock portable phonographs, recent Billboard statistics revealed that most of these dealers carry only a fraction of all dealers carried them to some extent in the past four years. "It's not a matter of dealers getting into the field," one manufacturer told Billboard. "Most of them have been selling phonographs for several years. The new development is that record dealers are taking more of an interest in phonographs. They are becoming more actively concerned with selling them and are looking carefully at the different manufacturers to offer. In short, it's become a hot market and the record dealer is taking it more seriously.

"Increasing sales have created more competition among manufacturers and this works in the dealer's interest. He can weigh the advantages of the various lines. Sometimes the products are similar, but maybe one company will offer a better coop advertising deal. Another might have better service facilities. Unlike phonograph record manufacturers, equipment firms today are very careful to please even the smallest customer. A salesman who misrepresents his product to a dealer knows he will never make a sale with that dealer again. Besides, smart dealers will always check a manufacturer's reputation. They will call someone handling that line and find out what the situation is. As far as portable play- back equipment is concerned, the record dealer is holding all the right cards."

Nex week: Low-priced tape recorders.

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**MILLION RADIO LISTENERS, 60 MILLION TALKING PHONOGRAPH RECORD PLAYERS**

**JAZZ SYNDICATE**, 155 W. 42nd Street, 6th Floor, New York 18, N. Y.

**PROFESSIONAL COMEDY LINERS**, 510 W. 56th Street, 10th Floor, New York 19, N. Y.

**SOUND PROFESSIONAL**, 1030 Exchange Building, New York 8, N. Y.

**WASHINGTON BROADCASTING,** 111 W. 42nd Street, 30th Floor, New York 36, N. Y.
Add Metal Stampings to Line-Up of Slug Villains

By RAY BRACK

CLEVELAND — Like many other areas, this bulk vending market is plagued by bingo chip slugging. But almost as big a slug problem is caused by various types of waste metal stampings that are the products and by-products of industry. According to Herman Eisenberg, president of the Ohio Bulk Vendors Association, the costly problem of slugs—both bingo chips and metal stampings—is prevalent throughout Ohio.

"We accumulate boxes of these slugs," he said.

How big is the problem in terms of financial loss? "As far as our business is concerned, Confection Sales Co., slugs create a sizable loss. We estimate that the amount would be several very good suits of clothes," Universal Eisenberg described the slug problem as "universal throughout the State."

Irwin Nable, new president of the National Vendors Association, described the slug problem as "the biggest problem in the business during 1965." Nable is located in the New York City region, where vendors reported slug losses amounting to nearly $3,000, with the average loss per operating firm about $2,000.

The problem grew so troublesome in New York that the New York Bulk Vendors Association proposed to Roger Folt, who sought help from the U.S. Secret Service, the agency responsible for controlling counterfeiting.

Fraudulent Use

The Secret Service responded by notifying all area bingo chip manufacturers of the tendency by juveniles to slip chips into bulk vending machines in lieu of legal tender. The notification, in the form of a letter, advised chip producers that: "Section 491, Title 18, United States Code, does not prohibit the manufacture of disks and tokens for legitimate purposes but prohibits if the manufacture or distribution has been made that a manufacturer's product is being used fraudulently to procure anything of value, etc., and the manufacturer thereof has been notified of such fraudulent use and continues to manufacture the item. This section also provides penalties for anyone over 18 years of age who uses disks to manipulate vending machines."

This letter went out from Washington over the signature of James R. Rowley, agency director. Rowley pointed out that the letters would be followed up later by personal contacts by bureau representatives.

Stampings

A survey of the board of chip makers several months ago indicated willingness to cooperate with bureau suggestions that bingo chip sizes be put into variance with coin denomination sizes, though one manufacturer objected strongly to any published reports of the vending problem. Thus, "the stamping" type slug has, in addition to Cleveland, appeared in other industrial areas such as Chicago and Pittsburgh. Eisenberg reported that in attempting to combat the problem—which he said was most prevalent in slugs areas—he has received fine cooperation from manufacturers.

He said, "When we find stampings, we trace them to the plant of origin. Usually plant authorities are quite helpful in stopping the carry-out of sluglike metal stampings from the premises. Premises managers are frequently able to trace the matter through to the employer involved.

In the case of bingo chips, however, Eisenberg said that curtailing the amount of loss, "is almost impossible because he can't seem to do anything about it."

He said that similar action will take the matter up in its meeting scheduled for later Labor Day.

Meanwhile, Ohio vendors and traders in other major markets, are hopeful that a change in laws effected by the New York producers will improve the situation nationwide. It remains to be seen.

A New Teen Fad

NEW YORK — Karl Guggenheim, Inc., is trying to cash in on a new teen-age fad of decorating fingernails and toenails with unusual designs. Known as "Fancy Fingers, Fancy Toes," the item consists of a set of decals with drawings of a telephone, bird, flower, ladybug, watermelon, etc., printed on them. Packages, each set contains two large decals for thumb or big toe, eight for the fingers and two spares. There are 20 different styles, each drawing per set.

The company which had marketed the "Go-Go Ring" for bulk vendors, sets the retail price for the decals..."at 10 cents per set. They are available to bulk vendors through their bag. A bag comprises 250 capsules with a display front.

METAL STAMPINGS from industrial plants in many cities are vying with bingo chips as the most-frequently-found slugs in bulk vending machines. (See story this section.)

COINMEN IN THE NEWS

NEW YORK

American Shuffleboard held a big day for baseball or at least for the office team as they defeated the plant 18-10. General Manager Nick Malone smashed two home runs and made "three atrocious errors," according to Sal Lipkin, sales manager. Gene Dadia was the winning pitcher. In other action, Bert Belf of Beton Enterprises won the long-distance golf contest and Ed Turnback, general manager of Century Lumber Co., came first in the chopping competition. The all-day affair officially began when Mary Casano graciously welcomed the 250 employees.

HANK FOX

CHICAGO

Jo Ann Ginsburg, daughter of Atlas Music Co.'s congenial president, has joined the Department of Economic Research at American Broadcasting Co. in Chicago. Manhattan Bank, City, to Ann in a recent graduate of the University of Michigan with a degree in economics. She is writing in Manhattan...Dr. Paul Rockets is newly returned from a trip to Europe, where, in addition to tending to business, he "proposed up" on his French...White singing the Music Show here last week Paul C. Romero and David L. Romero, Jr., of Industries Nacionales De Sonoro, S.A., paid a visit to the Rock-Ola plant. The firm distributes Rock-Ola photographs in Mexico. The Roseros were captivated by all the tape CARTRIDGE players exhibited at the show and will distribute one of the 8-track, endless-loop machines.

RAY BRACK

NORTHERN

Model 60 Bulk-Pak

Will not ship or jam because of specially designed wheel and housing. Holds 1,000 individually wrapped FLEER'S BUBBLE BUBBLE, the most popular in bubble gum. Wrappers include comics, fortunes and pincushions. Bulk loading.

WHITE, WIRE or PHONE PARKWAY MACHINE CORP. 715 Emser St. Baltimore 2, Md.
Sources of New Profits

BIRMINGHAM, Ala.—Abe Kaplan, owner of Kelly Vending Co. here, has developed a high-ly unusual additional profit source.

Already operating 2,200 bulk vendors in the Birmingham area, Kaplan has many which he calls "neighborhood locations" which do not involve a store, a theater, a service station or any of the usual types of locations. Instead, Kaplan has many of which he calls "house locations"—which are private homes, in big, popu-lar minority-group neighbor-

hoods, where local residents ha-bitably congregate.

"In every neighborhood, par-ticularly racial ones, there is al-ways a family which holds what amounts to continuous open house, selling soft drinks, often operating a jukebox, and prov-iding sort of a local hangout for people in the neighborhood," Kaplan said. "In such locations, I can install three or four machines and average $20 to $30 per month. I give the head of the house $2 or $3 in cash at each servicing operation, which is enough, inasmuch as they are always appreciative of the fact that the machines are there."

Stressing the fact that the homes involved are like "neighbor-hood clubs," Kaplan pointed out that he first became ac-counted with them when he was a jukebox operator some 12 years ago, and used older ma-chines which might otherwise have been retired from service, for the same purpose. The loca-tions are well kept, gym, pea-nuts, novelties and confections are all well sold, and he has never suffered a case of vandalism or a machine theft in 12 years of operating in these unusual loca-tions. In some of them, where he has been doing business for

years, he can even leave his keys of the house to the members of the household to restock them in emergency.

CLEVELAND — Herman Eisenberg has a problem. As president of the Ohio Bulk Vendors Association, he'd like to see the organization carry on. But times are too bad. No big-throws face the bulk vending business in the State. And when a business isn't under the gun, businessmen seem to lose inter-est in banding together in an as-so-ciation.

"We don't even charge dues in our association," said Eisen-berg, president of Confection Sales Co., "and we still have trouble getting people inter-ested."

It wasn't always so. Five years ago, when the association was founded, Eisenberg as president, the industry was faced with the possibility of a State fee of $5 per machine for "health inspection."

This was obviously a pro-hibitive fee," recalled Eisenberg, "and the industry, fortunately, fought it."

Paid Off

Foundation of the association paid off, for the $5-per-ma-chine per-year levy was waived off in favor of a $5 commissary fee which is the same total of the

BULK BANTER

The Oak Manufacturing boat, the company's Christmas trip and carrying five operators on fishing trips, Oscar Johnson recently made up the schedule for the 13 summer vendors. The craft, piloted by Al Stockwell, former of the crew, left Pontiac, Mich. at 6 o'clock Sunday morning and the five operators were dropped to bring lunch, fishing gear, and themselves for the cruise. Sympathy is being extended Mrs. Bob (Phyllis) Fochman on the death of her mother, Mrs. Amy Surfas.

Bobby, director of Western Vending Machine Co. is back on the job following a weekend in Palm Springs to lap up some sun. Herb Gottlieb, Oak vice-president, is back on the Fast track for a business trip.

SAM ABBOTT

many years, he can even leave his house to the members for the keys to the household to restock them in emergency.

BULK VENDING

OHIO VENDORS Staying Organized in Good Times

BULK VENDING is the way, WALK YE IN IT," declares Charlotte, N. C. operator Lee Smith in pointing out to two young vendors the sure pathway to profits. The meeting occurred at the NVA show in Chicago this spring.
Esquire Piece
Called 'Best Publicity Ever'

By RAY BRACK

CHICAGO—The American pinball game operator is walking taller this week because at last somebody understands.

Esquire understands.

August Esquire hit the stands last week with what industry experts are calling the definitive article on pinball games. Written by New York Times reporter Tom Buckley, with much assistance from coin machine industry chronicler Herb Jones of Barry, 'Mother Is a Pinball Machine' is recognized already as the finest piece of industry publicity ever produced.

"Buckley and Esquire, of course, sought only a story on a Grand Old American pastime. Incidental to the purpose, they affirmed what the maligned pinball operator has always insisted: knowpis are as pure, innocent and American as Ivy Soap and a must object in any collection of authentic 20th Century Americana."

"This is the truth that Bally, Gottlieb, Williams and others companies have been trying to get across for years."

So observed a major Midwest operator after reading the article last week.

Reaction to the article around the trade has been similarly enthusiastic. Bally stockholders were in town last week and couldn't pound Jones' back and pump his hand enough.

Spokesmen for Gottlieb and Williams were more cautious and one added: "Esquire couldn't have timed it better."

(Continued on page 67)

Editorial

Proving a Negative

The panegyric from the coin machine industry over the pinball piece in August Esquire (see story) might be puzzling to those unfamiliar with the history of coin-operated amusement in America. The author, New York Times reporter Tom Buckley, is being built as creator of the most tender-loving treatise on coin machines ever to fall into the hands of the public.

The trade's enthusiastic response may perhaps be explained in connection with a point Buckley makes early in the article. (Frankly, we aren't sure whether it's really Buckley's point or that of Herb Jones, Buckley's background source.)

The particular coin machine industry has been interested in "proving a negative—that pinball is not a gaming device." Then this outsider goes on to quote the pinball as a "loose coin machine type of view: pinball is pop culture; pinball is bona fide Americana; pinball, for a mere pin example, is a man's woman's bottom with bumpers."

This we have known instinctively but couldn't communicate where and when it counted. Now Buckley—with an invaluable assist from Herb Jones—has said it.

The business is much obliged, Herb.

L.A. Tax Voted Down

Again as Yorty Yelps

By BRUCE WEBER

LOS ANGELES—An increase in the city's cigarette and tobacco tax here was defeated by the Los Angeles council over the protests of Los Angeles Mayor Samuel W. Yorty, who had urged passage of a 2-cent tax on all cigarettes and a 4-cent tax hike on the tobacco industry. Yorty, who is not only the city's cigarette and tobacco tax is the last six weeks. City council decided to rule on the measure only after the operator. The mayor accused councilman of being "out of the interests groups. He didn't mention any group by name, but hinted councilmen listened to executives of the California Tobacco Distributors Association without seeing both sides of the tax issue.

A cigarette tax increase would have produced $3.1 million in revenue.

The latest proposal to boost the city cigarette tax was the last of the three cigarette and tobacco measures to be turned down by the council. All of these measures were defeated in the last six weeks. City council decided to rule on the measure only after the operator. The mayor accused councilman of being "out of the interests groups. He didn't mention any group by name, but hinted councilmen listened to executives of the California Tobacco Distributors Association without seeing both sides of the tax issue.

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IRS Will Help You Set Up A Depreciation Plan: Palmer

NORTH TONAWANDA, N. Y.—The Wurlitzer Co. has begun an industry information plan on the topic of machine depreciation.

The Internal Revenue Service is quite willing to assist businessmen with the creation of depreciation plans," declared Wurlitzer advertising and sales promotion manager A. D. Palmer in a letter last week to all distributors. The manufacturer is supplying to distributors quantities of a mailer for customers which explains generally several depreciation plans. The mailing piece is headlined: "Uncle Sam Is On Your Side When It Comes to Depreciation." Plans mentioned in the brochure are:

- (1) 25 per cent for year for four years.
- 25 per cent the first year; 20 per cent the second, third and fourth, and 15 per cent the fifth— or trade-in— year.
- Sit Down

The brochure recommends no specific plan but suggests:

- The best way is to sit down with your tax consultant and work out your depreciation schedule in advance.
- The Internal Revenue Service will work with you and the plan will work for you.

The Wurlitzer mailer listed the following as basic to the success of jukebox depreciation:

- Put your depreciation money in an expense account.
- When a jukebox is four years old, trade it for a new one.
- This method increases the equity in your route.
- This method increases your profit from your route. (Every successful operator knows that a new phonograph will outearn an old one every day in the week.)
- This method decreases your upkeep on your route.

"And here's another point," the brochure asserted. "You can run your business with cash. No credit. No high-priced loans from banks or insurance companies.

"The company information piece explains that the IRS looks on a jukebox just like a piece of machinery in a factory, which wears out and becomes too costly to repair. Such equipment, therefore, can be depreciated on a regular basis.

Chicago—Seeburg has released its new stereo albums (Little LP's) for jukebox programming in its cooperative arrangement with record companies that has now resulted in 1,021 individual titles. The release:

- Lawrence Welk, "Champagne on Broadway" (No. 1001), Dot.
- Jimmy Roselli, "New York, My Pick of Call" (No. 1002), United Artists.
- Count Basie & Orch, "Basie Meets Bond" (No. 1003), United Artists.
- Lena Horne, "Lena in Hollywood" (No. 1004), United Artists.
- Dean Martin, "Somewhere There's a Someone" (No. 1005), Reprise.

Dean Martin, "Songs From the Silencers" (No. (1907), Reprise.

Nancy Sinatra, "Boots" (No. 1006), Reprise.

Jimmy Smith, "Got My Mojo Workin'" (No. 1008), Verve.

Stan Getz Quartet, "Getz Go Go" (No. 1009), Verve.

Ella Fitzgerald/Duke Ellington, "Ella at Duke's Place" (No. 1010), Verve.

Count Basie, "Basie Picks the Winners" (No. 1011), Verve.

Hank Williams Jr., "Ballads of the Hills and Plains" (No. 1023), MGM.

Erroll Garner, "A Night at the Movies" (No. (1913), MGM.

Connie Farnell, "Jealous Heart" (No. 1014), MGM.

Baja Marimba Band, "For Animals Only" (No. 1016), A & M.

Alpert's Tijuana Brass, "What Now My Love" (No. 1017), A & M.

Johnny Mathis, "The Shadow of Your Smile" (No. (1918), Mercury.

The Seasons, "Gold Vault of Hits" (No. (1919), Philips.

James Brown, "New Breed (The Boo-Goo-Loo)" (No. 1020), Smash.

Roger Miller, "Golden Hits" (No. 1021), Smash.

The following Seeburg Little LPs are out of stock since Billboard ran its exclusive listing of such product available from all sources: No. 843, No. 845, No. 847, No. 883, No. 936, No. 939, No. 942, No. 950, No. 963, No. 969, No. 972, No. 979, No. 983, No. 986 and No. 9524.

Chicago Coin's Medalist

NEW 6-PLAYER PUCK BOWLER WITH 6 SCORING FEATURES

- 200 OR UNDER FEATURE Score Closest To—but Not Over—200, Wines Game. Creates More Exciting Last Ball Suspense in Competitive Play.


PLUS...

- REGULATION
- FLASH-O-MATIC
- STEP-UP
- DUAL-FLASH

ALSO FEATURING PROFIT PROVEN "EXTENDED PLAY"

NEW FASTER GAME SCORING

Average Game Time

Now Less Than 1 Minute.
So what's in it for me?

Profits, aplenty. That's what.

The Rowe AMI Band Stand has been designed and built with you...the operator...in mind.

The Band Stand has everything you want for your locations...from the exciting sound of Stereo Round*...play-inviting styling...plus exclusive features that make service easier and minimize maintenance.

*U.S. Patent No. 3,153,170

ROWE-AMI SELECTIVITY • The RoweAMI Band Stand is built to play 100, 160 or 200 selections with other variations easily adaptable. AN AMI EXCLUSIVE!

ROWE-AMI LONGEVITY • All Band Stand components are designed and tested to operate for more than 1,000,000 plays. AN AMI EXCLUSIVE!

ROWE-AMI GOLD STANDARD • Band Stand switches have gold-plated points—no pitting, no arcing, no corrosion, no tarnish for better contact, longer life and fewer service calls. We even have a gold-plated screw on the automatic cancel switch. AN AMI EXCLUSIVE!

ROWE-AMI SELF-MAINTENANCE • Band Stand components are designed to virtually eliminate maintenance. Nylon bushings used throughout—Telion® coated selector pins—silenced plungers and toggles require no lubricant. AN AMI EXCLUSIVE!

ROWE-AMI BEAUTY AND DESIGN • Duplex nickel chrome—the heaviest in the industry—all stainless steel trim, indestructible banded vinyl plastic finish adds years of life plus contemporary styling. The Rowe-Ami Band Stand is built to last longer than any other phonograph on the market with fewer service calls and to stay new longer. AN AMI EXCLUSIVE!
THE COMERS

College Grad Won't Accept Operating Business Status Quo

EDITOR’S NOTE: This is another in a series of Billboard articles on “The Comer,” young men who are making important contributions to the coin machine industry at all levels.

By PAUL ZAKARAS

CHICAGO—“This business is changing,” Warren Brown said. “Changing too fast for some of the older operators to keep up with it. The good ones have changed with the times but many are still operating in the past.”

Brown, assistant to operator Henry Lonie, majored in business administration at Chicago’s DePaul University. He is convinced that the future, as President Johnson has said, belongs to the “fit,” especially in the coin machine industry.

“Yes, I believe this is one field that would interest many a college graduate,” said Brown. “A young man who is well-versed in modern business procedures could really go places in this business which is so backward in many respects. If I didn’t believe this I would have stayed in another field. By getting into this business I have staked my future on the belief that it presents me with great opportunities.”

Only the Checkbook

“Older operators are sometimes very negative about this industry. I don’t agree with them. Times have changed. The trend today is toward coin-operated everything. This means two things: First, it shows that this country now accepts the coin machine company as legitimate, important part of the economy. Second, it means operators who are not diversifying into the many new types of equipment are letting someone else grow into this field rather than growing with it themselves.”

“This overly conservative attitude applies to other areas of the industry as well. Many operators still feel that they have only the checkbook to offer their customers. Instead of concentrating on improved service and equipment, the real areas of profit expansion in this industry, operators still play around with change. Two or three hundred dollars is not going to put anybody into business on a very solid footing and leave them with any money at the end of the day. Operators have to get into the business of money making into such shaky ventures.”

“Another important step,” continued Brown, “which operators must take is the elimination of the excessively high rates given to locations. It is unbelievable that the operator, who has to bear all the original cost of equipment and all the responsibilities of maintaining that equipment, should be satisfied with giving the location half of the machine’s earnings.”

“I think this is a great industry,” said Brown, “but it has to move ahead. If it doesn’t move ahead it will not be able to meet the times and it cannot do that and exist.”

Brown, a native of Chicago’s South Side, said, “I am particularly happy to be working in a neighborhood like this. It helps me get locations and it helps me to program them properly,” he said.

PLANT CLOSED FOR VACATION

What to Do About Pilferage

• Continued from page 62

own people,” not with strangers or customers. Keeping this in mind will assist you in your attempts to do something about the problem.

Why do anything about it? There are four good reasons for overcoming the natural inertia about taking action on pilferage:

1. Obviously, pilferage eats into your profits.
2. Pilferage, where it is known or just suspected (and where rumors run throughout the firm) tends to damage the morale of all employees.
3. Pilferage can distort your own view of your business, giving you a false picture of how much your machines really gross or an unrealistic notion about your costs of operation.
4. Minor pilferage that goes unchecked for long periods may lead the employee involved to attempt more serious crimes and such major embezzlement.

We can’t stop it—can we? Not long ago a major cigarette vending operator told me, “I have one employee who has been with me for years, whom I suspect of pocketing part of the receipts every day he’s been here. But I don’t know how he does it. I’m resigned to the fact that he does it and I can’t get it unless I suspect he’s taking too much. Let’s face it, it’s part of the business. We can’t really stop it.”

There have been many times in the past that companies have expressed the consensus of the industry on the problem. The failure is in making pilferage prevention in terms of total eradication. Because of the current physical nature of the coin machine business, there are still too many built-in temptations, too many handling duties, etc., to expect a complete cure of this industry disease. Perhaps as technology advances, we may adopt more foolproof methods of guarding the employee and the public. But for the foreseeable future the industry must set its sights on a more practical goal—that of reducing pilferage as much as possible. This kind of thinking will get you off the mark.

(This is not to say that in an individual company it may not be possible to eliminate pilferage entirely. Let’s be optimistically realistic!)

Knowing your goal, here’s your guide. Now that you have a realistic goal, what can you use as a guide? Well, use the same yardstick that you use in judging your own use, in planning location relations, purchasing equipment or a route, or making any other major investment. The steps you take to curb pilferage must be as sound as you would put into practice and evaluated in retrospect on the basis of whether they result in increased profits.

Don’t be reluctant to spend a little mooney on pilferage prevention—any more than you’d balk at buying a new jukebox if necessary to pick up a new and high-profitable location.


Lester Holmes Dies

ROCKFORD, III.—Lester Holmes, 51, a long-time employee of Casola Coin Machine Co., died here last Wednesday (13). He was employed by Lou and John Casola when Casola Coin was founded and worked as a routeman for 23 years. He was employed for five years by the successor to Casola Coin, Midwest Distributors.

Lester Holmes was survived by his wife, Helen, and sister, Barbara, of Rockford. Holmes was known by the trade in northern Illinois and by the distribution community in Chicago as one of the true professionals in the coin machine business.

A three-point prevention program. Here is a three-point program of pilferage prevention that many operators successfully put into practice:

1. Set up a system of internal checks (safeguards within your operation).
2. Set up a system of external checks (using outside personnel trained for the job).
3. Resign yourself to the fact that this will be a continuing program—not a one-shot effort.

A system of internal checks. Experts advise the following as typical methods of establishing internal checks on employee thefts. Some of these may apply directly to your company, others may set you thinking about similar means—and you may come up with your own ideas.

1. Begin with a review of the following practices. Are you careful about inquiring into your applicant’s previous job history, or are you content to have a good-looking prospect who’s apparently willing to work for a somewhat low wage? (Continued from page 70)

1. Lay a foundation for the future through frankness. Both the honest employee and the pilferer respect a frank discussion of any incident more than you think. Moreover, eventual dismissal of the employee is made less complicated and is less likely to result in union problems if you warn—and follow up your warnings.

2. Lay down a definite time or opportunity to piff. For instance, if you are dismissing a routeman, do not give him time to get his keys duplicated so that he may return to view your machines—an all-to-frequent occurrence. Do not fire on impulse. Time your dismissal. And, if possible, conduct an exit interview.

3. Create a division of duties. Experts suggest that whenever possible, divide the duties relating to the collection of cash or the recording of transactions. Have one employee collect and another count; one collect the cash and another enter the transaction on the books. The same is true of handling merchandise. Have one employee approve the requisition for stock and another process it. For the more duties you delegate to a single employee, the more effortless it is for him to cover up his crimes and get away with it.

CONTINUED FROM PAGE 70

JULY 30, 1966, BILLBOARD
VENDING NEWS DIGEST

Article on Pins Praised; Esquire Piece "Best Ever"

**Continued from page 62**

- have gone to a better source than Herb.
- seen Odd

The national coin machine trade association announced that it had to the time of the attention to all of its members.

And many of these same companies went off telegrams and letters of appreciation to their 100 members. It became clear at press time that no general magazine article ever pleased the business more.

"It may seem odd to some people to what an important operator, "this reaction to the Esquire thing. They just don't understand the business.

"We tried expensive p.r. drives in the past. We had James Mangin. We had the Coin Machine Council, and we had the famous Dannon Ronyon cancer drive. However, we had nothing anything like this. Of course, it rings the bell. Give Buckleva a lifetime pinball pass!"

Bagatelle

The Daisen pinball drive is remembered wryly by many coin machine manufacturers, distributors and operators. A company that has collected $250,000 in the Walter Winchell-sponsored campaign. Then, the Billboard's Gary Gottlieb and their committee presented Woodin, Bill to network radio and said: "I am happy to have received a check for $250,000 from the vending industry.

"But deals in no such euphemisms. He takes the reader from the day Billboard's Jack Sloan suggested to an account that coin-operated Russian bagatelle with a coin aperture might cash in. He thus Buckleva himself triumphed over "B-11" in a Newark arcade, with true affection and understanding for the machine that "plays people."

"Prose like the following came as a pleasant surprise to frequently beset business..."

The slats behind the rail sends the ball down the playfield. In the time of one hour, bear is in range of Morris.& It's the job of the button now, sending the ball on its merry way with definite direction. Instead he waits for the ball to make its own choice, when he flicks the power slider...

...For the Mayor, it was a free hand to define our triumph. He had been saying... that school kids were spending their lunch money on the machines, which may have been true, but in any case was a less harmful purchase than loose cigarettes at a penny apiece or a pornographic booklet... The Mayor... had been saying that the underworld has been pulling distribution of the games, which has never proved to be a serious. No one would have been surprised in view of the fact that the underworld has been credited with controlling almost everything else...

"Gambler, that's right," Phil Gould shouts. "They don't carry anything out of here. No money. No pride, no punishment, that's all we offer. I've got a guy who comes in here every Saturday about noon. He writes law books. Lawbooks. He comes in and plays for a couple of hours. He says it relaxes him. Once I asked him how much he spent. You know what he told me? "One buck. Where else can you do anything for a buck today?"

..."Indeed," writes Jones, "the pinball games is a form of computer. With a elementary memo-

"This writer's opinion is that the bright glory of pinball is that the device is a learned play that's a waste of time and it, therefore, welcomed by a society ceaselessly flinging itself on the "Purposal Life". Herb Jones had been saying...

It all began last November when a knowledge of Buckleva came cold to Jones' desk. "He wanted to know about the origins of the game," Jones said, "and I thought the guy was on the bandwagon."

10-Page Letter

Jones, who has been in the business since 1932, answered Buckleva with a 10-page letter, and a lively correspondence commenced.

In his article Buckleva writes that he decided to visit the Bally plant after Jones' letters got to be too much for me."

This trip rounded out the story. It's no accident that the savvy of the industry's most unlikely publicist and chronicler perturbs the archwise Jones.

"It would be well for the operator to look on the business in the same way," Buckleva, "Jones told Billboard, "as an authentic part of American culture."

"Maybe an article like this will serve specially to unify our industry once again."

Jones is no Johnny-come-
lately to the public relations function. During the past 30 years he has been one of the first-called on by the industry for advice and action in the area of public relations. Jones has also initiated various publi-

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1535 E. FULLERTON AVE. CHICAGO 14, ILL.

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We carry the complete line of Photographs, Games, Arcade and Vending Machines. Write for Free Leaflet.

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CHICAGO MAYOR RICHARD J. DALEY honors Better Business Bureau president Carl Daile (left) and board chairman Patrick O'Malley (center) at the occasion of the bureau's 40th anniversary in the Windy City. O'Malley is president of Canteen Corp. Daile has a long association with the coin machine industry and is well known throughout the trade.

Industry to Appeal Buffalo Ruling

BUFFALO—An appeal to the New York State Court of Appeals (the State's highest court) is planned following the recent ruling against the industry position on this city's controversial vending machine licensing ordinance.

The Eighth Division of the Supreme Court of New York upheld the constitutionality of the Buffalo ordinance.

Richard W. Funk, legislative counsel of the National Automatic Merchandising Association, said that the appeal will be filed "as soon as possible" on behalf of 14 vending firms involved in the case. The Appellate Division upheld an earlier trial court decision unanimously in a case that has attracted national interest because of its national ramifications.

Californians Smoking Less Now

LOS ANGELES—California cigarette taxes for one collection year dropped below the previous year's levels for the first time in history, a recent report by State Controller Alan Cranston indicates.

A preliminary annual report on the general fund, Cranston says cigarette taxes collected in 1965-1966 were down from the previous fiscal year. He said that only the cigarette tax failed to bring in more cash to the State this year than last.

In view of the fact that California's population is steadily in-
creasing, Cranston pointed out, the drop indicates that Californians are smoking less.

A statistic for the Board of Equalization, which collects the tax, said that actually Californians have been smoking less for several years, but that the population growth always pushed revenues higher than the year before.

Here's How to Reduce Hiring Error

CHICAGO—A survey of 170 National Automatic Merchandising association members indicates that new testing methods can measurably reduce the chance of mistakes in hiring routines.

Firms polled were those using a test system devised by NAMA. Data indicates that 85 of 100 men hired on the basis of the tests were not as well-experienced as their resume indicated. Only 15 per cent of the men hired on the basis of the test program were fired by the firm. The system includes a personal history form, aptitude and personality trait tests, all of which may be graded on the spot. The service is available only to NAMA members.

Indiana Man to Plan Program

FT. WAYNE, Ind.—Local vending company executive Robert P. Kinney has been appointed program chairman for the National Automatic Merchandising Association convention in Chicago Oct. 29-Nov. 1.

President of Kinney-Bennett-Kinney will head up planning of business sessions devoted to exploration of improved management techniques. Some 10,000 vending industry personnel are expected to attend the convention, which also serves to celebrate NAMA's 30th anniversary.

At Last! A Lender Vender

TOKYO—Japan's improving coin machine technology has now produced machines that vend-up to 20,000 yen ($55.56) by means of a credit card at an interest rate of 5.5 per cent per month—payable in three months.

First locations are in the Ginza, where shoppers and fun-seekers frequently find themselves financially embarrassed.

Show Chairman From Wisconsin

MADISON, Wis.—Dane County Vending executive Harold I. Blom has been named national chairman of the NAMA convention and trade show set for Oct. 29-Nov. 1 in Chicago.

Blom, a 14-year veteran in vending, is in charge of over-all convention planning. He is president of the Wisconsin Automatic Merchandising Council.

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ROK-OLA

1438-120 Sel. $35 1458-120 Sel. $125
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ED GOSS

Call Lew Jones.

Very important.

10-Page Letter

Jones, who has been in the business since 1932, answered Buckleva with a 10-page letter, and a lively correspondence commenced.

In his article Buckleva writes that he decided to visit the Bally plant after Jones' letters got to be too much for me."

This trip rounded out the story. It's no accident that the savvy of the industry's most unlikely publicist and chronicler perturbs the archwise Jones.

"It would be well for the operator to look on the business in the same way," Buckleva, "Jones told Billboard, "as an authentic part of American culture."

"Maybe an article like this will serve specially to unify our industry once again."

Jones is no Johnny-come-
lately to the public relations function. During the past 30 years he has been one of the first-called on by the industry for advice and action in the area of public relations. Jones has also initiated various publi-

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Frenchmen Still Flipping Over All-American Pinball Machine
By PAUL ZAKARAS
PARIS—While Americans are just discovering the pinball machine to be the embodiment of "Americana" (see story on Esquire article elsewhere in this issue), the French and other Europeans have long known that to touch the flipper is to feel the electro-mechanical heartbeat of North American civilization.

In Paris and other French cities, signs of American infiltration are as obvious as the traffic jams on the Champs de Elysees. Children play cowboys and Indians, honkwonks shout the street market in favor of the supermarke, and chemist's shops are being replaced by bally-odd drugstores.

In taverns and cafes, the jukebox has often replaced the live musician, while card games and other entertainments have been abandoned in favor of that most amazing invention, the pinball machine—known here as "les flippers."

Like a miniature, glittering Manhattan, reminiscent of Pier Mondrian's famous impression of that island, the pinball machine represents to the European the confusing maze that must be America. Color TV, expressway cloverleaf, neon sign, push-button hotel, the Super Bowl, moonrocket and Hollywood rolled into one, it is a symbol of 20th century achievement; it is the technological age reduced to a meaningful level.

More than just a mechanism, it is an opponent, therefore a partner and companion. (Veteran flippermen on both sides of the Atlantic acknowledge that the popular pinball machine has an "identity—best described as the outlook one might have toward a robot tennis partner.) As a companion it is patient and uncomplaining, as an opponent it is completely fair, as a partner is flexible to the particular needs of each individual player.

It, like the civilization it represents, is superior to any man, and being becomes a supreme gratification of the male ego—something that Frenchmen, especially, are said to appreciate. Yet, the Frenchman, as well as the Italian and the German and the Swedish, makes American standards, not a very good pinball machine player. The intem-a-cy and rapport that American GI's can establish with the flipper game as they run up huge totals and win dozens of games, is a constant source of amazement and respect from many Europeans.

They are getting better, however, and future generations of Parisians will undoubtedly feel right at home behind a Gottlieb. (American machines, naturally, are the only authentic ones and local models are completely ignored. Even directions must be written in English—the player refuses to accept anything that might be ewart.

In the long run the pinball situation in France looks better than that in the U.S. Unlike Americans, Frenchmen feel no need to apologize for a "useless" machine. While America is considered by a sociologist to document the pinball machine's benefits ("Pinball and the Single Girl," for example), France is willing to flip and enjoy with no inhibitions.

L.A. Tax Voted Down Again as Yorty Yelps
Continued from page 62

after city council previously had voted a proposed increase of 5 cents a pack, and two suggested boosts of 3 cents each.

Mayor Yorty criticized "special interest groups" for defending the tax proposal. Again without mentioning the "special interest groups by name," Mayor Yorty said: "The special interest groups hire lobbyists who come to City Hall and make it appear that there is widespread opposition to enactment of additional revenue measures. John D. Kelly, executive director of the California Association of Candy & Tobacco Distributors, represented his industry here and voiced concern of the tax proposal to city councilmen and to the Revenue and Taxation Committee during formal hearings on the cigarette tax measure.

Voting against the cigarette tax were councilmen L. E. Timberlake, John S. Gibson Jr., Ernani Bernardi, Thomas Bradley, Edmund D. Edelman, Louis R. Nowell, Marvin Braude and Gilbert W. Lindsay. In favor of the tax were Thomas D. Shepard, John Fer- raro, Paul H. Lampert, John P. Cassidy, James B. Potter Jr. and John C. Holland.

Luxury

"Increasing the cigarette tax would impose a serious burden on the persons least able to pay and would force them to go outside the city to purchase ciga-

in." Bradley said. "In shopping outside the city," he said, "they would probably buy groceries and other items."

Although saying he was a "pronomious user" of cigarettes, Lampert said that cigarettes were a luxury and a dangerous product. "If it were up to me," he said, "I would raise it to 5 in stead of 2 cents."

City council has until Aug. 31 to raise additional revenue to balance the city budget. Mayor Yorty could request the city council hear still another cigarette hike proposal—if he so desires.

Meanwhile, government leaders in two Southern California cities have taken issue with statements made by vending machine operators and tobacco industry executive over "bootlegging" charges if a cigarette tax increase is enacted.

City officials in Redondo Beach, Calif., who slapped a 2-cent-per-pack tax hike on cigarettes, feel tobacco industry executives and vending operators are "off base" if they feel a serious eco-

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NEW LOCATIONS

Developers Like Coin-Op Centers

LOS ANGELES — Land developers in Southern California have discovered that the coin machine industry here plays an integral role in today's construction market.

Francis P. Torino, president of the Torino Construction Co., Torrance, Calif., admits today's luxury apartment developments must include recreation rooms with pool tables, vending and amusement machines and perhaps a phonograph. Buyers hesitate to consider long-term leasing, Torino said, without such facilities.

If coin machine operators are searching for new ways to increase their business, he said, they should look into recreation-room planning. Today's builder has little time to plan recreational facilities, but by contracting knowledgeable firms in the coin industry, Torino said, the developer can receive professional guidance in recreation-leisure room planning.

Fuller explains that recognizing the recreation room boom, executives at Badger Sales & Vending Co., Los Angeles, recently announced a full program of planning and servicing the recreation market. William Kazan, president of Badger Sales, believes his company can increase sales but still maintain the proper liaison with the coin machine industry. He feels new markets are needed to provide an extra margin of volume for coin machine industry growth.

"We would like to provide the construction industry with a service of planning recreation rooms and providing the facility with home pool tables or recreation-type amusement games," Huppel said. "We are gearing our program toward builders, managers and owners of motels, hotels, apartment houses and recreation communities."

Torino projects in Torrance and Redondo Beach, Calif., provide apartment dwellers with recreation facilities, including pool tables, cigaret machines, and vending machines, and he is now considering installing phonographs. "People demand special treatment," Torino said.

Affluent Society

"In our affluent society the increase in leisure time must be taken into account by owners, builders and managers of large properties where people live or work," said Joseph S. Duarte, secretary-treasurer at Badger Sales. "For the coin machine industry to neglect the trend in the recreation market is to invite a loss of income."

Badger Sales is geared to give builders thinking of recreation rooms advice on choice of amusement equipment, prices, layout and floor plan. It is of course not the only firm to recognize the growth of the recreation industry and what it means to the coin machine industry.

Shapiro Forms Own Music Box

MIAMI—Raoul Shapiro has resigned as general manager of both Budweiser Music and Redondo Beach, Calif., to form his own company known as Music Export Sales, Inc. Shapiro's new outfit will handle recordings, tapes and accessories for export.

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Scopitone Gets World Rights

CHICAGO—Scopitone, Inc., subsidiary of Tele-A-Signs, Inc., has contracted with Camera di-
vision of C.S.F. Industries, Paris, for worldwide distribution rights to the Scopitone machine.

According to Tele-A-Signs chair-
maine, these Scopitones make obtainable gains thereby distributors in Canada, Australia, Hong Kong, Repu-
Philippines and Scandinavia.

Negotiations are now going on for Britis
and expansion is planned into Latin
Ameriea, Japan and West

The machines are made at Tele-A-Sign's plant here. Only France and French Africa are excepted from the distribution agreement.

Say You Saw It in Billboard

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50/50, 2-PI. $39

DISCOTHEQUE. 2-PI. $39

TRIO. $25

MAGIC CIRCLE. $25

WILLLIAMS

BIG BINGO. $245

MINI GOLF. $219

OH BOY! 2-PI. $219

CHICAGO COIN ARCADE ALL STAR BASE. $225

BALL BAY CITY. $225

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COMING EVENTS

July 30-31—South Carolina Coin Machine Operators convention, Charles-

Aug. 26-27—West Virginia Mu-

Sept. 8-18—United States Ex-

Oct. 15-16—Third annual con-

Oct. 28-30—16th annual con-

Company

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Type of Business

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What to Do About Pilferage

Some other particularly important points:

1. Use of the polygraph and other man-

2. Labor unions are no longer con-

3. Lessening of employee responsibility.

4. Eliminate unnecessary paperwork.

5. The role of the union.

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July 30, 1966, BILLBOARD

Article on Pins

Continued from page 67

Jones also prepared articles on the industry for syndication in other publications.

I asked Jones if he believed an ad in a magazine might prove effective today. He thought the press.

The author holds a degree in law and a Mas-

The author holds a degree in law and a Mas-

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A TIME FOR SINGING
Original Cast. Warner Bros. H 1629 (M). HS 1629 (S)

Although "A Time for Singing" had a short run and received mixed notices, it has some merit, and should be seen at least once. The music is by娥, the auralizer of the Enrico Fermi nuclear reactors. Although the show is a failure, it was very well recorded, and we recommend the album to those who enjoy both jazz and choral music.

BROTHER JACK McDUFF ACHANGES IS ONE COME
Brother Jack McDuff, Atlantic 1463 (M). SR 1463 (S)
A "down-home" bluesy tradition and pop with solid cuts and pop apphes. This recording provides a good showcase for the featured artist of the book and is a good choice for those who like both jazz and choral music.

COUNTRY SPOTLIGHT
ROY DRUSKY IN A NEW DIMENSION
Mercury MG 21063 (M). SB 61063 (S)
The pop LP Spotlight features the exciting vocal artist who is one of the top country charts. His voice is rich and powerful, and he is a favorite among country music fans.

JAZZ SPOTLIGHT
A CHANGE IS GONNA COME
Brother Jack McDuff, Atlantic 1463 (M). SR 1463 (S)
A "down-home" tradition and pop with solid cuts and pop apphes. This recording provides a good showcase for the featured artist of the book and is a good choice for those who like both jazz and choral music.

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SPOKEN WORD SPOTLIGHT
WHO'S AFRAID OF VIRGINIA WOOLF
Discography Soundtrack. Warner Bros K 091 (M); 281 095 (S)
A "change is gonna come" bluesy tradition and pop with solid cuts and pop apphes. This recording provides a good showcase for the featured artist of the book and is a good choice for those who like both jazz and choral music.