Promotion Keys
CMA Hoedown

By BRUCE WEBER

LOS ANGELES—Concentrated efforts are being made by the Country Music Association (CMA) to acquire key advertising executives and representatives, product sponsors and motion picture and TV executives with the recent boom of country and western music.

More than 500 persons attended the fourth annual country and western "luncheon-dance" here (13) sponsored by the Country Music Association of Nashville and 20 affiliated country music radio stations based on the West Coast. The affair was held at the plush Cocoanut Grove.

"The Big Wedge, Wonderful World of Country Music"—the theme of the show—was just that. The overall objective of the program was to exhibit marketing-advertising executives the growth of country and western music and its importance in today's marketing arena.

The CMA and the country and western radio stations, with an assist from LeRoy Van Dyke and His Auctioneers and Auctionettes, Dottie West, Johnny Cash and Minnie Pearl, did accomplish their goal—to show marketing and advertising programming executives that country and western music is an effective aid in increasing and rejuvenating their business.

The CMA program, just one of the devices used to attract attention to country music, was written and produced by Gene Nash. Dan McKenna of KSON, San Diego, headed the CMA committee for the affair. He was assisted by Dick Schofield of KFOX, Long Beach, and Ken Nelson, country air producer at Capitol Records.

Among the participating stations sponsoring the project were KAYO, KCKC, KEAP, KFOX, KGB, KGUD, KJAT, KITY, KHOS, KIEV, KLAK.

(Continued on page 8)

TV Movies Recharge Track LP's With New Sales Spark

By MIKE GROSS

NEW YORK—Soundtrack albums will be getting a second sales life through the expansion of the scheduling of feature films in prime network time this season. The networks, ABC, CBS, and NBC, have set aside special "Nights at the Movies." CBS and NBC have two such "Nights," and the record companies are scanning the schedules to tie in a new sales pitch for their catalog soundtrack sets in conjunction with the movie's TV showing.

With an estimated 25 to 40 million viewers tuned in on a network showing, record company executives anticipate some sort of sales revamp for their soundtrack packages in the retail market. The disk advertisers also figure that the TV showing will be reaching a new audience, too, made up of viewers who missed the film during its movie-house run or those who were too young to be moviegoers at the time of its initial release.

The sales aid to disks of a movie's TV showing has already been proved. Decca Records attests to the sales spur of its soundtrack package of "The Eddy Duchin Story" after the movie's exposure on TV, and the company also picked up hefty sales on all its Al Jolson material after the television showing of "The Jolson Story." Now, Decca is preparing a tie-in promotion for its soundtrack set of "Hans Christian Andersen" and the TV showing of the Danny Kaye starrer over ABC-TV on Nov. 4.

"Music Man" First

TV's big movie season got under way last Thursday (15) with the showing of "The Music Man" on CBS-TV. The soundtrack album of the Meredith Willson musical starring Robert Preston was released by Warner Bros. An extra sales push was also anticipated by Capitol Records, which has the original Broadway cast album starring Preston. The TV showing of the movie was spread over two consecutive nights, which added to the exposure punch.

The next big movie showing is scheduled for next Sunday (25) when ABC-TV will devote three hours of its prime time to "The Bridge Over the River Kwai."

(Continued on page 8)

Pontiac, Olds Ride With Eight-Track

By HANK FOX

DETROIT—The Pontiac and Oldsmobile divisions of General Motors have joined Chevrolet in offering the 8-track tape CARtridge playback unit as optional equipment on their 1967 car models. Both divisions will feature a Delco manufactured unit which is claimed to be an improvement over last year's car units.

The tape cartridge player will be available as factory installed, original equipment only on all models except the Oldsmobile F-85. Chevrolet buyers are given a choice of having the unit factory or dealer installed.

Although the player operates as a self-contained unit, Pontiac and Oldsmobile officials say the new car buyer cannot order the unit unless he has purchased a radio with the car. As with the Chevrolet (see Billboard, Sept. 17), the unit will be the hang-on type, located under the instrument panel.

Officials say the unit, in the development stage for nearly two years, has been engineered to prevent problems that other manufacturers faced last year. The opening for the cartridge on the walnut-wooded panel is blocked by a spring-loaded door. This prevents dust and dirt from entering and collecting on the tape head and inner components, it was claimed.

(Continued on page 32)
ELVIS' NEW SINGLE!

ELVIS SINGS SPINOUT
And ALL THAT I AM

FROM THE METRO-GOLDWYN-MAYER MOTION PICTURE RELEASE "SPINOUT"
PRODUCED BY JOE PASTERNAK DIRECTED BY NORMAN TAUROG A EUTERPE PRODUCTION

WATCH FOR ELVIS' "SPINOUT" LP ALBUM

#8941

RCA VICTOR

The most trusted name in sound
Joe Medlin has been appointed to the newly created post of national promotion manager of the rhythm & blues division for Decca, Coral and Brunswick records. Medlin resigned last week as national promotion manager for Atlantic Records, a position he held for over three years. Along with his national promotion, Medlin will also be responsible for the scouting of new talent and masters for the Decca, Coral and Brunswick records, as well as maintaining a close liaison with Lenny Salzberg, national promotion and publicity director.

MP-her who attended the news as 2o-year veteran of the sales administrative for Mercury Records Corp. Chayet, 36, head of branch in the New York office, was an indir distributor for Mercury and also managed its Miami and Atlanta branches. Serenpa, who will also manage the Los Angeles executive office, is a former L.A. branch manager, George Steiner, former Western regional sales for Philip- son's Mercury branch, veteran radio billing and programming chairman of the New Orleans branch, has joined the Chicago office, as a local promotion director, and Al Sopena has moved from the Mercury accounting department to handle general correspondence for all labels through Heilicher Bros. in Minneapolis and North- ern Illinois.

Marty Goldrood has been called out of the Mercury ranks where he served as a promo man in New York. He has been appointed as national promotion manager for the company's Fontana affiliate.

NASHVILLE—Bob Kendall, a 2o-year veteran of Billboard, moves into the Nashville office as general manager, and Herb Wood takes the place of Bill Breyer as news editor. The appointments are effective immediately.

Kendall replaces Mark-Clark Bates, who resigned to form his own advertising agency, the Cumberland Co. here, Kendall, who attended the University of Cincinnati and Xavier University, joined Billboard in 1947 in the Cincinnati office. He was the first sales executive for Billboard in the Nashville area, and his two sister publications, Vend and Amusement, he has been in the Chicago area for the last few years. Kendall was in charge of the two big Amusement Business directories—Colavacce of Fairs and the Auditorium, Arena & Stadium Directory.

Herb Wood joined Billboard's staff in 1960 as assistant to Don Ovens. Later he joined the New York editorial staff as a record reviewer. He covered the New York coin machine and music scenes, and doubled as head of the Record World record review publication.

He is a graduate of Otterbein College, Westerville, Ohio, where he played varsity baseball, edited the college yearbook, and worked as a disk jockey and sports announcer. He recently married the former Jane Cauvet, a former student at the University of Cincinnati, and Wood has begun his new assignment last week.

Billboard Names Kendall, Wood to Nashville Office

Curci's N.Y. Visit Brings 2 UA Pacts

MILAN—Giuseppe Gramitto Rico, general manager of the Curci Group, and David Mata- s, CemCarrillo record division of the Curci Group) director, have returned from New York, where they met with Mike Stewart and Sidney Shulam, United Artists Records president and legal counselor respectively. The two-day meeting were Ron Eyre, UA overseas information manager, and Murray Deutch, vice-president UA's music publishing division.

As a result of the meeting, two contracts were signed. First, USA leased its record catalog to UA for a three-year period with the second year option, to be renewed each year for a period of two years. The second agreement between the two companies will also distribute the Baldi-Carrillo and Baldi-Ducaz catalog exclusively owned by David Matas.

Under UA Logo

The United Artists catalog will be marketed here under the original UA Logo. The Cem-Carrillo and Baldi-Ducaz catalog will released, to the agreed territories, under the UA logo.

Initial releases by Cem-Carrillo will be the single albums, with the movie soundtracks from "Tulips and Petticoats." The other albums, "The Whole Shebang," plus two singles, will be offered in Italy under the "After the Fox" and "Una Donna È Nata" titles, with the UA logo. Masters have been opened with the Italian Radio-Television Co. (RAI-TV).

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Notice

The existence of an organization associated with this publication is not an endorsement or recommendation of the organization. It is provided as a service to our readers. Any inquiries regarding the organization should be directed to the organization itself.

Naras Winds Up Busy Meeting After Setting Five-Pronged Goal

NEW YORK — The officers and trustees of the National Academy of Recording Arts & Sciences (NARAS) winded its annual meeting at the Hilton Hotel here Thursday after setting its sights on increasing public relations, making the Academy's Grammy awards a more believable ceremony, giving more emphasis to the idea of achieving greater parity in the awards and trying to broaden the scope of the Academy.

The two-day conference, attended by all four of the NARAS chapters, also brought in George Avakian as the new national president, replacing Francis Scott who was picked as this year’s national president. Other new officers include conductor-arranger Pete King of Los Angeles as first vice-president, Mercury’s Chicago-based Sippell Sippell as second vice-president, and Nashville con- ductor-producer Owen Bradley as national secretary.

In the revision of the Grammy awards structure, the trustees pared the number of categories from 47 to 43 for the current year. The changes also show the eliminations of awards in the fields of classical, contemporary, country and western and in jazz, as well as the trans-
MERC. FORMS SALES TRIUMVIRATE

CHICAGO—The major Mer-
cury overhaul that began sev-
eral months ago continued last week with the consolidation of all sales regions under three new marketing vice-presidents. The regional administra-
tors are Abe Chayet, New York; Steve Stevens, Nashville, and Bob Sarenna, Los Angeles. As vice-presidents in their respective regions they organize they report directly to Irwin H. Steinberg, executive vice-president.

Steinberg said the trio will study and implement the com-
pany’s new branch concepts, will assume the expanding role of the sales manager, and will explore new marketing avenues, such as the role of aut-
tomotive specialty dealers in marketing stereo tape CAR-
triggers.

The new moves are part of a series of major changes in the Mercury national program manager, product manager, and the creation of the new position of director of recorded product—filled by Charles Fach. Many other per-
sonnel changes at lower levels have occurred during recent months. (See earlier report)

“Many of our comprehensive marketing campaigns are in three strategic geographical dis-
tribution centers aid our national organization in shaping the to the consistently changing patterns in the industry,” said Steinberg. “The energetic growth of autom-
tomotive specialty dealers is already affecting forces within distribution must be studied daily in the field.”

All of the major sales regional sales managers are currently awaiting the results of the personnel changes in the Mercury organization.

EPIC’S AUGUST SALES IS RECORD-BREAKER

NEW YORK—Epic Records hit the peak sales months in its history this past August. The record-breaking sales for al-
bums and singles were 51 per cent higher than in August 1965. Sparkling the Epic slate were several records by such artists as Donovan, Bobby Vinton, David Ruffin, Paul Revere & the Raiders, the Marvelettes, Five, Nancy Ames, the Yard-
birds, Jane Morgan and God-
freoy Cambride, among others. One of the hottest items in the sales run was Donovan’s “Sun-
shine Superman,” which sold 800,000 copies within six weeks of its release. Donovan’s debut album of the same title was released soon after. David Hous-
ton’s single “Almost Persuaded,” as well as his second hit of the same name, are in the unique position of being in both the country and pop markets. Bobby Vinton is also scoring exceptional sales with his two latest LPs “More of Bobby’s Greatest Hits,” and “With the Corp.” Nancy Ames is hitting with her “Latin Pulse” LP, as are “Godfrey Cambride Toys With the World” and “Jane Morgan in Gold.” The British group, the Dave Clark Five, and the Yardbirds are also con-
tinuing their strong sales pace.

Epic’s Okie line is also run-
ning strong with disks by Walter Jackson, Major Lance and Little Richard.

In the classical field, Epic is scoring with two special LP ser-
s, “The Seven Symphonies of Sibelius,” with the Japan Phil-
harmonic conducted by Akeo Watanabe, and “Mozart Piano Concertos,” Vol. II., with pianist Lilli Kraus and the Vienna Fes-
tival Orchestra, conducted by Stephen Simon. Also, the re-
cently introduced “Medium-
priced classical label, Cross-
roads,” is beginning to show sales activity.

NOTICE

The existence of an organization by any affiliated or connected with Billboard or the Billboard Publishing Com-
pany, and accordingly we have reguested that it immediately discontinue using the word Billboard as part of its name.

NARM SCHOLARSHIP TO DEVELOP TRADE TALENT

CHICAGO—The scholarship program announced by the Na-
tional Association of Record Merchandisers at its midwinter meeting here last week (BB, Sept. 17) is intended to develop trade talent in the areas of music, music education and marketing. According to Cole, the new NARM Scholarship committee, the following are qualified to apply for the scholarship: any daughter or sons of NARM members who have completed at least one year of continuous employment with a NARM member. Children of NARM members and directors of NARM member firms and children of directors, directors and employees of NARM are not eligible. (NARM members said that the committee hopes to announce the winners of some $16,000 in scholarships at the 1967 NARM convention March 5 at the Century Plaza Hotel, Los Angeles. Application materials will be available from the executive director’s office and must be returned to that office by Oct. 31, 1966.
Anyone for follow-the-leader?

The line forms behind Andy Williams. His new single is going top 40. And getting good music play on radio stations. And racking up sales in stores. No wonder Andy is such a hard man to follow.

"In the Arms of Love"

Where the action is. On COLUMBIA RECORDS®
NEW YORK—ASCAP gave out 1,525 awards totaling $435,750 to songwriters. The 1,018 awards adding up to $238,250 in the popular-production field, while another granted 307 awards totaling $297,500 in the standard (symphonic) field. Included in the popular-production field were awards to Mitch Leigh, singer of "One Man's Dream," composed by Harvey Schmidt, writers of "The Fantasticks;" Paul Parnes and Paul Evans, writers of "The Second City" and "How to Succeed in Business Without Really Trying;" Don Robinson, writer of country and pop hits; and Lynn Derry and Jerry Bresler, a nongroup writer of "Wombat." The Writers Guild of America, East has a separate competition in the standard (symphonic) field.

BEATLES Hit Jackpot; Find Gold 21 in Them Thar Disks

HOLLYWOOD — The Beatles’ Capitol single of “Yellow Submarine” has risen to the gold record level by going over 500,000 copies, adding a sales package of 1,200 copies in a single week. Capitol is the gold disk award from the Recording Industry Association of America. Capitol’s film, “Yellow Submarine,” is scheduled to be released on October 21.

Orpheum Offers A Discount Plan

NEW YORK—Orpheum Productions are planning a sales discount plan on all merchandise. The plan was announced in London this week by Paul Simon, featuring the group’s latest single, “The Sound of Silence.” The discount plan will be offered on all merchandise, including records, T-shirts, and other products.

Monument in Foreign Kick

NEW YORK—Orpheum Productions announced that the Beatles will perform at the Orpheum Theatre on May 24, 25, and 26. The group will be touring throughout the United States, and will perform at the Orpheum as part of their tour.

George Pincus Is Big Game King

NEW YORK—George Pincus is a big game hunter in the world of music. He is the chairman of RCA Victor, the record company he founded in 1927. Pincus has been a major force in the music industry for over 50 years.

Fiesta’s Morand Takes Tax Refund Snarl to Dealers

NEW YORK—Record dealers are lashing out against the recently proposed excise tax refund picture, Jose Morand, president of Fiesta Records, declared last week. “Full of $20 per unit in money. When it’s volved is being questioned by the Internal Revenue Service,” he said.

On a recent audit by the IRS, Fiorello La Guardia asked to sign a waiver disallowing the claim for refunds. Without the waiver, the IRS refused to grant any refund. La Guardia, who was asked because certain dealers had filled out their refund forms incorrectly, said Morand, or had neglected to sign the consent form.

“We are what we suppose to do? Absorb the 20 per cent loss that the IRS doesn’t refund? No!”

“We’re a small company. Capitol and RCA Victor probably aren’t too worried about the situation because distributors have to pay taxes. But we’re getting nasty letters from dealers why we haven’t given them refunds. It’s just a fact of life; truth is we can’t afford to lay it on.”

A lot of the dealers and distributors are complaining. Dean is manding he makes the refunds or they won’t buy from him. “I’ve tried to keep the refunds to a minimum.” He said he had no axe to grind; he’s owned a record store for years.

“I have had to deal with problems and I said it would get together and do something about the situation. Morand and I are putting this whole thing properly filled out, some were even noted, “but the IRS won’t accept them because the forms didn’t give us complete information.” Morand felt he was lucky that he even sent out the proper forms. They were luckily, the right forms, because we called a major record company, nobody got just one from the IRS advised us about them.

Victoria to Tape Met Opener

NEW YORK—Although negotiations for recording the opening night at the New Metropolitran Opera House were not completed in time, RCA Victor planned to tape the opener in the hope that it could be released later this season. A spokesman for the board of directors, said, “We were unable to reach a satisfactory arrangement to make this recording for RCA Victor.”

“However, so that the opening night performance will not be lost to posterity, we have offered to perform it for the board of directors and put the tape in escrow in the hope that it could be released later this season.”

The Met opened last Friday (14) with the world premiere of Samuel Barber’s “Antony and Cleopatra.” The opera, with director John Eliot Gardiner, featured Placido Domingo, Price, Justino Dimitri, Jess Thomas, Ronald Shinnick, and Maria Callas.

A Correction

MELVILLE, N. Y.—Merco Records, formerly with larger quarters at 536 Broad Hollow Road, Route 111, Melville, has moved to 536 Hol low—Road—Bow previously reported. The rock operation had been in Garden City, N. Y., since 1962.
SONNY & CHER
Their Wildest!
LITTLE MAN
Written and Produced by SONNY BONO
Atco 6440

Already a smash in England!

Management: De Carlo-Kresky Enterprises
Belongs to Masses

McKinnon told advertising executives attending the luncheon that contemporary western music "is the music of the masses," the exact audience advertising and marketing managers have the ability to "buy country and western music" appeal by informed advertising. The music is responsible for 40 per cent of the record sales in this country.

In Urban Areas

Buy accepters said the evolving western music also is being generated in urban areas, he says, which also provides an additional market to the "masses." McKinnon reminded advertising executives of the growth of country sounds in the "big city," where the major retailers are located.

"The boom in country music, for instance, on radio, McKinnon says, is not due to country and western artists, but also because advertising and merchandising executives are learning how to present country music in their selling products. Radio stations, too, are more aware of programming and merchandising, and most are ready to jockey policy and establish new policy to promote country music.

"The attitude of the public is changing as the masses are exposed to country and western music," McKinnon said. "They are learning to accept and enjoy it. It's time
columbia Records will be the beneficiary on this one with its soundtrack package.

RCA Victor will get its chance to cash in on the televisions' show when CBS-TV's "Breakfast at Tiffany's" on Oct. 1 and "Bye, Bye Birdie" on Oct. 14. In each case, a new soundtrack album will be released on both, Victor expects a sales rush on its Stereo 8 tape CARtide version as well.

"Victors" Muddled

Even the defunct Coplex label, which has been holding on to some of its key product, is now mulling a rejuvenation of its soundtrack album of "The Victors" to tie in with the picture on CBS-TV on Oct. 13.

The three networks have not yet set up complete schedules for the season, but when the announcements are made, it's a safe bet that the record companies will be riding along with their soundtrack packages.

The advertising executives jump on the country and western bandwagon. Together we can sell a 'gosh darn big amount' of records and merchandise."

AF Records Goes Outside in Push

**continued from page 3**

cohete chain (see Billboard, Aug. 27), are standard operating procedure for Audio Fidelity.

The Winchester promotion is based on an album, "Music of the West." One of the songs was selected entitled "The Ballad of Yellow Boy" (The Gun That Won the West)" tells the story of the Winchester rifle that the pioneers carried on their westward trek.

The record company will pay Winchester a royalty for the use of "Winchester" in the record's title. Winchester will put a minimum number of albums at a predetermined price for distribution among those who have won preferably, certain stores.

Winchester will announce the album in a mailing piece to its 10,000 prime accounts. It will also announce the details of a window display contest to be held among dealers. The company will include an order form for the record in the mailing to its 44,000 dealers.

**continued from page 3**

awards distribution: seven classical, four country and western, three jazz, two rock and roll, another blues, and one each for religious recording. Also, the list also includes Afrikaans, a language unique to the fields of arranging, engineering and album covers.

The academy is expected to continue to request members to nominate in no more than five specialized music categories in an attempt to ensure greater selectivity in the initial round of voting, and to emphasize even more its campaign to encourage restraint and self-discipline in all phases of voting.

The growth in the Academy's membership also is reflected in the individual reports submitted by each of the local chapters and highlighted by an almost 100 per cent increase in Nashville, the Academy's second largest chapter, and a 20 per cent increase in the New York Tables.

The trustees also endorsed

NOTICE

The existence of an organization by the name of the Recording Industry Distributors has just been called to the attention of the academy. The organization is in no way affiliated or connected to the academy. The Billboard Publishing Company, and accordingly we have received complaints from members who are discontinuing the use of the Billboard as part of their regular proposals to accelerate drastically all-year-round promotion plans that would help make the general public aware of the Grammy as the Album in the Oscar. Special approaches to the promotion of the record and point-of-sale potential would probably be made in such a con-

connection, the trustees stressed the need for networking other industry, organizations, which could benefit from Grammy awards promotion and publicity, to cooperate with the Academy. Special attention would be fo-
cused both on the awards and on the Academy's annual TV show, "The Best On Record." The trustees also approved March 7 as the date for the awards presentations to be held simultaneously in four chapters. The TV show is expected to be aired early in May.

Other matters covered at the conference included a report from the National Constitution Committee suggesting certain minor clarifications and adjustments in the document; recommendations by the trustees for the eventual beginning of chapters in Memphis and Detroit and for closer working relationships between the current chapters, the trustees also said that in addition to include created for record companies, they in some cases, premium records; investigation of a major medical plan for all Academy members, the retaining of Butler, Jablow & Gellar as national attorneys of Hawkins & Sellers as account-

COUNT OKS, ACP Changes

"Music of the West" will be given 20 Grammy nominations, of which four will enable new writer members to obtain increased performance money and other payments. The changes approved by Chief Judge Jervis and other Los Angeles, Nashville and New York labels are designed to stimulate the recording bodies of the regional NARAS chapters. George Veck, newly elected NARAS pres-

ident, explained the awards "can include not only those asso-
ciated with music, such as singers, conductors, instrument-
aliats and arrangers, but also those interested in other phases of the recording field, such as engineering and producing and even those directly connected with the creation of album covers." The academy's trustees will make final disbursement after they approve the recommenda-
tions of the four regional Chapters, of the Academy's continued growth.

NARAS Sets Five-Pronged Goal

New York—Four additional scholarships have been announced by the National Academy of Record Arts and Sciences: Four equal grants will be given to institutions in the region of New York, Los Angeles, Nashville and New York radio and recording firms of the recording bodies of the regional NARAS chapters. George Veck, newly elected NARAS pres-

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tions of the four regional Chapters, of the Academy's continued growth.

NARAS ADDING FOUR GRANTS

new york—the Federal District Court on Friday (12) approved changes in ASCAP's distribution plan which will enable new writer members to obtain increased performance money and other payments. The changes approved by Chief Judge Jervis and other Los Angeles, Nashville and New York labels are designed to stimulate the recording bodies of the regional NARAS chapters. George Veck, newly elected NARAS pres-

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tions of the four regional Chapters, of the Academy's continued growth.
Bob Crewe and Jeff Barry
are now producing for Philles Records

We at Philles Records are elated to present
the First release under this new arrangement,
in an effort to show the extraordinary talents
of our artists and these two producers, in their
endeavor to make better records for our industry.

Proudly we offer:

Jeff Barry's Production
"I Can Hear Music"
by
The Ronettes
Handleman Earnings Up

DETROIT — Net earnings for Handleman Co., major record rack jobber as well as active in distributing in some territories, rose about 30 per cent in the first quarter of the fiscal year. ended July 31, president David Handleman announced after the regular board of directors’ meeting here this week. Earnings were $393,333 or 26 cents a share, compared with $389,941 or 19 cents a share last year. Total sales increased similarly, from $7,286,221 to $9,182,679.

Handleman also said that the previously announced quarterly dividend of 20 cents on the recently split shares will be pay-

Fontana to Issue ‘The Idol’ Track

CHICAGO — Executive producer Joseph E. Levine of Embassy Pictures and Mercury’s Charles Fach have completed negotiations under which the soundtrack score by Johnny Dankworth for “The Idol” will be released by Mercury’s Fontana.

Levine said he has-approached Fach with the deal upon observing strongly favorable audience reaction to the album-oriented score. The deal will be released the middle of this month.

able Oct. 14 to stockholders of record as of Sept. 30. This will apply to 1,053,108 dividend-paying common shares outstanding.

AGVA SUES TALENT AGENTS FOR $300 MIL.

NEW YORK — The American Guild of Variety Artists today (16) filed a $300 million treble-damage suit in federal court here against the William Morris Agency, Ashley-Famous Agency, Agency for Performing Arts, Inc.; Creative Management Associates, Ltd.; General Artists Corp. and the Artists Representatives Association. The suit asks that the defendants be enjoined from using their market power to freeze out competition and monopolize the variety entertainment field. Complaint charges that the defendants conspired to divide markets among themselves in the United States and Canada and unlawfully fixing prices through control of pack-age deals and club dates.

MGM Releases LP on Festivities Of Mexican Fete

MEXICO CITY — MGM Records hired Cinema Sound, Ltd., to record the “Music and Sounds of the Mexican Independence Celebration” last week for a special stereo LP scheduled for October release. The package will include an eight-page color photo brochure showing scenes of the festivities. The album cover art will include a picture of Mexico’s President.

A special gold record will be awarded to the President, and another presented to the Consejo Nacional de Turismo headed by ex-President Miguel Alaman. The Consejo provided all the facilities for the team to tape such artists as Los Mengarelos and the Trio Hermas Aguilar, as well as Mariachi and other traditional Mexican music.

Country Boost

Country boost

Continued from page 3

appealed on the show as guest are Vic Dana, Al Martino, Gi-

sele MacKenzie, the Righteous Brothers, Sandy Posey, and Biko. A lot of the times, the pop artists perform country material.

Executive producer of the show is Rosalind Ross, producer, Jack Watson; director, J. Winther. Talent coordinator K. Terry said last week that the show is launching a “newcomer” policy to give exposure to country music artists “not necessarily on records yet” once a month. Tom & Chet, a duo from San Diego, is one of the first acts found via audition to appear on the show.

ASCAP Charges

Continued from page 8

ical works as their professional career.

These rewards must be ex-

pressed in dollars-and-cents terms. The changes were de-

veloped by writers themselves — the members of ASCAP’s Writers Classification Committee. They represent ASCAP’s commitment to the men and women who create our nation’s music.

NOTICE

The existence of an organization by the name of Billboard Rec-

ord Distributors has just been called to our attention. This or-

ganization is in no way affiliated with or connected with Billboard or The Billboard Publishing Com-

pany, and accordingly we have requested that it immediately discontinue using the word Billboard as part of its name.

Introducing ROBERT CAMERON— a great new voice—singing Anthony Newley’s new song, “THERE’S NO SUCH THING AS LOVE”

EPIC
JEANNIE SEELY

"IT'S ONLY LOVE"
(MONUMENT 965)

Jeannie Seely's first release on Monument... "Don't Touch Me"... Written by Hank Cochran, became a number one record and established Jeannie as the most promising new talent of 1966 — an honor already awarded by Cash Box magazine. Now she has recorded another Cochran song... "It's Only Love". Jeannie combines her distinctive sound and individual style with exceptional material to produce "It's Only Love"... a great follow-up hit recording.

JUST RELEASED!

"THE SEELY STYLE"
(Monument MLP 8057 SLP 18057)

LATE NEWS!
Jeannie just notified of her nomination as Most Promising New Artist of the Year by Billboard Magazine D.J. Poll Election... set Oct 1!
Las Vegas—Where Girl Singers Are
By DON DIGILIO
LAS VEGAS—Just a few weeks ago some of the top male vocalists in the country were playing the Strip. Such top recording artists as Tony Bennett, Buddy Greco, Bob Dorough, Steve Lawrence and Vic Damone could be heard nightly. Now it's different. The women entertainers are here in force.

Pearl Bailey, always a big favorite here, opened Sept. 8 at the Flamingo Hotel. After a two-year absence from Vegas, Miss Bailey stepped right into the swing. Her initial number is an amusing "If My Friends Could See Me Now," and she includes such Bailey favorites as "Wait a Minute, Honey," "One on a Clear Day," "Big Spender," and "Bill Bailey." Helen O'Connell, another popular female entertainer here, opened Sept. 2 at the Blue Room of the plush Tropicana Hotel. She entertained her first night audience with "Who's Caring," "Don't Blame Me," "Boy From Ipanema," "Shadow of Your Smile," and "When the World Was Young." "When the Sun Comes Out," and a medley of "Only You" and "All of Me," "Green Eyes" and "Tangerine." Aznavour in the U.S.; Preps For Solid 3-Front Tour
NEW YORK—Charles Aznavour, the French singer, arrived in the U.S. last week to prepare for his first two concert appearances in the U.S. and Canada by the Rich- mond Organization's Ludlow Music, and in England by the affiliated North American imprint group, begins his American tour on Oct. 7 at Philadelphia's Academy of Music. Miss Klein's tour will open the following night he'll do the first of three concerts at Carnegie Hall, N.Y. Two others are set for the after- noon and evening of Oct. 16. In between these dates, he'll concert in Hartford, Boston and Providence.

Later, Aznavour will do a full week of appearances in his one- man show at the Huntington Hartford Theatre in Los An- geles and other engagements in Honolulu, San Francisco, Chi- cago and Detroit. Also on tap are nightclub engagements at the Flamingo, Las Vegas, during the Christmas-New Year period; at the Royal Box of the Ameri- cana Hotel in New York, during January, with club appearances at the Hilton Hotel in Philadelphia, the Copacabana in Miami Beach, and the Shore- house in Washington.

In between these dates Azna- vor will appear on several TV shows, including the "Tonight Show," "The Danny Kaye Show" and "Hollywood Palace." Happy Goday, TRO vice-president, is working with Aznavour in preparation for the tour, and Ameri- can manager Henri Goldgraben, is completing details for an American TV special, to be taped in New York for showing in his native France.

Broadway comedy star Kaye Ballard, after an eight-year ab- sence from Vegas, opened at the Thunderbird Hotel Sept. 9. She sings, dances and jokes, and works in several costume changes that go with each number.

Speaking of Miss Ballard's costumes, she was originally slated to open on Sept. 6, but her costumes failed to arrive on time and the opening was delayed for three days.

Patty Bergin replaced Tony Bennett at Caesar's Palace, and she offers a solid brand of entertainment. The flexible Miss Bergen does a fine job singing "It's Today," "If He Walked Into My Life," "Make Some- one Happy," and "Big Spender." She then does a Helen Morgan medley, and clowns with such favorites as, "Who Can I Turn To," and "Paper Moon."

Terry-Pratffields closed at the Fremont Hotel, and LaVerne Baker opened there Sept. 13. Liza Minnelli is currently playing at the Sahara Hotel.

Miti Gaynor opens at the Riveria Hotel Sept. 15, and Lena Horne opens at the Sands Hotel on the same date. To top it off, Maggie Ross Doren fol- lows Kaye Ballard into the Thunderbird next month.

VERVE TO WAX EVANS RECORDS
NEW YORK—Verve Records has scheduled Evans live at the Monterey Jazz Festival in California Sept. 17-18, with Verve touring director Bob Taylor producing the session. On Sept. 17, in Los Angeles meeting with pub- licists to find tunes for Little Eva as part of the label's expan- sion in that field. On Sept. 27, Taylor goes to London to record a symphonic soft-samba album featuring Gary McFarland.

Bobby Short Is Long on Talent
NEW YORK—Bobby's short, highly stylized piano playing and singing found a sympathetic audience at his Monday night (12) opening at the Living Room here.

Most of his repertoire con- sisted of rather involved and un- familiar material—such as "Bo- jangles" and "Crazy Woman." On "Fine Romance" and "Hoora for Liza" Short demonstrated an inventiveness and under- stands his vocal stylings in most performances. Short's appeal is limited to a coterie of sophisticated fans.

Kathy Kelly, the opening act, was somewhat in the same way. She's a highly polished and un- usually gifted artist—is as short —with the potential to build a select and loyal following. Her material, all written by Bobby Cole, was interesting, if a bit flabby. Miss Kelly has some of the vocal qualities of Peggy Lee, but she'll have to do more familiar repertoire to make it as a record act.

AARON STERNFIELD

MUSICAL THEATER LOG (first half 1965-1967 SEASON)

<table>
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<th>SHOW</th>
<th>CAST</th>
<th>PRODUCER</th>
<th>DIRECTOR</th>
<th>SCORE</th>
<th>PUBLISHER</th>
<th>ORIG. CAST ALBUM</th>
<th>BROADWAY OPENING</th>
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<tr>
<td>THE APPLE TREE</td>
<td>Barbara Harris, Larry Bryden, Ron Ada</td>
<td>Stuart Oadow</td>
<td>Mike Nichols</td>
<td>Jerry Black, Sheldon Harnick</td>
<td>Sunbeam (BMG)</td>
<td>Oct. 18 at Shubert</td>
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<tr>
<td>I DO?</td>
<td>Mary Martin, Robert Preston</td>
<td>David Merrick</td>
<td>Gower Champion</td>
<td>Tom Jones, Harvey Schmidt</td>
<td>Chappell (ASCAP)</td>
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<td>CABARET</td>
<td>Jill Haworth, Liza L Leong, Jack Gilford</td>
<td>Harold Prince</td>
<td>Harold Prince</td>
<td>John Kander, Fred Ebb</td>
<td>Sunbeam (EMI)</td>
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<td>WALKING HAPPY</td>
<td>Norman Wadsworth, George Ross, Louise Tray</td>
<td>Cy Feuer &amp; Ernest H. Martin</td>
<td>Cy Feuer</td>
<td>James Van Heusen, Sammy Cahn</td>
<td>Shapiro, Bernstein (ASCAP)</td>
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<tr>
<td>HOLLY GOLIGHTLY</td>
<td>Mary Tyler Moore, Abe Burrows</td>
<td>David Merrill</td>
<td>Bob Merrill</td>
<td>James Van Heusen, Sammy Cahn</td>
<td>Shapiro, Bernstein (ASCAP)</td>
<td>RCA Victor</td>
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BETTER END TO HONOR SOUL
NEW YORK—The Better End, Greenwich Village club, will celebrate Soul Month by ginning Oct. 5. Maxine Brown's appearance on Oct. 5 will mark the opening of Soul Month which the club's owner Fred Weinstaub will herald with a campaign of radio spots, news- paper items and posters. Flip Wilson will be on the bill with Miss Brown.
PETER & GORDON AND LADY GODIVA!

Watch Peter & Gordon stop the world with the Lady who astounded a nation.

LADY GODIVA b/w The Town I Live In

5740
THE DISTANT COUSINS
Larry Brown and Raymond Bloodworth, who are writers for Saturday Music, Inc., are enjoying the releases of The Distant Cousins for Date. The platters broke out in Cleveland two weeks ago and since then have come up everywhere in a kind of other-break-out area. Larry and Ray were signing autographs in a hotel room and celebrating while serving overseas with the U. S. Army Signal Corps. They found a modish interest in music and turned up as singers and writers.

In January, 1965, Brown and Bloodworth signed as writers for Saturday Music, and as producers for Bob Crewe Productions. In less than two years they have made their mark as writers-artists-producers. Their songs have been recorded by many stars including Eddie Rabbie, Lesley Gore, Mitch Ryder, Norma Tanega, Diane Renay, Patty Duke, Kitty Kallen, The Barry Sisters, Billie Deenham, Lewis Brown, The Highwaymen, Red Shepard and the Flack, and Richard and the Young Lovers where recording of "Open Your Door" They also produced.

The development of Larry Brown and Raymond Bloodworth is another example of the care and consideration given the building of young writers by the Crowe Group of Companies.

* * *

PLATTER-PICKING: We suggest the following records for programming—Eddie Rabbie's "CLOCK"—The Distant Cousins' "THEY DON'T LOVIN' YOU"—Mitch Ryder's "DEVIL IN BLUE DRESS" and "GOOD GOLLY, MISS MOLLY"—Richard and the Young LION "OPEN UP YOUR DOOR"—Billie Deenham's "DOWN"—Four Seasons' "I'VE GOT YOU UNDER MY SKIN"—The Toys' "BABY TOYS"—The Satyrs 'I'M NOT A FOOL" and Duff Thurmond's "IF YOU LOVED ME BABY."
"...The Monkees...first evening comedy hit of the new season."  Jack Gould, New York Times

"...a delectable treat...called The Monkees on NBC..."  Bob Williams, New York Post

"Extraordinary laugh-maker...completely irreverent, cliche-cracking half hour."
Bob Hull, Los Angeles Herald-Examiner

"...different than anything you are likely to see...simply frantic...could take off like a rocket."

With a hit TV show—a chart-blazing single and a new album—everything looks "GO" for this sensational group, so deal yourself in on this great profit opportunity.

COLGEMS
Manufactured and Distributed by RCA

**TOP 20**


**THE HAPPENINGS—GO AWAY LITTLE GIRL** (Prod. by the Titans) (Writers: Carlini-Keppel) (Screen Gems, BMI)—With equal potential of "See You In Vegas" (Herman) this is a fine and more in this well done revival of Steve Lawrence's hit. Flip: "Tea Time" (Brilliant Tunes, BMI). R. T. Pippy 522

**HERMAN'S HERMITS—DANDY** (Prod. by Mickie Most) (Writer: Davies) (Noma, BMI)—More compelling. English music hall styled material in which Herman excels to the extent of being the top winner. Flip: "My Reservation's Been Confirmed" (Herman's Ltd., MGM 13663)

**SAM THE SHAM & THE PHARAOHS—THE HAIR ON MY CHINNY CHIN CHIN** (Prod. by Stan Kramer) (Writer: Blackwell) (Fred Rose, BMI)—Not follow-up to their million seller. "Lil Red Riding Hood" should be not too much for their fans. All are here. Flip: "The Out Crowd" (Beckie, BMI). MGM 12581

**ELVIS PRESLEY—ALL THAT I AM** (Writers: Top-Per-Henderson, Gloria—AP-(AP)) (Writers: Wayne-Weisman-Fuller) (Glyads, ASCAP) —Two strong sides from his forthcoming album. Goliath side is a pleasant ballad with a bossa nova feel. Flip: It is the title tune, loaded with discorder appeal. Top: Presley performance. RCA Victor 8941

**CHAD & JEREMY—YOU ARE SHE** (Prod. by Larry Marano) (Writer: Kip-Henderson, Noma, BMI)—Following up the successful "Distant Shores," the duet has a topper in this rhythm ballad with good lyric penned by the team. "I Won't Cry" (Chad & Jeremy, BMI). Columbia 43887

**DEAN MARTIN—NOBODY'S BABY AGAIN** (Prod. by Jimmie Brown) (Writer: Knight) (Smooth-Noma, BMI)—This Baker Knight material and Ernie Free- man arrangement make this the most commercial Martin outing in some time. Fits all programming and juke box song. "Wrong moral" makes a strong performance and smooth dance beat. Flip: "It Just Happened That Way" (Pamper, BMI).

**RED SHEPARD & THE FLOCK—SHE'S A GRABBER** (Prod. by Bob Crewe) (Writers: Crewe- brown) (Saturday, BMI)—Loaded with raucous ex- cited performance by the material and the vocal workout of the Kansas City band, Shipyard, this Bob Crewe production should prove a monster. The name of "Wild Thing" has much of the sales potential. Flip: "I Can't Hold On" (Saturday, BMI). Philips 40398

**EMILY FISH--GAMES THAT LOVERS PLAY** (Prod. by Al Schmitt) (Writers: Last-Kusk-Snyder- Loeb) (Mills, ASCAP)—The hit German ballad with English lyrics could do for Fisher what "Learn How to Laugh" did for Sinatra. Her return to RCA with a Nelson Riddle arrangement should put them back on the Hot 100 once again. Catch the ending. Flip: "Mama" (Mills, ASCAP) RCA Victor 8956

**CLIFF REVERE & THE RAIDERS—THE GREAT AIRPLANE STRIKE** (Prod. by Terry Melcher) (Writers: Rever-Briant-Playl) (Dawson, BMI)—Strong change of pace material from their "Hungry" hit is this rocking novelty with clever lyric aimed at the top of the Hot 100. Flip: "In My Community" (Dawson, BMI). Columbia 43810

**PETER & GORDON—LADY GODIVA** (Prod. by John Burgess) (Writers: Leander-Mills) (Regent, BMI)—Humorous novelty number with easy dance beat. Lyric should be heard throughout. Should prove a sales giant. Flip: "I Live In" (Southern, ASCAP). Capitol 5740

**CHRIS FARLOWE—OUT OF TIME** (Prod. by Mick Jagger) (Writers: Jagger-Richard, Glimpse, BMI) —Powerful Mick Jagger composition and production, with unusual, strong vocal workout. Left-field rocker that should skyrocket to the top. Has No. 1 in England. Flip: "Baby Make It Soon" (Immediate, BMI). MGM 13567

**CARLA 2530**

**THE CARE PACKAGE—MISTER CHILD** (Prod. by Tash Howard) (Writers: Howard-Kirin-Hoffman) (Tash, BMI)—A simple woman's telling of the Mama's and the Papa's, but with their own individual sound, material. Good written and folk-rock rhythm should establish them rapidly. Flip: "Vincent Man" (Tash, BMI) Jubilee 5545

**PERRY COMO—FORGET DOMANI** (Prod. by Andy Williams) (Writers: Kulp-Walter, ASCAP) —Infectious treatment of the Ortolfi hit could spin this one into another Top 40 item. Top Como performance and Nick Perito arrangement. Flip: "One Day Is Like Another" (Ronson, ASCAP). RCA Victor 8945

**ROYALTEES—WHEN SUMMER'S GONE** (Prod. by Teddy Randazzo) (Writers: Pike-Randazzo) (South Mountain, BMI)—Group's hottest commercial entry since "It's Gonna Take a Miracle." Strong dance beat backs well done, wailing vocal performance. Lyric aimed right at the teen market. MGM 13588

**CAST OF THOUSANDS—MY JENNY WEARS A MINI** (LeBlanc, BMI) —Exciting new group with timely subject matter and dance beat right up in the alley of the discotheque. Should prove a fast chart climber. Flip: "Girl Do What You Gonna Do" (LeBlanc, BMI). RCA Victor 276

**RUBY & THE ROMANTICS—THANKS** (Prod. by Clyde Ori6) (Writers: Selig-Leverosso) (Unart, BMI)—This Manx ballad with swinging beat and strong vocal performance should be just the number to put the group high on the Hot 100 once again. Flip: "Hey There Lonely Boy" (Famous, ASCAP). Kapp 773

**COUNTRY SPOTLIGHTS**

**TOP 10**

**KITTY WELLS—ONLY ME AND MY HAIR-DRESSER KNOW (Mills) (Writer: Mills) (RCA)—A WOMAN NEVER FORGETS** (Writers: Williams-Phillips) (Ricky Wells-Cedarwood, BMI) —Change of pace and a strong one it is with this well thought out lyric idea. Miss Wells turns in top performance equally on this film number and the flip side ballad penned by Johnny Wright and Bill Phillips. Decca 33024

**JERRY WALLACE—NOT THAT I CARE** (Prod. by Snuff Garrett, Sonny Curtis) (Writer: C. Walker) (Sure Fire, BMI)—The Cindy Walker ballad of the eternal triangle situation serves as top-of-the-chart material via this well-done Wallace reading. Pop appeal as well. Flip: "Release Me" (4 Star Sales, BMI). Mercury 72619

**LAMAR MORRIS—SEND ME A BOX OF KLEENEEX** (Prod. by Jack Clement) (Writers: Morris-Vickery) (Waller, BMI)—Impressive debut for the com-poser-performer. Rhythm number and performance has the ingredients to establish Morris as a top country seller. Flip: "Both Of Y'All" (RCA-Kooss, BMI). MGM 13586

**BOBBY LEWIS—EASY TO SAY, HARD TO DO** (Prod. by Kelso Herston) (Writer: L. Howard) (Paragon, BMI)—Solid content and ballad with a slight gospel feel has the strength to put Lewis back at the top of the country chart. Fine per-formance. Flip: "How Long Has It Been" (South- town, BMI). United Artists 50067

**CHART**

**TOP 10**

**LESLIE FISHER & EARL SCHOEGS—That's When** (Writers: Scott-Hinson) (Char-Mark) —RED NURSE—Tuesday Town (Carol, BMI) —CAPITOL 2746**

**R&B SPOTLIGHTS**

**TOP 10**

**JAMES CARR—POURING WATER ON A DROWNING** (Writers: Baker-McCormick) (Proto-Quo, BMI)—The title tune And the earmark of a No. 1 hit which should spill over into the Hot 100 as well. Flip: "Tell Me You" (Rise-Ainn, BMI). Goldwax 311

**BOBBY McCLELLAR—YOU GOT ME BABY** (Prod. by Davis-Miner-Smith) (Writers: Smith-Miner-Davis) (Chevis, BMI)—Hard-driving rocker should hit big and fast. Top vocal work. Flip: "Peek of Love" (Chevis, BMI). Checker 1152

**CHART**

**SPOTLIGHTS—Predicted to reach the R&B SINGLES Chart**

**THE SHARPEE—The Shoe Tune** (Mills, BMI) —CHALLENGE 1029**

**MIKE SMITH—Just Do It** (Carol, BMI) —SOUND 612**

**JIMMY MCBRIDE—It's Got to Be Love** (Mills, BMI) —IMPERIAL 6697**

**DUSTY SPRINGFIELD—Take the Long Way Home** (Writers: Hambridge-Anderson) (Wand, BMI) —SEARS 166**

**THE WOODEN McGUI—Nobody But You (Tina) (BMI) —VALDO 99**

**LAPIDUS—Baby** (Writers: Lapidus-Rubin) (BMI) —EMI 1983**

**WILLIAM BELL—Turn This One Around** (BMI) —WAND 192**

**DANIEL—Can't Help It** (BMI) —ALPINE 1139**

**THE OTHER BROTHERS—Boots In the Well (Warner, BMI) —MERCURY 1687**

**BLONDIE—High Time for You to Go** (Capitol, BMI) —EMI 3001**

**DAVID & THE HUMANS—To Be No More (BMG) —EMI 3001**

**MINNEAPOLIS—Sock Me A Latte** (BMI) —SONNYS 3129**

**SHUNELLE & JESSIE—Too Much Too Soon (Underworld) (BMI) —MWM 1122**
HENRY MANCINI'S new single — the title song from the motion picture "Hawaii"

That big, best-selling sound of Mancini's Orchestra and Chorus is sure to spark plenty of sales action. Order now!

47-8951

RCA

DRIFTWOOD AND DREAMS

HENRY MANCINI
HIS ORCHESTRA AND CHORUS

RCA VICTOR

The most trusted name in sound
EDDIE FISHER
sings a beautiful new ballad
"GAMES THAT LOVERS PLAY"
\%w "Mame" #8956
RCA VICTOR

The most trusted name in sound
TOP 40
EASY LISTENING

These are the top-selling midpoint-of-the-road singles compiled from national retail sales and radio station air play listed in rank order.

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<td>BORN FREE</td>
<td>Leon Williams</td>
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<td>IN THE ARMS OF LOVE</td>
<td>Andy Williams</td>
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<td>GUANTANAMERA</td>
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<td>Frank Sinatra</td>
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<td>THERE WILL NEVER BE ANOTHER YOU</td>
<td>Al Green &amp; Kiki Dee</td>
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<td>33</td>
<td>OFF TO DUBLIN IN THE CREEK</td>
<td>Al Green &amp; Kiki Dee</td>
<td>ABC</td>
<td>1</td>
</tr>
</tbody>
</table>
Sam's got his follow-up to "Lil' Red Riding Hood"... and it's a chart-buster, too!

Produced by Leonard Stagel & Associates, Ltd. MGM Records is a division of Metro-Goldwyn-Mayer Inc.
DECCA HAS 4

COMING ON STRONG
Sung by
BRENDA LEE
DECCA 32018

I CAN'T GIVE YOU ANYTHING BUT LOVE
Played by
BERT KAEMPFERT
DECCA 32008

Decca Records Is A Division of MCA Inc.
SMASH SINGLES!

WHISPERS
(Gettin' Louder)
Sung by
JACKIE WILSON
PRODUCED BY CARL DAVIS
BRUNSWICK 55300

I STRUCK IT RICH
Sung by
LEN BARRY
PRODUCED BY MADARA-WHITE
DECCA 32011


**RADIO TV programming**

**Canadian TV- networks will Say It With Music**

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*CBS-TV, the publicly owned or state-owned network, is also key in launching the commercial campaign to a musical theme, tutoring its full schedule as "Something to Sing About," a folk song written by the Oscar Brand.*

On CTv. "It's Happening" is hosted by CHUM Toronto deejay Jingle Jay Nelson and features Capitol recording artists Robbie Lane and the Disciples, go-go girls, and guest artists from the national pop music scene, such as Barry Allen from Edmonton, Les Brown from Montreal, and Toronto's Allan Crawford. The program is dedicated as musical-gospel music with a folk-rock beat, and offers such artists as the Womendfolk, the Bitter End Singers, Amanda Spence, and others. Thanks to the new idiom such as Bobbi Martin and E d d i e H a z e l l. "Brand New Scene" is a show for talent new to national TV audiences, in which host Oscar Brand will introduce more than 20 new performers this season. Its early successes have been under- scored by Carl Smith, is back for its third session from the Maple Creek Boys and Captivator Diane Leigh, as guests from both Canada and Nashville. "Musoical Showcase," a program for talent new to national TV audiences, in which deejays are hosted by George Lafleche, returns to Smith said his second year. And "After Four," a Saturday afternoon program, will feature four of the most- -heard music, such as "Cru- ducer Rabbitt," and "Super Hero." The full list of shows casters should be impossible to list. But so huge is the broadcast world, said was one of the top 25 income producers for both the American Society of Composers, Authors and Pub-lishers last year.

The type of music most in demand for background uses is rock and roll. "For the Times," the "classical music," which shows the "light" side of music catalogs in the shows, and offers mostly music for commercials, "Ascher says. And he feels that this trend is growing largest on the popularity of such shows as "The Man From U.N.C.L.E." Shows today are using less of the symphonic-type music for background. Styles seem to change just as with women's clothes, but pop music, like (Continued on page 26)

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**In the Background But Heard—Ascher**

By CLAUDE HALL

NEW YORK — Mort Ascher, president of Emil Ascher, Inc., handles undoubtedly the world's No. 1 music, yet he has prob-ably never had a hit record. Ascher, who has been with Ascher as a publisher of music for professional musicians and school bands, deals in back-ground music for shows, commercials, and even news pro-grams on radio and TV and; background music for movies, background music systems, in- dustry presentations, fashion shows, and music for special government projects.

Ascher, besides his own cat-alog of Video Mood, represents the top New York such Eng-lish music catalogs as Conway, Paxton, I. W. Theme Music, Keith Proxpress, Impress, FDM Mood Music, and the Brill Harmonics. He has provided music for such network TV shows as "The Fugitive," "Ozma & Harriet," "Car 54, Where Are You?" "Beachballs." His catalogs are kept on tap by such networks as ABC, NBC, and CBS. Just recently, CBS-TV used 24 songs from Ascher's "Radio Patterns" catalog with the tagline "If It's Tuesday, It's Bel-gium." Ascher said the back-ground music for the original

---

**NAB Grants For Students**

WASHINGTON — The Na-tional Association of Broad-casters has opened a search grant program designed to stimulate interest in college student in entering broadcast- ing. Grants are for studies in the social, cultural, political, and economic aspects of radio-TV.

In another move, under the auspices of the NAB, a five-semester classroom and on-the- job training program to pre pare students for radio careers has been established at Ft. Wash- ington Valley Junior College, New York. The program is a lot project and could be ex- panded to other junior and com-munity colleges. Working with the college on the project are John Hurbut, president and general manager, WVVC, and M&F, and Leonard Koger of WSNB, both in Mount Carmel.

By ELIOT TIEGEL

LOS ANGELES — Joe Smith, a former Boston disk jockey whose career has skyrocketed with Warner Bros. Records since leaving broadcasting, wonders why more DJ's don't seek em-ployment in the record industry.

The recently appointed gen-eral manager of the Warners label, who in five years climbed from being a promotion man-ager, believes radio people are perfect for record industry ad-ministrative positions because of the affinity between the two branches, Smith said.

"Radio experience is very valuable in getting started in the record business," Smith said. "I've worked with more DJs who have left television or radio and gone to the record business. Smith may be unique in that he quit a lucrative job with WDVE-TV in Pittsburgh, plus a financially beneficial record hop sidekick to join Warner Bros. develop a national promotion department and become a suc-cessful record manager.

Smith cites the tendency for stations to hire disc jockeys and air for air personalities to move around the country as two rea-sons for an insincere feeling with-

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**Insecurity**

Why do horses chew the cur-son on his own radio career less than 10 years? I feel an in-security being in the talent end of the business. The emphasis on performance is not derived from individual personalities to the group's image. It is the format stations that can mo-tivate their audiences through a show's format. and to personalize, or iden-tify DJ, he said.

But, even though circa Aug. 1, Smith is now totally eliminated from the administration of the Warners label, handling such
tasks as talent acquisition, plan-
ing of promotional needs, he was working with label president Mike Malia, who has left the Warner Bros. Bing takes. At Cognostic of 'Reprise's' new power, Smith is seeking new, fresh acts with single and album longevity. Veteran country rock artist Hank Thompson has joined the roster after nine years with Capi-tol and Smith is optimistic that Thompson will prove to be "a goodie." the number of stars will alternate with him.

Peter Gardner will produce the show based on an idea by Jacobs and Ben Berigan, promotion direc-tor of the station. The weekly show is on KJH- TV.

Smith cites the tendency for stations to hire disc jockeys and air for air personalities to move around the country as two rea-sons for an insincere feeling with-

---

**Snickel — Joe Who Made It as WB Records Executive**

By ELIOT TIEGEL

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**Reising Bows Stereo Outlet**

LOUISVILLE, Ky.—A new 50,000-watt FM stereo station is being launched by Keith Reising, station manager of WXXV. Aim is for a December broadcasting date for Station WXXV-FM, based in Floyd's Knobs, Ind.

The 24-hours-a-day outlet will program pop standards, along with some soft rock. Planned for the 18 to 35-year-old group, Reising says 99 per-cent of the music will be via tape rather than stereo albums. Only last week two stereo outlets —WSAC-FM of nearby Ft. Wayne, Ind. —will be air. They're in much the same format as the planned en-try of Reising's station.

---

**DAN INGRAM, air personality on WABC, New York, gives a cue to his two FM stations − a leader of the British MGMT records group of Herman's Hermits, looks on. Noone visited New York in connection with the "ABC Stage 67" TV production of "The Cantonese Ghost," in which he stars with Sir Michael Redgrave.**

(Continued on page 26)
TWENTY-THREE GUEST APPEARANCES
(June, July, August, September, 1966)
DICK CLARK'S Daily ABC-TV Network's "WHERE THE ACTION IS"
Dick says, "The Robbs will Become Giants in the Entertainment Industry Within the Year."
"Thanks, Dick"

THE Robbs

Breaking in Chicago and Los Angeles

"NEXT TIME YOU SEE ME"
Mercury 72616
Produced by Snuff Garrett & Leon Russell
Bill Gavin's Personal Pick September 9, 1966

Nation-wide Personal Appearance Tour Now Being Booked
For Open Dates, Contact:
TOM and SALLEE PARKER
9110 Sunset, L. A. Phone (213) 271-1137
**Radio-TV Programming**

**Canadian TV To Accent Pop**

- **Continued from page 24**

- Music-vyh, included a special on the folk music scene, Les Feos Follies. Wednesday night series will include such shows as Teresa Stratas and Louis Quillo in operatic excerpts, Celil Ozawa conducting the Toronto Symphony in Beethoven's Ninth, patricial Perry Faith in a show called "Off the Record," and a concert featuring the Oscar Peterson Trio, Marian Mcpart and Gordon Lightfoot in the setting of preparation for Expo '67, the Montreal World's Fair.

- Returning to CBC-TV this year is "The Mouse's Juggler" in its eighth season of down- to-earth style country music "The Tomato Hunter Show." With country music from the western provinces, Quebec, and the U.S., "Music Hop," the teen-age pop music show originating from a different city each day of the week. Moving from CTV to CBC this season is "Let's Sing Out," hosted by Tanya Brand and featuring such folk music artists as John White Jr., Phil Oachs Jim and Joan, and new Canadian folk names, in a campus setting.

- Perusing the schedules, one record company executive commented: "There's a lot of good promotion for our artists there, but for just about everything else, too."
PAY RADIO. Stan Freberg, the master of satire has invented it! Recorded like the live network comedy shows of yesteryear but lampooning contemporary idiocy, Stan has compiled an album of pointedly barbed humor. Among his targets are pop art, digit dialing, folk music, the contemporary political scene, and many others. Also, for those who prefer their humor in small doses, Stan has produced a single from the album—the hilarious, Shaft Theater: "The Flackman and Reagan," Part One and Part Two. (5726)
I'll Be Home for Christmas, 1976

**TOP SELLING R&B SINGLES**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Title, Artist, Label &amp; No.</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.</td>
<td>I'll Be Home for Christmas, Ray Conniff Orchestra, RCA Victor 47-9397</td>
<td>12</td>
</tr>
<tr>
<td>2.</td>
<td>2.</td>
<td>Don't.Make It Wrong, Ike &amp; Tina Turner, Atlantic 2004</td>
<td>8</td>
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<tr>
<td>3.</td>
<td>3.</td>
<td>My Little Red Book, Judy Collins, CBS 7401</td>
<td>8</td>
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<td>4.</td>
<td>4.</td>
<td>All the Things You Are, Bill Evans Trio, Verve 8425 (LP)</td>
<td>5</td>
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<td>5.</td>
<td>5.</td>
<td>The Touch of Your Love, Isley Brothers, King 1020</td>
<td>9</td>
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<td>6.</td>
<td>6.</td>
<td>Danny Boy, The Tenors, RCA Victor 47-9665</td>
<td>9</td>
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<td>7.</td>
<td>7.</td>
<td>Let's Call the Whole Thing Off, Betty White, Victor 7410 (LP)</td>
<td>7</td>
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<td>9.</td>
<td>9.</td>
<td>You're a Mean One, Mr. Magoo, Impact 558</td>
<td>5</td>
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<td>10.</td>
<td>10.</td>
<td>With You I'm Born Again, Lou Rawls, Decca 8410</td>
<td>5</td>
</tr>
</tbody>
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**TOP SELLING R&B LPs**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Title, Artist, Label &amp; No.</th>
<th>Weeks on Chart</th>
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<tr>
<td>1.</td>
<td>1.</td>
<td>Ray Charles Sings Songs of Christmas, Ray Charles, Columbia 47009</td>
<td>16</td>
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<tr>
<td>2.</td>
<td>2.</td>
<td>The Best of Ray Charles, Ray Charles, Verve 7330</td>
<td>17</td>
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<tr>
<td>3.</td>
<td>3.</td>
<td>Christmas with Nat King Cole, Nat King Cole, Capitol 1020</td>
<td>12</td>
</tr>
<tr>
<td>4.</td>
<td>4.</td>
<td>Christmas with Ella Fitzgerald, Ella Fitzgerald, Verve 7314</td>
<td>11</td>
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<tr>
<td>5.</td>
<td>5.</td>
<td>Christmas with Lena Horne, Lena Horne, Capitol 1023</td>
<td>10</td>
</tr>
<tr>
<td>6.</td>
<td>6.</td>
<td>Christmas with Bing Crosby, Bing Crosby, Decca 7015</td>
<td>9</td>
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<tr>
<td>7.</td>
<td>7.</td>
<td>Christmas with Tony Bennett, Tony Bennett, Columbia 48236</td>
<td>8</td>
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<td>8.</td>
<td>8.</td>
<td>Christmas with Johnny Mathis, Johnny Mathis, Columbia 48235</td>
<td>7</td>
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<tr>
<td>9.</td>
<td>9.</td>
<td>Christmas with Barbra Streisand, Barbra Streisand, Columbia 48237</td>
<td>6</td>
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<tr>
<td>10.</td>
<td>10.</td>
<td>Christmas with Louis Armstrong, Louis Armstrong, Decca 7016</td>
<td>5</td>
</tr>
</tbody>
</table>

**POP SINGLES—5 Years Ago**

September 25, 1961

1. Take Good Care of My Baby, Bobby Vee, Liberty 10015
2. The Mountain's High, Dick & Dee Dee, ABC-Paramount 895
3. Michael, Highwaysmen, United Artists 3000
4. Cryin', Guy Mitchell, Columbia 4-39372
5. Does Your Chowda Goin' Loose Its Flavor (On the Barbecue Over Right), Lannie Onegaage, Det
6. Little White Slips, Ray Charles, RCA Victor
7. Who Put the Bump (in the Bump Bump Bump), Barry Mann, ABC-Paramount
8. My True Story, Joe Fite, Belgrove
9. Without You, Johnny Tillotson, Cadence
10. (The Name's) the Wonderful Flame, Elvis Presley, RCA Victor

**R&B SINGLES—5 Years Ago**

September 25, 1961

1. My True Story, Joe Fite, Belgrove
2. It's Gonna Wind That Fire, Ike & Tina Turner, Sue
3. Bright Lights, Big City, Jimmy Reed, Vee Jay
4. Beauty, You're Right, James Brown, King
5. Take My Love, Little Willie John, King
6. Don't Cry No More, Bobby (Blue) Bland, Duke
7. Let the Four Winds Blow, Fats Domino, Imperial
8. One Track Mind, Bobby Lewis, Bell
9. A Little Bit of Soo, Jassels, Leiber
10. Look in My Eyes, Chantels, Casablanca

**POP SINGLES—10 Years Ago**

September 22, 1956

1. Hee Haw Don't Be Cruel, Elvis, RCA Victor
2. Be-Bop-Lula, Gene Vincent, Capitol
3. Whatever Will Be Will Be, Holley
4. Canadian Sunset, Sonny & Cher, RCA Victor
5. A Swingin' Affair, Perry Como, RCA Victor
6. Don't Let Me Be Misunderstood, Nina Simone, Roulette
7. The Fool, Sanfor Clark, Det
8. Afternoon Love, Patti Page, Mercury
9. The Volkswagen, Bobby & Sherman, Capitol
10. I Don't Want to Know, Pat Boone, RCA Victor

**R&B SINGLES—10 Years Ago**

September 25, 1951

1. My Lady, Johnny Cash, Columbia
2. It's Gonna Wind That Fire, Ike & Tina Turner, Sue
3. Bright Lights, Big City, Jimmy Reed, Vee Jay
4. Beauty, You're Right, James Brown, King
5. Take My Love, Little Willie John, King
6. Don't Cry No More, Bobby (Blue) Bland, Duke
7. Let the Four Winds Blow, Fats Domino, Imperial
8. One Track Mind, Bobby Lewis, Bell
9. A Little Bit of Soo, Jassels, Leiber
10. Look in My Eyes, Chantels, Casablanca

**LPs—5 Years Ago**

September 25, 1961

1. Judy Garland Hall, Judy Garland, Capitol
2. Portrait of Johnny, Johnny Mathis, Capitol
3. Yellow Bird, Lawrence Welk, Dot
4. American Original Cast, Columbia
5. Something for Everybody, Capitol
6. Sinatra Swings, Frank Sinatra, Capitol
7. Never One to Sundown, United Artists
8. Dance It to a Quarter in Three, Gaby (Sia) Bono, RCA
9. I'll Be Home for Christmas, Ray Conniff Orchestra, RCA Victor
10. I'll Be Home for Christmas, Ray Conniff Orchestra, RCA Victor

**LPs—10 Years Ago**

September 25, 1951

1. Joe Franklin, Billie Holiday, Columbia
2. What'd I Say?, Ray Charles, ABC-Paramount
3. Nothing but the Best of Ray Charles, Ray Charles, Verve
4. Christmas with Nat King Cole, Nat King Cole, Capitol
5. Christmas with Lena Horne, Lena Horne, Capitol
6. Christmas with Bing Crosby, Bing Crosby, Decca
7. Christmas with Tony Bennett, Tony Bennett, Columbia
8. Christmas with Johnny Mathis, Johnny Mathis, Columbia
9. (The Name's) the Wonderful Flame, Elvis Presley, RCA Victor
10. Christmas with Louis Armstrong, Louis Armstrong, Decca
BUCKET / JIMMY SMITH
with Quentin Warren, guitar; Donald Bailey, drums.
SASSY MAE / SQUEEZE ME / BUCKET / COME RAIN OR COME SHINE / JOHN BROWN'S BODY / CARELESS LOVER / 3 FOR 4
BLP 4235/BST 84235

A bucketfull of Swingin' Sounds
on this great new album by
The Incredible
JIMMY SMITH

Four other great
SEPTEMBER SWINGERS

INDESTROYIBLE / ART BLAKEY AND THE JAZZ MESSENGERS
BLP 4193/BST 84193

RIGHT NOW / JACKIE McLEAN
BLP 4215/BST 84215

COMPONENTS / BOBBY HUTCHERSON
BLP 4213/BST 84213

MODE FOR JOE / JOE HENDERSON
BLP 4227/BST 84227
APE CARtridge

Ampex Stereo Releases 10 A&M Titles in 4 and 8-Track

By RAY BRACK

CHICAGO — Ampex Stereo Tapes is following its big London CARtridge mailer with a 4- and 8-track tape cartridge line, which was introduced this week.

In the wake of successful negotiations between Ampex and the Amstrong Stereo Tape general manager Donald V. Hall said the company is out to capture a number of other key labels for duplication and distribution in 4- and 8-track cartridges.

Hall said that the Ampex contract with A&M for cartridge release was linked to previous Ampex reel-to-reel agreements with the company.

According to Hall, T. Thomas Finley, president of the International Tape Cartridge Corp., which has advertised an exclusive cartridge marketing contract with A&M, the Ampex releases of A&M product will be challenged.

Hall, who estimated that Ampex will be releasing all the A&M hits in 8-track and 4-track cartridges, said Ampex was able to determine, no litigation was in sight. A&M has no exclusive agreement with A&M, Hall said.

4-Color Package

The initial Ampex release for A&M, Hall said, would include 10 titles in both 4- and 8-track. Packaging would be 4-color as was the company's recent release of London product. The London release included 32 8-track and 10 4-track selections. B- and C-label cartridges and double-play selections are included. Single albums retail for $6.95 and double-plays for $9.95.

Ampex has innovated a dust cap for the 4-track cartridges and the tape box comes shrink-wrapped.

Hall said Ampex expects to have 200 titles on nine different labels in its cartridge catalog by November. This in addition to its 1,600-selection, 44-label reel-to-reel tape catalog.


Four-track titles include material by the Rolling Stones and Marianne Faithfull.

Tape CARtridge

All Fords Will Have Units As Optional Equipment

By HANK FOX

DETROIT—Ford Motor Co. will offer its 8-track continuous loop CARtridge system as optional equipment in each model of its '67 models. Last year, the company limited installation to five models.

Ford also revealed the new car buyer will have a choice of two installations in four of the models, with the unit available last year. The tape cartridge players can be purchased either dealer or factory-installed in the Thunderbird, Lincoln Continental, Mercury and Ford Galaxie. The factory-installed unit is a hang-on type only. Last year, only the Galaxie offered the customer a choice. The Mustang's player, previously a hang-on variety, will be marketed as an integrated unit.

Both types are manufactured by Motorola.

In addition, the units will be featured in the Mercury Comet, Mercury's new sport-sedan-type Cougar, the Ford Fairlane and Falcon. Ford's extension of 8-track availability seems to indicate the company's belief that the ultimate car market for tape cartridges lies in the low to moderate price range.

Last year's production run, while not called a test market, was just that. Ford apparently believed the luxury priced cars would predominate in cartridge unit sales figures so it went predomnantly with the Continental and Thunderbird. The Mercury is slightly above the moderate price while the others are in the low price range.

Luxuries Ahead

Percentage figures for the end of production run indicate the luxury models are far ahead. Some 20 per cent of all Continentals purchased were bought with the tape cartridge unit as optional equipment and 21.8 percent of 1966 Thunderbirds were delivered with the optional stereo tape systems. However, the total number of these cars produced is significantly smaller than for the popular priced Ford Galaxie and Mustang.

While only 2.5 per cent of the Galaxies were purchased with the units, this represents 26,265 units. The much larger percentage of 8-track Continentals is equivalent to 15,964 sets. Some 14,600 cartridge players were installed in the Thunderbird, while 13,672 (2.5 per cent) were placed in the Mustang. Mercury's cartridge unit sales were 3.6 per cent (6,140). The lower priced models, new to the cartridge field, will offer the player as a hang-on unit only. This includes the Comet, Falcon and Fairlane. The units come as a factory-installed, integrated option on the Mercury Comet.

Ford officials said they were more than pleased with last year's sales for the players. While Ford will be faced with keen competition this year from General Motors, Chrysler and American Motors, Harold Sperlich, Ford advance program and competition manager, said the other manufacturers' entry will only spur the market. He said strong sales were set in 1967. The lower priced models, new to the cartridge field, will offer the player as a hang-on unit only. This includes the Comet, Falcon and Fairlane. The units come as a factory-installed, integrated option on the Mercury Comet.

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ENCHANTE

CLAUDINE LONGET
SUNRISE • SUNSET
b/w
MEDITATION

PERFORMING SUNDAY, SEPTEMBER 25TH ON THE
ANDY WILLIAMS SHOW
TAPE CARTRIDGE

SABA to Market Cassettes in Both

Bonn — SABA, the Black Forest electronics and phonograph record company, has come the first German firm to market cassettes.

SABA's initial offering is five hour-long stereo music tapes each...with a general theme: march, music, "Golden Four Green," "Latin American Fiesta," "Dancing in Studio B," "Musical Varieties, with the Great Dance Bands."

Tapes are priced at $7.50. SABA is entering cassette product, according to the company, with the twin-track idea of expanding the market for its own tape recorders and profiting from the current taped music vogue.

Music tape — now legal since enactment of the new copyright law — has increased enormously and is cutting into disk sales recently. More producing cassettes for tape recorder play.

PONTIAC AND OLDS RIDE INTO 8-TRACK

• Continued from page 1

Tape breakage, due to a sudden flow of electric current into the unit when the car ignition is turned on, has been a source of customer complaints. The Ford unit came with a set of instructions warning users to remove the cartridge before turning the motor on. When he forgot or ignored the notice, the purchaser found that the surge of electricity would burn the tape and he would go back to the company to complain. Delco engineers, it was claimed, have eliminated this.

Size and Dilemma

The size difference of the individual cartridges has been an other dilemma facing tape cartridge unit manufacturers. The best known to most customers is the fact that the cartridges, while supposedly the exact dimension for each cartridge company, do vary slightly among the manufacturers. The deviation in the cartridge causes a distortion in sound when the cartridges are pushed in the unit, it was said. General Motors officials said they had...the difficulty by installing a special track to accept all cartridges.

While Oldsmobile refused to disclose their advertising and promotion campaigns, Pontiac said they would promote the high-quality tapes, it can cut the cost of manufacturing from one-sixth of the cost of the amateur taped product, particularly the marketing of cassette recording tape in Germany is taken into account.

SABA's marketing studies also show that there is a potentially big market for cassettes among tape recorder owners who either do not have record players or who prefer to handle tape instead of disks.

SABA was the first German record company on the market with automobile cartridge players—the Sahomobil. The auto tape cartridge program is being expanded and will be pressed parallel to the production of cassettes for tape recorder play.

MARTEL, LEAR, VIKING TO DISPLAY AT SHOW

NEW YORK—Marlet Electronics, Viking of Minneapolis, and Lear Jet will have tape CARTRIDGE equipment displayed at the 1966 New York High Fidelity Show, Sept. 28-Oct. 2, at the New York Trade Show Building here. Others may sign up. Record companies, on the other hand, will not be present. A spokesman for the event said that attempts last year to have record companies exhibit was a failure. "Often the record companies didn't have anyone manning their displays," the Institute of High Fidelity passed a by-law during the year excluding nonsponsors from the show.

Lear Jet product will be displayed at the show by Chancellor, a distributor handling the line in the New York-New Jersey territory. The show expects the largest selection of high-fidelity equipment ever displayed in New York. Seminars on all phases of components and music are scheduled for the show.
welcome!

A & R RECORDING, INC. • 112 WEST 48th ST., NEW YORK 36, N. Y. • JUDSON 2-1070
Chicago — Report merchandisers and manufacturer executives at the recent National Convention of Record Merchandisers spent considerable time discussing new problems related to retailing.

Merchants at the convention were particularly vocal on the problem of tape CARtridge pilferage. During a panel discussion the following dialog involved:

Merchandiser A. Stine, executive vice-president, Mercury Record Corp; record merchant Merrett B. Kirk, tape marketer L. Finley; RCA Victor recorded tape manager Irwin Tarr; Oscar Kustisto, head of Motorola's automotive products division; Los Angeles retailer Ben Barratt; New England rack jobber Cicero Slee; American Broadcasting-Paramount's vice-president; Bill Gallagher; and Dick LaFaim, director of tapes.

Merchandiser A. Stine: Is the present method of standardization on 4-color packaging of cartridges, for we feel it must be standardized, good enough for L.P.'s? They must carry descriptive matter in the LP manner. We also hope for a policy at the retail level that will permit the consumer to handle the product.

Merchandiser B. Barratt: “When the time comes that volume is great, we'll have a tape cartridge space problem. For this reason, we must begin thinking about size and labeling standardization immediately.”

From the floor, a Capitol Records spokesman: “We agree with Mercury that the consumer must feel the package. And, incidentally, the Capitol cartridge donut is out.”

Finley: “Cartridge width must be standardized for the benefit of the dealer.”

New RCA Package

Tarr: “We are currently modifying our package, and in the fall will introduce a narrower cartridge. It will fit L. Finley’s new future.”

From the floor: “Are we fighting a successful record merchandising formula? We feel cartridge upsets where they can happen. The present trend is looking us in the dark ages.”

Kirk: “Dealers are taking the front off their security cases. We have talked ourselves into this cartridge security problem, in the main, and now we’re talking ourselves out of it.”

Gallagher: “Standardization in any form is premature at this point. We are going to try to conform to any standards until we’ve thoroughly researched the subject. This entire discussion is premature. However, like Mercury, we do feel that the value of art work is primary.”

Bartel: “It’s even premature to talk about merchandising when we’re in danger ourselves of losing the consumer market. By this time next year there will be 100 new rack jobbers who will invite automotive depart...”

(Continued on page 36)
"THANK YOU, COLUMBIA SALES MEN 
AND DISC JOCKEYS ALL OVER 
AMERICA, FOR THE PROMOTION 
ON MY OPENING AT CAESAR'S 
PALACE, MAKING IT POSSIBLE 
TO BREAK A TWO-WEEK ALL-
TIME RECORD IN THE 
HISTORY OF LAS VEGAS."

Mark Anthony
Scanning The News

Development of a new stereo ceramic phonograph CARTRIDGE was announced recently by Electro-Voice, Inc. According to company engineers, the new cartridge, designated the 5,000 series — "reduces manufacturing complexity 80 per cent over previous designs ... for much less cost." Distributor sales of radios and phonographs showed increases in June as compared to last year. Electronic Industries Association figures indicate that home radio sales went up 2 per cent to 1,173,010 units. Auto radio sales dropped during June 2.9 per cent from last year to 823,607 units. For the six-month period radio sales at the distributor level dropped 5.8 per cent to 4,741,986 units. Distributor phonograph sales during June climbed 1 per cent to 328,897 units over last year. For the six-month period, 1,963,751 units were sold, a 5.5 per cent increase over the same 1967 period. "Training a distributor and retail organization" was one of the topics at a recent British-American seminar at Zenith Corp. facilities under the sponsorship of the International Marketing Institute co-operating with the Harvard Graduate School of Business Administration. Zenith Sales Corp. President L. C. Truewell keynote the session. ... Ampex Corp. sales were up 31 per cent for the first quarter of fiscal 1967. Net earnings rose 34 per cent for the same period. Consumer audio recorders and accessories for home entertainment contributed heavily to the first-quarter gains, said President William E. Roberts.

Estey Amplifier
THE 1966 MAGNATONE line of amplifiers has been introduced by Estey Musical Instrument Corp. Their professional Amp line features "Magna-Power," tremolo and reverb-rater. It also features illuminated face panels with dimmer controls. One pictured above retails for $480. Price leader is at $295.

Utah Speaker
UTAH SPEAKER obtains maximum performance from bass guitar amplifiers. The 12-inch speaker produces 100 watts of sound in the voice coil and two-pound magnets. It is about the size of a two-suitcase. No price available.

Arvin Recorder
SOLID-STATE STEREO tape recorder by Arvin plays on AC or eight D batteries. It is a three-speed 4-track stereo recorder with digital counter and reset button to locate passages in reels. Uses seven-inch reels and retails for $159.95.

Trade Leaders Talk About Tape Security
* Continued from page 34

Flintridge—"This fall an advertising barrage on cartridge the likes of which this industry has never seen will break. But only 20 per cent of you are in the business. The other 80 per cent of you are going to lose out to automotive and electronics people. The record dealer who is holding back is foolish, for the tape business will equal the dollar volume of the disk business in three years."

Stern—"We need go where the consumer is. Let's place our racks where the customer is and fill the vacuum, even in the automotive-oriented locations."

From the floor, James Marton, Chicago distributor — "I suggest that the security problem be eliminated by preparing 10-inch display cards for each cartridge to be placed in a browser box. Each small box could sit on a counter and exhibit 400 titles — while the cartridges remain locked away safely. The customer would merely pick a number and obtain the cartridge from a clerk."

Problems Enough
Steen — "We have inventory problems enough without keeping track of cards."

Kirk — "It seems that with every new product we worry excessively about pilferage. Remember when we used to nail down 7-inch records?"

Heilicher — "Yes, but there is one big difference between 7-inch records and tape cartridges. The former costs about 54 cents — or 42 cents, the way some of you guys buy (laugh) — but I have to see some guy walk out with a $6.95 cartridge that is hardly worth the cost."

NEW PRODUCTS

Webcor Recorder
ABOVE is WEBCOR's new rechargeable V tape recorder. It operates on five rechargeable batteries and has a built-in AC adapter and battery charger. Production is at 1/2 and 3/4 speeds. Has voice activated mike and earphone jack and retail for $124.95.

Estey Amplifier
THE 1966 MAGNATONE line of amplifiers has been introduced by Estey Musical Instrument Corp. Their professional Amp line features "Magna-Power," tremolo and reverb-rater. It also features illuminated face panels with dimmer controls. One pictured above retails for $480. Price leader is at $295.

Stereo headphones with full color photos of the Beatles on each earcup. And inside, a unique stereo sound that dramatizes stereo records as no other listening system can. Beatlesphones offer personalized listening. Help sound for those who want to hear it; quiet for those who don't ... even in the very same room.

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Selling THE BEATLES OWN LISTENING SYSTEM...
Now the choice 8-track stereo cartridge at any price sells for $4.95.

Naturally, it's Pickwick/8.

Who comes up with the first practical idea in 8-track stereo tape cartridge packaging? With a price pegged for really fast turnover? The company famous for the best buys in sound, Pickwick.

The package is a unique slim line slip-on case. A case the consumer will keep for permanent cartridge storage and easy identification.

The price is just $4.95 for a single stereo tape cartridge, $6.95 for a twin cartridge. It's Pickwick/8 introducing a whole new era in quality 8-track pricing.

And these stereo cartridges are unsurpassed at any price. Pickwick has pre-selected for you the widest range of material available from any one source to give the consumer the finest family entertainment in the car — pops, rock 'n' roll, C&W, classical, Broadway shows, and even children's music. (Same material available on Pickwick/4 stereo 4 track tape cartridges). Cartridges delivered in a dynamic self-shipping counter display case, designed for maximum eye-appeal in a minimum of space. Unbeatable value. Pickwick value!

also available

POPS

FORKINNE & TEACHER - The Excitement of Muriel & Teacher PB-102 T4-102
PHANTOM FEVER - Phantom Fever Plays Piano Rolls PB-105 T4-105
ROGER MORRIS - Three Guys That Sing Again! PB-106 T4-106
JENNY PINES - Jenny Pinnies with Jenny Pinnie P8-107 T4-107
THE THREE SUNS - Twilight Time PB-110 T4-110
TULANE COUNTRY BAND - Chips Unique PB-112 T4-112
SOUND OF MUSIC - Lullaby, Show Score, Chorus and Orchestra conducted by CHARLES GORDON JENNINGS, The Magic of Gordon Jenkins PB-103 T4-103

YOUNG AMERICA ON THE GO

LIVE IT UP - featuring The Young Rebels, Los Delicos, Gene Pitney & Others PB-115 T4-115
GO-AHEAD - featuring Paul Clark, Bobby Goldsboro, Paul Reeves & The Raiders PB-116 T4-116
IT'S HAPPENIN' - featuring Lee Hazle, The Four Seasons, Jon & Dean, & Others PB-117 T4-117
ON THE MOVE - featuring Paul Revere & The Raiders, Dave 'Baby' Cortez, The Four Brothers & Others PB-116 T4-116

COUNTRY & WESTERN

12 GREAT COUNTRY HITS PB-207 T4-207
PATTY CLINE - Today, Tomorrow and Forever PB-201 T4-201
PATTY CLINE - Today, Tomorrow & Forever PB-216 T4-216
CONWAY COX - CONWAY COX - Johnny Horton, Gone But Not Forgotten PB-206 T4-206

CHILDREN'S ALBUMS

THINK TEEN - featuring Johnny Rivers, The Monitors, Jerry Butler, Ray Charles & Others PB-819 T4-819
THE PARIS MITCHELL STRINGS... Night And Day - Dancing In The Dark PB-901 T4-901
SOUTH PACIFIC - OKLAHOMA, Chorus & Orchestra conducted by Russ Case PB-101 T4-101

CLASSICALS

MODERN - Eric Kevian Conducts PB-902 T4-902
MODERN - Water Music Suite, William Steinberg, Gopp. Pittsburgh Symphony Orchestra PB-101 T4-101
SABBATH - Messiah and Passion, William Steinberg, Gopp. Pittsburgh Symphony Orchestra PB-202 T4-202
BERTHEMANN - From Corinth, No. 1, In C Flat, Kofulik Figarputty, Piano Municipal Orchestra, God, Pittsburgh Symphony Orchestra PB-302 T4-302
SHOW TOWN PACKS - $6.95

PEOPLE & WEST - conducted by Maurice Edward Vincent PB-202 T4-202
WEST SIDE STORY - Chorus and Orchestra conducted by Russ Case PB-902 T4-902

MOOD TWIN PACKS - $6.95

PARKS MITCHELL STRINGS - From Home With Love — From Spain With Love PB-904 T4-904
PARKS MITCHELL STRINGS - From Home With Love — From Spain With Love PB-905 T4-905
NEW ACTION ALBUMS

**NATIONAL BREAKOUTS**

**SUPREMES A GO GO**
Motown MHP 649 (M) SLP 649 (S) (678 00649-3) 679 00649-7

**LIL' RED RIDING HOOD**
Summation Shmossum Shmossum MGM E 4467 (M) SE 4467 (S) (460 00467-3) 660 00467-7

**NEW ACTION LP'S**

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

**SATISFIED WITH YOU**

Chick Corea, Ekvoz LRS 252 (M) BN 252 (S) (463 02527-3) 465 02527-2

**TRAVELING ON**

Robert Gourley, Columbia CL 2541 (M) CS 9341 (S) (350 03241-3) 350 03241-7

**OUR MAN FLUTE**

Marbelle Moore, Atlantic 1446 (M) SD 1446 (S) (100 01446-3) 100 01446-4

**UNO DOS TRES/1, 2, 3**

Willie Bobo, Verve V 8648 (M) V 8648 (S) (893 08648-3) 893 08648-8

**NIRO**

Imperial LP 9320 (M) LP 12320 (S) 570 12320-0

**LATIN SPOTLIGHT**

**VIRES GALEORE**

louis Ramirez and His Com- mena Changne, Argo AR 845 Smooth vibes in a Latin jazz flavor will please the Latin-tilted group and possibly find it's way into the hands of the group. There is exceptional musical talent here.

**INTERNATIONAL SPOTLIGHT**

His newest Songs

Gilbert Bécaud, recorded in the Orange hotel, Paris, with The Philippe Entremont Orchestra. The album includes "New Orleans Waltz", "Ah, S'il Pleut", "Pleasure and Pathos into the French Taktch The album features a new and unusual mode of presentation in addition to the obvious Latin market.

**SPOTLIGHT PICKS**

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

**POP SPECIAL MERIT**

HERSCHEL BERNARDI SINGS FIDDLER ON THE ROOF
Columbia CL 6610 (M) OS 2510 (S) The current star of Broadway's "Fiddler on the Roof", Herschel Bernardi, brings this folk musical to the recording studio. His interpretation is perhaps the best available. The album includes such hits as "Fiddle in the Window", "Matchmaker", and "Matchmaker, Matchmaker, No More".

**POP SPECIAL MERIT**

THAT FRESH FEELING
George Shearing, Capitol T 2567 (M) ST 2567 (S) This is a vintage Shearing. Most of the items, "Hymn to the Morning", "The Continental", "Swiss Breakdown", and "Swiss Breakdown" have been recorded by Shearing and others. But the vocals of "Swiss Breakdown" are especially fresh versions, and the Shearing magic is still there.

**CLASSICAL SPECIAL MERIT**

COASTAL: LONDON SUITE/FOUR WAYS SUITE/THREE ELEZARITES

**CLASSICAL SPECIAL MERIT**

THE REAL DONOVAN

Miskry LP 135 (M) ST 135 (S) (508 00135-3) 508 00135-3

**LIVIN' ABOVE YOUR HEAD**

Joy & the Americans, United Artists UA 3534 (M) UA 6634 (S) (875 00345-3) 875 00345-4

**ALFIE...**

Carmen McRae, Mainstream 6004 (M) S 6004 (S) 643 6004-5

**JIM NABORS SINGS LOVE ME WITH ALL YOUR HEART**

Columbia CL 2558 (M) CS 9235 (S) (350 02558-3) 350 02558-5

**THE NEARNESS OF YOU**

Frank Sinatra, Capitol CL 3630 (M) SPC 3630 (S) (745 03630-5) 745 03630-5

**LSD**

Dr. Timothy Leary & Alex Gibsous, Capitol T 2574 (M) ST 2574 (S) (300 02574-3) 300 02574-5

**NEW KICK!**

New Christy Minstrels, Columbia CL 2542 (M) CS 9542 (S) (320 02542-3) 320 02542-4

**ALLAN SHERRIE Live and Loving It You are the Same**

Wagner Bros. W 1649 (M) WS 1649 (S) (925 01649-5) 925 01649-4

**SEARCH FOR A NEW LAND**

Lee Morgan, Blue Note 4169 (M) 4169 (S) (320 04169; 220 04169-0)

**FANTASY, UNPREPARED**

Philippe Entremont, Columbia CL 6676 (M) OS 6676 (S) This program of 13 of Entremont's favorite arias shows why the public widely listens to Fazioli when it's available. The program includes "Jewels" by Tosti, "L'invitation au Voyage" by D'Hooghe, "Les Plaisirs et Dolors", "Aria di Bergamo" by Cesti, "Ave Maria" by Bach, "Ecco siamo in mezzo al mondo" by Tosti, "Je ne regrette rien" by Boudinot, and "Non son divenuta" by Pasquini.

**POULICEN'S FOUR SONG CYCLES**

Jean-Claude Bernardi/Paris Conservatoire Orch. (Prentice). Angel 36700 (M) S 36700 (S) Georges Perret conducts another in a series of Poulenc piano recitals presented by the American Piano Society. A legant performance of this masterpiece.

(Continued on page 81)
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of Show & Personality
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Television

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MT-9600

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Entertainment. A-16
Richard Tucker's powerful and magnificent voice scores another hit with Bernstein conducting his "Prelude to the Afternoon of a Faun." Bernstein, Eugene Ormandy and the Philadelphia Orchestra provide magnificent arrangements of Debussy's "Prelude to the Afternoon of a Faun." Tucker's "War" stands out from the dozens of other vocal treatments of the standard.

Bernstein: Age of Anxiety
Philadelphia Orchestra (Ormandy), Columbia ML 6283 (M); MS 6893 (S).

In addition to the title selection and the excerpts from the Pops, the disc also includes excerpts from "The Transfiguration," "Der Rosenkavalier," and the Philadelphia Orchestra's treatment of the "Carnival," "Rite of Spring," and "Clear Day." Ormandy's conducting is usually excellent, especially in his handling of the orchestral material. This disc is worth your attention. Ethel Merman is excellent as the piano soloist.

SCHUBERT: SYMPHONY NO. 3 IN D FLAT/MAZARINI SYMPHONY NO. 40 IN G MINOR
Moscow Chamber Orch. (Bernstein), Angel 36371 (M); 52437 (S).

This is the fourth LP Angel has recorded of this excellent young orchestra. The first two LPs are excellent, and the third is quite good. This LP is similarly good. Bernstein's handling of the orchestra is usually excellent, and his interpretation of Schubert's Symphony No. 3 is particularly fine. The soloists and the orchestra are well matched. This disc is recommended for all fans of Schubert and Bernstein.

The first "his 'n hers" tape recorder... new from WOLLENSAK!

his: This 84-inch wide Wollensak is every inch a man's Tape Recorder. Four powerful matched speakers provide true stereo separation of sound. Solid-state components ensure dependability, instant response. Control Central groups all controls within a handsnap. AM-FM stereo tuner and tape storage cabinet. More: twin VU meters, calibrated dials, finger-contoured powered push buttons, self-threading reels.

hers: This is fine furniture—warm and glowing. Fine walnut cabinet. Speakers faced with textured fabric. Metal surfaces and trim in muted gold tones. Adds to the decor on wall or in bookcase. Matching walnut sliding doors. AM-FM stereo tuner and storage cabinet optional. Model 5800 shown, $299.95.* Model 5300: $279.95.*

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CONTENTS

THE 41 MAJOR MARKETS
Ratings indicate position held by each station and disk jockey by their musical format in influencing the record buying habits of their listeners—based on actual air play and over-the-counter record sales.

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<th>City</th>
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CROSS-REFERENCE RECAP

POP SINGLES
POP LP'S
R & B
JAZZ
COUNTRY
CONSERVATIVE
COMEDY
FOLK
CLASSICAL

DJ RANK
STATION RANK
STATION ADDRESS
ZIP CODE
AREA CODE & PHONE NUMBER

SPECIAL LISTINGS

NATIONAL BANDSTAND SHOWS
Name of Show & Personality
Current number of markets
Producer & Talent Co-ordinator
Full address, area code & phone number

LOCAL TV BANDSTAND SHOWS
City & State
Name of Show & Personality
Station Call Letters & Time Slot(s)
Full address, area code & phone number

COUNTRY TV SHOWS
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Name of Show & Personality
Station Call Letters & Time Slot(s)
Full address, area code & phone number

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| No. 61 | HANKY PANCAKES | "AS THE WIND BLOWS" | 9 |
| No. 62 | DIRTY WATER | "THE PUPPY PLANET" | 8 |
| No. 63 | THE REST OF HANNAM'S HEADS | "WE CAN'T BE BEATS!" | 8 |
| No. 64 | FIDDLE ON THE ROOF | "HE NEEDS A WAVE" | 7 |
| No. 65 | GO AHEAD | "HE'S ON THE HOG" | 7 |
| No. 66 | ROSES | "HIS UNDER SIDEWALKS" | 7 |
| No. 67 | DAVE CRAWFORD'S GREAT HITS | "SANDY MARIONETTE" | 6 |
| No. 68 | THE EXCITING WILLIE PICKETT | "COVERS" | 6 |
| No. 69 | OVER UNDER SIDEWALKS DOWN | "HE'S ON THE HOG" | 6 |
| No. 70 | BOTH SIDES OF HANNAM'S HEADS | "WE CAN'T BE BEATS!" | 6 |
| No. 71 | CRYING TIME | "ALMOST PERFECT" | 6 |
| No. 72 | DAVE STREET'S AS A CHILD AS A GIRL" | "HE NEEDS A WAVE" | 6 |
| No. 73 | TENDER LOVING CARE | "SANDY MARIONETTE" | 6 |
| No. 74 | BORN FREE | "SANDY MARIONETTE" | 6 |
| No. 75 | RED RUBBER BALL | "ALMOST PERFECT" | 6 |
| No. 76 | "THE YOUNG BAGGALS" | "COVERS" | 6 |
| No. 77 | MY WORLD | "COVERS" | 6 |
| No. 78 | I HEAR A SYMPHONY | "COVERS" | 6 |
| No. 79 | THE 4 SEASONS GOLD VAULT OF HITS | "COVERS" | 6 |
| No. 80 | WASH IN THE WATER | "COVERS" | 6 |
| No. 81 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 82 | "DO THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 83 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 84 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 85 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 86 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 87 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 88 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 89 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |
| No. 90 | "THE NIGHTMARE OF THE NIGHT" | "COVERS" | 6 |

**Notes:**
- The chart includes various songs with different performers and titles.
- The dates mentioned are indicative of the release year or the chart's publication year.
- The format is designed to provide a clear and organized view of the music chart data.
Mail Barrage Blasting the ARD On Disk Programming Cutback

By OMER ANDERSON

RONN — Stations affiliated with the ARD, the West German TV-radio network, are getting a mail protest against the network'ssandboxing of disk programming. Station officials said the mail is running up 85 percent against the ARD. The 11 provincial networks forming the ARD are receiving about 5,000 letters a day on the disk dispute — the most mail the network ever has received before on any issue.

Each provincial network is reducing disk music as it sees fit, but all stations are conforming to the ARD’s policy of reducing platter programming to the bare minimum as a lever on the GVL, the German performing artists society.

West Germany’s new copyright law, which became effective last January, recognizes the copyright royalty claims of “interpreters” as well as creative artists. Under the old law (enacted in 1945) the royalty rights of performing artists were vaguely acknowledged but not clearly defined.

Armored with the new law, the GVL has launched a full-scale drive against the’sandboxing of disk programming. From its own orchestras and to archives were seized by the GVL control.

Station executives say they are amazed at the intensity of feeling on the issue, notably on the part of youth. The manager of one of the biggest stations said, "At least we can take comfort that people listen to disks and apparently have liked what they heard in the past. We are particularly amazed by the following: "We have with youth.”

In particular, protest the banishment of their platter idols.

Many parents write to the stations protesting that they are being charged heavily expense because their children are now buying records they can’t hear on the radio.

Cutback Drastic

The ARD’s cutback in disk programming is drastic. Bayerian Radio, for example, has cut disk music of all types from 70 to 7 hours a week.

The ARD position is complicated because it is Germany’s only radio network (although there are two TV networks, and is a quasi-state operation. It is supported by listener fees of 5 Deutschemarks monthly and a license. Programming control is vested in theGerman performers association representing major areas of public interest — political parties, labor unions, the churches, and public organizations.

The GVL is linked with the record industry (IVPI) in the dispute. Herein, the ARD paid the interpretation royalty to the IVPI, which disbarred it to the artists. The disk firms are caught in the middle of the current controversy, and they have so far refrained from any efforts at state sponsorship. The record companies apparently are building a wall against the collapse of the disk music embargo under listener pressure.

Panda, Seeoco and Carnival Form U.K. Firms With King

LONDON — Three more American labels have formed U.K. companies in partnership with British King. They are Panda, Seeoco and Carnival.

They follow the joint firm recently set up by Roulette and King as the American label that stems from Ria and Ben Isen’s Norcal in the central coast.

Panda is another entry into Britain’s awakening children’s market — Disney launches its own British operation in October (Billboard, Sept. 3). Panda will bow at the same time in the $5 billion British market.

The following month, Seeoco, the established U.S. Latin-American line, is setting up its own business. This will also retail at $1.75.

Carnival is being launched this week in a full-price LP ($3.54) and singles range.

As well as adding British acts to its King line, the firm has moved to new headquarters at 176129. Here, said American-UK, N.E. 5, to cope with the expansion.

3’s Crowd Record Will Get Triple-Pronged Release

TORONTO — “Bound to Fly” by 3’s Crowd, slated for release the third week of September on Columbia in Canada, Epic in the U.S., and CBS in the U.K., marks the first time a record by a Canadian act has won simultaneous release in these three major international markets. The record was cut in New York, produced by Epic’s Bob Bierenbaum, engineered by M. Vant and mixed by lead guitarist; and Brent Tidcomb, rhythm guitarist. The group was formed in Vancouver only about a year ago and has appeared on such major network TV’s as “Let’s Make a Deal” on CTV and “Joltette” on CBC-TV, at top Canadian folk clubs, the Riverboat in Toronto and the Aqua Dimession in Winnipeg and Regina, the Bushhouse in Vancouver, the Conquistador in Calgary, and the Raven’s Gallery in Detroit.

The group’s manager, Syd David, has arranged personal appearances for the trip, to London, England.

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

GENE PITNEY, center, with the new CGD salesmen at the party which wound up the seminar.

MM-CGD Seminar Add 21 Salesmen

By GERMANO RUSCITO

MILAN — The sales teams of Messaggero Musicale, distributor of CGD catalog, the foreign label at which CGD is licensee and CBS here, have been increased from 14 to 35 salesmen. The new team will be directed by Sergio De Gennaro, CBS’ Italy sales manager at RCA Italian, who has just switched to Messaggero Musicale.

The company is also controlled the Swedish publishing group.

A one-week seminar was organized for the 21 new salesmen to give them a picture of the company’s activities, body links with the sister concerns, catalogs on distribution, sales problems. Besides De Gennaro, who dealt with problems particularly in relation to sales, such as market situation, legal and technical relations between the sale teams, sales technique and sale training, other MM’s and CGD’s employees presented diversified features of their companies.

Giuseppe Giannini, CGD, told the potential record buyers a story of foreign music and recordings’ influence during the last years. He pointed out that, after a slow-down in 1964 when foreign recordings were covering only about 20 percent of the market, they covered about 30 percent in 1965, and are supposed to cover about 40 to 50 percent by the end of the current year. Giannini underlined that “foreign recordings” are mainly to be understood as American and English recordings and that, owing to the systematic CGD’s extensive presence in this field, the relative steady climb will convert into a company’s high-sale turn over.

The GVL is linked with the record industry (IVPI) in the dispute. Herein, the ARD paid the interpretation royalty to the IVPI, which disbarred it to the artists. The disk firms are caught in the middle of the current controversy, and they have so far refrained from any efforts at state sponsorship. The record companies apparently are building a wall against the collapse of the disk music embargo under listener pressure.

A ROUNDOF FESTIVITIES MARKS BOVEMA’S 20th

AMSTERDAM — Bovema was celebrating their 20th anniversary Monday (19) with a series of festivities here. A special show featuring many of the company’s artists was being staged at the Amsterdam Hilton in the morning, and nearly all Bovema’s staff were expected to hear special tributes and presentations to their boss.

In the afternoon, the Bovema board was throwing a reception at the Hilton, and Bovema was ending the hectic day with a dinner for special friends at the Amstel Hotel. Bovema handles EMI product in Holland in advance to recording local artists.

Oord describes the company as "In many ways more EMI than any other EMI European branch office, but nevertheless we are completely independent.”

Bovema today releases the HVM, Columbia, Capitol, Imperial, Pathé, Stateside, Liberty and Atlantic labels. Its influence has been felt throughout the Dutch industry. Two years ago he was instrumental in the formation of Independent Company for Grammophones Campaign (ICCG), which brought manufacturers and dealers together in joint promotions for mutual benefit on an industry-wide scale.
“Jamie and the J. Silvia Singers”

ABC Records welcomes you to their label and thanks you for one of the most outstanding albums in years.

Larry Newton
President
ABC Records
International News Reports

From The Music Capital's of the World

Chicago

Dick Davey, the "Arkansas fellow traveler" from Evening Shade, is loved by South Side Chicago. At last report from Ralph Eldor of Columbia, his "You're A Long Way From Home. Whites" album had gone well over 1,000. They also loved Davey, who is white, at the Lou Hawk concert at McCormick Place recently. Ninety-eight per cent Negro audience gave him an ovation. Daddy O' took him on WAAF for two minutes and kept him on for two hours. The Fabulous 3 opened it at the Something Else last Wednesday for a spell. The Mad Show directed by Charles Maryan opens at the Happy Medium Oct. 3, following into the room Oscar Brown's 24-week-running "Joy 66." Spanky & Our Gang followed Stan Getz and quartet into the London House last week. Also at the London House is Eddie Higgins and Trio. Eddie recently engineered the recording of the Billboard Tap CARidge Conference.

The second issue of Le Pussy's. The Word is out. This time the book has 24 pages with a 10,000 print order. Distribution is aimed at 101 cities. Mercury is in debt to a perfect stranger named Metho Valder who conceived to carry an album packet with her on a London flight for approval by Johnny Mathis during the air strike. .

"The Group Quarte" comes to Chicago Oct. 4 for three weeks at the London House. .

Louis Harris reports that 43 per cent of the boys who bought Bonne's "Tupelo" 45 record, bought the 12" album and he moved Jean Pace, Lulu Hendon, Floyd Morris, Paul Serrano, Dom-Um Romano and "Joy 66" to the "Alley Theater" at 449 S. Cottage Grove Avenue. But how much longer will Oscar be able to resist publicity. An engineer at WIND Radio named Pussy Flower has discovered that on the instrumental version of the melody of "A Hard Day's Night" sounds the same played backward.

Ray Brack

Cologne


Bobby Solo, the Italian whom CBS has promoted into a best-selling German-language artist, is making his first tour of Germany. Peter Bell's "Fremde in der Nacht," ("Strangers in the Night") is selling so well in all German that Bell is now styled as "Der Deutsche Frankie-Boy." Graham Bonney is making a grand tour of Germany extending through most of the land. With him are Clive Andrews, Draft Deitcher, and the Winkler Brothers. Electric for the tour to promote Bonney's "Sugarcane," and his forthcoming release "Swinging on a Star." Where Bonney leaves off, Johnny Mathis will take over making appearances in Hamburg, Nuremberg, Munich, Salzburg, Berlin, Cologne, Wuppertal, Dusseldorf and Wiesbaden. Electrica is using Mathis' tour to press sales of his "This Is Love," and his upcoming "Away from Home." .

Phillips has released the German version of Father Flury's "The Badge of Courage." "Die Kehre der Mahlste," the priest is enormously popular with German youth. The Beatles have competition in Germany from the Liverpooles, four girl beat musicians from Liverpool, Valerie, Pamela, Sylvia and Mary—who are currently appearing at Hamburg's Star of the World.

Omer Anderson

Dublin

British dealer demand for "compatible" stereo is being met by Saga with its new Eros classical series. Specialized in baroque, Eros is Britain's latest entrant to the budget-priced ($175) range. Faced with technical objections at the impossibility of "compatibility." Saga is not claiming them so much. But follow the continental practice of claiming stereo and mono re-production qualities when used with a lightweight pickup. Saga, heavily involved in exports to the continental practice of claiming stereo and mono re-production qualities when used with a lightweight pickup. Saga, heavily involved in exports to the continental practice of claiming stereo and mono re-production qualities when used with a lightweight pickup. Saga, heavily involved in exports to the continental practice of claim...
OFF TO DUBLIN IN THE GREEN
THE ABBEY TAVERN SINGERS
ALMOST PERSUADED
LARRY BUTLER
I DON'T NEED LOVE
TIDAL WAVES
THE BEST OF LUCK TO YOU
EARL GAINS
PSYCHOTIC REACTION
POSITIVELY THIRTEEN O'CLOCK
THE FIFE PIPER
THE DYNATONES

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Oord & Bovema Are Saluted In Amsterdam Celebration

AMSTERDAM—Record indus-
try executives from around the world are meeting this week to celebrate the 20th year of Bovema and the 35th year in the record business of its founder and president, Gerry Oord.

They are saluting the achievements of a former record dealer who went into independent production, dreamed of building a power house manufacturing plant, teamed with world giants and, despite the limitations of a small market, succeeded hand-

somely.

The international outlook, which has played such an im-
portant part of the Bovema suc-
cess story, affected Oord as a young man. His father, who ran a Haarlem (Holland) music shop, sent him to England in 1931, to gain experience in music shops in London’s smart West End, he explained.

Electrical Firm

Back in Holland, Oord joined an Amsterdam electrical com-
pany which had a record label sub line. Kristal, the division,

600 of the old 78 rpm records a week. These were pressed in Germany. Oord boosted turnover to 5,000 a week and started to sign up top Dutch artists.

But during the wartime german occupation, Oord’s firm was forced to abandon his career to go into hiding.

"That was when I decided that I wanted my own independent business which would develop lots of local talent and have its own plant in the Netherlands."

With great determination again, Oord prepared a report on the European record business, concentrating on Holland and Belgium. He sent it to EMI in London and Capitol (then still new and privately owned) in America.

"Capitol’s Buddy da Silva re-
plica a month of work which called Oord. "He was very en-
thusiastic to get what he called his first sound from Europe. I eventually met him in 1948."

Meanwhile, Oord formed a friendship with Laurence Dines, EMI, who played a vital role in getting Oord’s recording operation off the ground after the war. But the Dutch government had only made allowance for importing records worth $2,500.

"I had no money and no organization," Oord continued. "There were other firms with strong financial resources and established companies. Neverthe-
less, Dines and the other EMI officials decided to back me, at first by licensing British Columbia. But we had no permits to buy records for the Dutch market."

Oord described a big break in his early career. "I went to The Hague and argued with government officials trying to persuade them that Dutch troops in Indonesia wanted rec-
ords. To my amazement I got an order for 50,000 records and import permits. There was no looking back from there. "But we still had no Dutch record plant. EMI offered to lend us the money, but we had to get government approval. This took eight months. Phil-
ips was building to plan to build a record plant, and many officials thought the country didn’t need the third disk manufacturer. But eventually we got approval. In 1948, we built our own pressing plant at Amsterdam.

Bovema later acquired a mag-
ificent Swiss villa in Hems-tede for its headquarters. This is an ideal site as it is placed between the big cities of Amsterdam, The Hague, Rot-
terdam and Schipol airport.

Bovema went on to acquire rights to Kersten and added EMIY HMV label. The company appointed label man-
gers to exploit each of its prod-
cut lines and started to develop its own Dutch repertoire record-
ing in a church in the radio city of Hilversum.

In 1956, a completely new modernized record plant was put into operation. In 1959, opera singer Iversen bought the founda-
tion stone for the company’s own recording studios at its headquarters.

GERRY OORD, left, president and founder of Bovema, Holland, dis-
cusses plans for this week’s celebrations of its 20th anniversary with Billboard’s Dutch correspondent Bas Hageman.

Iversen Tops the Singles Success List; Nor-Disc 2d

OSLO — Company with the most singles successes in Nor-
way during the first half of this year is Carl M. Iversen, EMI’s affiliate. Out of a total of 50 records which had received SAG allowance, Iversen had 16.

Next in line comes Nor-Disc, the Decca and Polydor outlet here, which had 11 top success. Two companies tied for third place with eight each. They were NEKS Phonogram, the Philips and CBS outlet, and Arne Benediksen, RCA’s repre-

sentatives Nera had seven disks.

Most popular labels this year were Parlophone (six), Decca (six), RCA Victor (four), Pye (four), and Columbia (four). They are followed by Norwegian label Trilo, Philips (Sten-

lngaard), Ola, Teen Beat, all with three each.

These records were prepared for the Oslo daily newspaper Verdens Gang, the weekly Billboard’s Norsk-

servation Norwegian chart. Alto-
gther 70 disks, showed by 21 labels entered the weekly top 10 listings.

Phonodisc Has Sales Meeting

TORONTO — Phonodisc Limited held its 10th anniver-
sary sales meeting at the Lord Simcoe Hotel here last month with sales personnel from To-
ronto, London, Montreal, Winnipeg, on hand, and special guests from the U.S. Ron Newman, RCA’s record and album sales manager of Tama-Maxtown, Sic. Schaffer vice-president in charge of sales, Kapp Records, Joe Berg, Kapp national sales manager, and Norm Leiskw, Kapp regional sales managers.

Theme of the presentation was "Promotion plus sales equals results. Twenty recordings will be num-
bered in the 4,000 a year, and the titles were selected to introduce the mezzophone and special emphasis was given to a new Canadian talent, singer on the label, "The Lion Sleeps Tonight," and one of Canada’s leading rec-

ational sales manager Hal Ross reports that reaction to the line of lebo up to accessory was "beyond expectations." Follow-

ing the meeting, Ross made a swing through western Canada presenting the new product and fall plan to distributors.

WHIN Back to Country Format

GALLATIN, Tenn.—WHIN here has returned to a country music format. It was mostly country in 1948 when it went on the air, often using live bands. In the early 50’s, it switched to rock ’n roll except for about three or four hours a day. Country artist Justin Tubbs was one of the early deejays. Record executive Randy Wood cut his first Dot Records re-

lease in the WHIN studio; he’s one of the present radio station stockholders.

CHILE—RCA Records has announced the signing of an agreement with the Chilean record company, "Discos locales," in that country. This agreement will cover a number of new recording artists from Chile as well as‑

other artists with whom RCA has licensing agreements for other territories. "Discos locales" is owned by Rafael Tapia, who is the music producer for the company. Tapia will continue to be the producer for the new recordings.

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- Charts of "Hit Around The World"
- Merchandising and display ideas and techniques
- International new briefs from four Continents

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on 8 track stereo tape cartridges.

is the only company offering these three important labels on both 4 & 8 track.
MILAN

Giuseppe Giannini, CGD, said that Frank Sinatra & the Strengers in the Night" reached 120,000 copies to date. Head of UA music publishing di-

vision, Don Novello, directed the

head of UA Music Ltd., London, here to meet withyear Mike Ricci and David Malfon of Carini

and Ricco, took advantage of the

new opportunities. They agreed to

film two TV segments.

Film magazine Variety reported.

Muzak international manager and

president of the new French con-

trolled annual Frye competition.

MGM

For one morning, Philip Mitchell's

EMI's new hand according to the

New York’s Mayor John Lindsay

and plans are

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C/W "Let Me In" #8967

Jefferson Airplane

RCA VICTOR

The most trusted name in sound
ARGENTINA

This Week

Last Week

1. "WILD THING"—The Stooges
2. "DAYDREAM—The Lovin' Spoonful
3. "SUNNY AFTERNOON—The
4. "THE COMING GENER-AT-ION"—The Stooges
5. "RAIN—The Beatles
6. "DO YOU WANT TO MAKE UP YOUR MIND?"—The Beatles
7. "IS THIS THE END?—The Beatles
8. "BUS STOP—The Hollies
9. "THE DOORS—The Hollies
10. "RED ROSES BALL—The Byrds

ARGENTINA

This Week

Last Week

1. "I'M NOT THE ONE"—The Cops
2. "THAT'S THE WAY I WOULDN'T TALK"—The Cops
3. "DON'T TRY AND MAKE UP YOUR MIND"—The Cops
4. "THE SOUL OF THE REBEL"—The Cops
5. "WALKING THROUGH THE SAND"—The Cops
6. "THERE'S A REASON"—The Cops
7. "THE SOUL OF THE REBEL"—The Cops
8. "DON'T TRY AND MAKE UP YOUR MIND"—The Cops
9. "I'M NOT THE ONE"—The Cops
10. "THAT'S THE WAY I WOULDN'T TALK"—The Cops

From The Music Captains of the World

ARGENTINA

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9. "I'M NOT THE ONE"—The Cops
10. "THAT'S THE WAY I WOULDN'T TALK"—The Cops

(Cont'd from page 72)

OSLO

Norvik Radio Weekly’s chart man Per W. Kilde, has compiled a listing featuring the polls of Norway’s most-listened-to music, as picked by Erik Bye. Bye, well-known recording artist in the Norwegian market, does not do TV personality work.

Carl M. Forren is pleased by the reaction of the Beatles’ Polydor LP “Reel-2-Reel.” The LP, which hit the market at a $1.75 price, topped the Top 10 charts. Only LP before this in the “(Adventures in the Polydor” label which was issued in 1965.”

The Beatles LP will also be released in the U.S., which is rather unusual for foreign records.

A-S Nera celebrates these days that it is 16 years since the RCA label was introduced here in Norway. Swedish producer Gure Possfessor and his German colleague Mr. Rudolph visited Nera’s managing director Tots Johansson to discuss the reper-

NEW ZEALAND

This Week

Last Week

1. "FAME LOVES ME"—Roy Orbison (CBS)
2. "DON'T TRY AND MAKE UP YOUR MIND"—The Cops
3. "WALKING THROUGH THE SAND"—The Cops
4. "I'M NOT THE ONE"—The Cops
5. "DON'T TRY AND MAKE UP YOUR MIND"—The Cops
7. "WALKING THROUGH THE SAND"—The Cops
8. "I'M NOT THE ONE"—The Cops
9. "DON'T TRY AND MAKE UP YOUR MIND"—The Cops
COUNTRY MUSIC

HOT COUNTRY ALBUMS

1. Carniege/Hall Concert with Buck Owens & His Buckaroos
   Capitol T-3556 (M); ST-3556 (S)
   1.0
2. Almost Persuaded
   Capitol T-3556 (M); ST-3556 (S)
   1.0
3. Steel Rail Blues
   RCA Victor LPM 1539 (M); LSP 1539 (S)
   1.0
4. The Country Touch
   Capitol T-3560 (M); DL-7479 (S)
   1.0
5. The Last Word in Lonesome
   Capitol T-3562 (M); LSP 3562 (S)
   1.0
6. I Love You Drops
   Bill Anderson, Decca DL 4791 (M); DL 7479 (S)
   1.0
7. Suffer Time
   Bill Anderson, RCA Victor LPM 1539 (M); LSP 1539 (S)
   1.0
8. Alone with You
   Jim Ed Brown, RCA Victor LPM 1554 (M); LSP 1554 (S)
   1.0
9. Don't Touch Me
   Wilma Burgess, Decca DL 7479 (M); DL 7479 (S)
   1.0
10. Till the Last Leaf Shall Fall
    RCA Victor LPM 1540 (M); LSP 1540 (S)
    1.0
11. Evil on Your Mind
    Jan Howard, Decca DL 7479 (M); DL 7479 (S)
    1.0
12. King of the Country
    William Byrd, Capitol DL 7479 (M); DL 7479 (S)
    1.0
13. Another Bridge to Burn
    Loretta Lynn, Capitol M-3928 (M); CS 9228 (S)
    1.0
14. Country All the Way
    Kitty Wells, Decca DL 7479 (M); DL 7479 (S)
    1.0
15. I'll Fly One Unlimited
    Bill Phillips, Decca DL 7479 (M); DL 7479 (S)
    1.0
16. I'm a People
    Charlie Louvin, Capitol T-3540 (M); ST-3540 (S)
    1.0
17. Getting Any Food for Your Chicken
    Bill Hayes, United Artists, LPM 1554 (M); LSP 1554 (S)
    1.0
18. Dust on Mother's Bible
    Jack Good, Victor M-3928 (M); CS 9228 (S)
    1.0
19. The Drifter
    Marty Robbins, Columbia CL 2377 (M); CS 9227 (S)
    1.0
20. Distant Drums
    RCA Victor LPM 3544 (M); LSP 3544 (S)
    1.0
21. Many Happy Hangovers to You
    Charley Pride, RCA Victor M-3928 (M); CS 9228 (S)
    1.0
22. Don Gibson with Spanish Guitars
    RCA Victor LPM 3594 (M); LSP 3594 (S)
    1.0
23. Johnny Paycheck at Carnegie Hall
    United Artists, LSP 3507 (M); CS 3507 (S)
    1.0
24. Lonelvville
    Dave Chestnutt, Mercury 21074 (M); SR 61074 (S)
    1.0
25. I Like Your Country
    Loretta Lynn, Decca DL 4744 (M); DL 7479 (S)
    1.0
26. Man with a Plan
    Loretta Lynn, Decca DL 4744 (M); DL 7479 (S)
    1.0
27. I'm a Nut
    Leroy Pritts, Kapp KL 4168 (M); KS 4168 (S)
    1.0
28. Conway Smith Sings Great Sacred Songs
    RCA Victor LPM 3598 (M); LSP 3598 (S)
    1.0
29. True Love's a Blessing
    Slim Whitman, Capitol T-2700 (M); ST-2700 (S)
    1.0
30. I Could Sing All Night
    Faron Young, Capitol T-2548 (M); ST-2548 (S)
    1.0
31. Man From a Million
    Delphi 7375 (M); DeLphi 7375 (S)
    1.0
32. The Streets of Baltimore
    Buck Owens, Capitol M-3818 (M); CS 3818 (S)
    1.0
33. I Want to Go With You
    Billy Arnold, RCA Victor LPM 3597 (M); LSP 3597 (S)
    1.0
34. George Jones Golden Hits
    United Artists, LPM 1554 (M); LSP 1554 (S)
    1.0
35. Singin' Stu Phillips
    Peer, Decca DL 4630 (M); DL 7479 (S)
    1.0
36. in a New Dimension
    Ray Draper, Mercury MG 10938 (M); SR 6058 (S)
    1.0
37. Somethin' for Everyone
    Pecan Hill, Capitol M-3816 (M); CS 3816 (S)
    1.0
38. The Who's Who of Country and Western Music
    Capitol M-3929 (M); CS 9229 (S)
    1.0
39. Jimmy Dean's Greatest Hits
    Columbia CL 2455 (M); CS 9255 (S)
    1.0

Yesteryear's Country Hits

"Hayride" May Go ABC Net

CINCINNATI: Argo Broadcasting and ABC Network officials are discussing the possibility of using "WVLW's Midwestern Hayride" for network programming. The color counte- terwestern program, which has been aired on Argo Broadcasting stations for 18 years, has been syndicated by ABC Films since last April. It is currently playing in 46 markets. The show has also been used by both the ABC and NBC television networks as a summer replacement series.

Dean Richards is the host of the morning hour. The regular cast includes some of the top performers in the country-western field, among them the cartoonist-neighbors Lucky Perki- sons, the Midwesterners, Bonnie Lou, Buck Owens, Charlie Corre, and Zeko and Bill. Recent guests on the show include Stonewall Jackson, Red Sovine, the Carter Family, Archie Campbell, Bobbly Bare, Jan Howard and Jody Miller.

Yesteryear's Country Hits

Change-of-pace programming from your Sherrill's shelves, featuring the disks that were the hottest in the Country field 5 years ago and 10 years ago this week. Here's how they rank in Billboard's chart at that time.

COUNTRY SINGLES—5 Years Ago
September 25, 1961
1. Walk on By, Leroy Van Dyke, Mercury
2. I Fell for Pieces, Patsey Cline, Decca
3. Sea of Heartache, Don Gibson, RCA Victor
4. Tender Years, George Jones, Mercury
5. Under the Influence of Love, Buck Owens, Capitol
6. My Love Should Burn, Claude Gray, Mercury
7. Hello, Fool, Ralph Emery, Liberty
8. Heartbreak, U.S.A., Kitty Wells, Decca
9. I Went Out of My Way, Roy Drusky, Decca
10. When Two Worlds Collide, Roy Miller, RCA Victor

COUNTRY SINGLES—10 Years Ago
September 22, 1956
1. Crazy Arms, Ray Price, Columbia
2. Pound Dog/Don't Be Cruel, Elvis Presley, RCA Victor
3. I Walk the Line, Johnny Cash, Sun
4. Searching, Kitty Wells, Decca
5. Almost Persuaded, No. 2, Ben Colar, MGM 12590 (Gallatin, Illinois)
6. My Love Should Burn, Claude Gray, Mercury
8. Conscience, I'm Guilty, Hank Snow, Decca
9. Almost Persuaded, No. 1, Carl Smith, Columbia
10. Bye-Bye Lulu, Gene Vincent, Capitol

Yesteryear's Country Hits

1. Walk on By, Leroy Van Dyke, Mercury
2. I Fell for Pieces, Patsey Cline, Decca
3. Sea of Heartache, Don Gibson, RCA Victor
4. Tender Years, George Jones, Mercury
5. Under the Influence of Love, Buck Owens, Capitol
6. My Love Should Burn, Claude Gray, Mercury
7. Hello, Fool, Ralph Emery, Liberty
8. Heartbreak, U.S.A., Kitty Wells, Decca
9. I Went Out of My Way, Roy Drusky, Decca
10. When Two Worlds Collide, Roy Miller, RCA Victor

57
Country Music In A Fine (33) State

NEW YORK—Thirty-three governors have declared October as State "Country Music Month" and four other States are set to join in the gubernatorial recognition of the popularity of country music.

"This clearly shows," said Roy Horton, of the Country Music Association, "that there are no boundaries with country music."

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AGENDA

WSM GRAND OLE OPRY 41ST ANNIVERSARY CELEBRATION
October 20-21-22

REGISTRATION SEASAC-NASCAR RECEPTION NAT'L LIFE GRAND OLE OPRY VIDEOTAPING MOVIE PREMIER WSM BREAKFAST-OPRY SPECTACULAR FCC PANEL DISCUSSIONS DOT RECORDS LUNcheon DECCA RECORDS PARTY TRADE PRESS AWARDS WSM FRIDAY NIGHT OPRY RCA VICTOR BREAKFAST COLUMBIA RECORDS LUNCHEON & SHOW CAPITOL RECORDS PARTY WSM GRAND OLE OPRY PADMER MUSIC DANCE COLUMBIA COFFEE CLATCH

Pre-register to make sure you are among those taking part.

CONVENTION HEADQUARTERS MUNICIPAL AUDITORIUM

THE FOOL

Sanford Clark sings a NEW version of his smash hit 

THE FOOL
B/W STEP ASIDE #1972

PHOENIX

SEPTEMBER 24, 1966, BILLBOARD

---

Say You Saw It in Billboard

41ST ANNIVERSARY

WSM & GRAND OLE OPRY

MR. DEE-JAY
U.S.A.

CHARTER CONTRIBUTOR
OPRY TRUST FUND

A BADGE OF DISTINCTION

This badge is your pass to all official 1966 Opry anniversary events. It represents your $10 tax-free contribution to the Opry Trust Fund, and must be worn to gain entrance to all events. The Opry Trust Fund provides assistance during times of adversity to persons performing in the country music field.

APPLICATION FORM ... PRE-REGISTER NOW ... AVOID WAITING!

NAME ____________________________________________

AFFILIATION _______________________________________

BUSINESS ADDRESS __________________________________

OCCUPATION _______________________________________

WSM, NASHVILLE, TENN. THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

Back Owens, who has just finished filming two half-hour shows for NBC's "Swingin' Country" series, brings his popular country music show Fast this month with consecutive one-night performances booked for Montgomery, Ala.; Mason, Ga.; Dothan, Ala.; Charleston, S.C., and Baltimore, beginning Sept. 20. Appearing with Buck will be Merle Haggard, Bonnie Owens, Dick Curless, Kay Adams and the Buckaroos.

Bob Neal, who handles the booking for such stars as Sonny James and Stonewall Jackson, will perform similar chores for Epic artist Ruby Wright, Columbia's Clyde Pitts and Billy Large, and Jewel-Paul's country star Nat Stuckey, all of whom signed with the Neal agency last week.

Columbia Records' national country music troubadour, Wade Rayford, is promoting the new Ray Pillow single, "Volkswagen," with heavy denly mailings of miniature WVS. Pepper predicts that the novelty tune will prove to be Pillow's biggest disk. The young singer is currently in Music City cutting a single with his pretty duet partner, Jean Shepard, with an album based on their hit single, 'I'll Take the Dog,' due in the near future... Kepp artist Dick Flode heads for Newfound land in October for a 14-day stint at Harmon Air Force Base, accompanied by his band the Pathfinders... Capitol ax man, Ken Nelson, flies into Music City this week to cut Tex Ritter's new album... tree Music's Jack Stapp and Buddy Kilian recently headed a membership drive to increase the numbers in Nashville's chapter of NARAS. As a result of their rigorous campaign, voting membership in the chapter has doubled, enabling the chapter to send an extra delegate to the national NARAS convention... Capitol Records' Nashville ax men, Marvin Hughes and Billy Graves, will fly to Santa Barbara, Calif., to attend the label's conclave of producers.

Decca Records' Loretta Lynn has just released a new LP designed to capture the following statement for her best selling single "You Ain't Woman Enough," (Decca 31966). Bearing the same title as the single, the "You Ain't Woman Enough" album (DL 4806) is based on country fans, including "it's another world, " the Wall," "Put It Off Until Tomorrow," and "These Boots Are Made for Walkin'" in addition to the title song. Loretta proudly plays and records with an Epiphone Excellence guitar, because of its superior tone and response under all conditions. Epiphone—choice of Loretta Lynn and other artists who can hear the difference.
A BILLBOARD EDITORIAL SALUTE
ON THE OCCASION OF
RAY CHARLES' 20th ANNIVERSARY
IN SHOW BUSINESS
OCTOBER 15th
BE THERE!

Ray Charles
FRANKFURT—In the wake of its unsanctioned contract with the Capetil, Melodia, the Soviet State phonograph record company, has expanded its pressing capacity.

On a visit to East Germany, Melodia's chief, N. J. Mogov, said the disk firm aims at daily output of 20,000 records, which would represent a doubling of present production.

Executives accompanying Mogov indicated that the expansion anticipates a steady increase in the offering of Western music on the Soviet market.

"It's a two-way street," one of the Melodia executives observed. "Now that we are selling our music in the West, we will be in a position to buy Western music for our market in Eastern Europe and the Soviet Union."

Melodia is operating four big pressing plants in the Soviet Union, and more will be opened. Mogov said the present emphasis in the Soviet Union is consumer goods, in pushing production of record players to peak levels.

Mogov also predicts a big market for Soviet disk producers in the U.S. They pointed out that the deal with Capetil is virtually identical to that which Melodia negotiated earlier this year with Telefunken, the West German record company.

Melodies Promotion

Melodia product has proved solid sales promotion for the Aria classical repertoire, Soviet musicians are trying to increase it in West Germany. Melodia artists are being scheduled for tours of that country, to be followed now to be made available to Capitol, including David Grin- man, Milestid Portrovich, Yuri Vaisberg, and Boris Szpigel.

Multi-Capital Contract

Soviet records will be released beginning this year, now a label called "Melodia Angel." Aria began release of Soviet artists this spring on the label Melodia Lutrovid, and has already sold over 30,000 records. Melodia has factories in Moscow, Leningrad, and Kiev.

WQR/New York's Classical Music Outlet

In honor of Leonard Bernstein's 48th birthday Aug. 25 for his "many years of devoted leadership in the American musical community." The station has been featuring an hour show devoted to Bernstein's talents as composer, conductor, accompanist, and pianist throughout the month.

From left, Elliot M. Singer, WQXR chairman of the board; Norman S. McGee, WQXR executive vice-president; Bernstein, and WQXR program director Martin Brooke.

EUROPEAN TOUR NEXT

Utah Impressions in Kicking Off Carnegie's 75th Year

NEW YORK — The Utah Symphony made a favorable impression in New York Sept. 10, but at Carnegie Hall on Sept. 9. The concert of 20th century music kicked off the Carnegie season of Carnegie Hall and also was the Utah's first major season to tour, which began last Sunday (41) with the first of three appearances in Athens.

The major works of the Carnegie concert were Vaughan Williams' demanding "Symphony No. 6," and Prokofiev's "Piano Concerto No. 3," which featured Grant Johannesen as soloist. In the symphony, listed as a fall release by Vanguard, the orchestra demonstrated its fine schooling and musicianship under the baton of Maurice Abravanel. While some sections might have been stronger, the over-all effect was almost colorful, but with louder portions and in the long-lyric "Epilogue."

The Utah was played at an extremely rapid pace, but fortunately, Johannesen was up to its demands. The interaction between piano and orchestra, especially in the Second section variations, was well handled, with Johannesen gaining a well-deserved ovation at the conclusion of this work.

The program began with the slightly-over-lengthy presentation of Bernstein's "Candide" and ended with a modern war horse, Stravinsky's "Firebird Suite." Abravanel rewarded the enthusiastic audience with an excerpt from Robertson's "Otranto From the Book of Mormon," which has been recorded in its entirety on Vanguard.

After concluding its tour next Wednesday in Lyon Mountain, the Utah will perform concerts at the University of New Mexico on Oct. 1 and 2. The Carnegie Hall event, which was preceded by a sold-out reception at the Waldorf Astoria, was a Utah celebration, with State and Federal officials in attendance.

FRED KIRBY

Chips Open Oct. 7

CHICAGO — Four new operatic productions, each in a different language, and a new ballet production are scheduled for the two-month Chicago Lyric Opera Season, which opens Oct. 7 with Mussorgsky's "Boris Godunov" in Russian. The new production of Gounod's "Faust" with הספר "L'Incoronazione di Poppea" in Italian, Bizet's "Les Pecheurs de Perles" (The Pearl Fishers) in French, Mozart's "Die Zauberflöte" in German and Prokofiev's "Angel of Fire" in English. The new production of Castell's ballet "La Giara" (The Jar) will be paired with Mascagni's "Cavalleria Rusti- cana." Rounding out the rep- ertoire are Ponchielli's "La Gio-conda" and Verdi's "Otello," an "La Traviata."

The season will consist of subscription series on Mondays, Wednesdays, Fridays and Sat- urdays. Slated to make their American debuts during the sea- son are compoisionn Milen Paunov, Lado Krosic, Sabina Zimmer, Elena Zilio, Gianfranco Cecchi, and Ermano Lorenzo, the tenor.

(Continued on page 79)
COLOGNE—The third offering in Electro's Klassik Kreis series, the new 3lp boxed set of Beethoven's "Missa Solemnis," is being promoted by subscription for $39 compared with $52 retail.

This masterwork is recorded by the London New Philharmonic Orchestra and Choir directed by Otto Klemperer. It has also been conducted by Elisabeth Soderstrom, Birgit Nilsson, Wolfgang Sawallisch and Margit Holting, along with Waldemar Kronig and Martti Talvilari.

The "Missa Solemnis" is the third Klassik Kreis offering, the others being "Tosca" and "Zar und Zimmermann." Electro distributes Klassik Kreis releases by subscription and selection from their Klassik Kreis catalogue.

Electro is distributing special sales promotion material to Klassik Kreis dealers, including a bust of Beethoven for display with the new Klassik Kreis release. Under the Electro deal, Klassik Kreis dealers agreeing to participate receive special sales promotion assistance from Electro, and for their part, undertake to place 200 copies of Klassik Kreis releases.

New Works by Houston Unit in Concert Fare

HOUSTON—Several works will receive their local premieres by Houston Symphony in its 16th season of subscription concerts, which begin Oct. 1, at the new Jesse H. Jones Hall for the Performing Arts. Sir John Barbirolli, conductor in chief, will conduct 12 of the 16 concerts presented byotics, Brom and A. Clyde Roller, associate conductor.

Among the works new to Houston are two by Texas composers, "Stringphony for Strings" by Serge Saxe of Fort Worth and "4 Songs and a Gymnasia" by Perrils of Houston. Other works to be premiered here are Pfitzen's "Violin Concerto," Schubert's "Symphony No. 9," and Delius's "Dance Rhapsody No. 1;" Rugg's "Brazilian Impressions;" Diol Joso's "Concerto for Organ and Orchestra;" Eagan's "Second Symphony;" Berg's "Violin Concerto;" Bach's "Concerto No. 2 in D Major for Violin, Oboe, Strings and Continuo;" and Mahler's "Symphony No. 3 in D Minor for Orchestra, Alto Solo, Women's Chorus, Boys' Choir," which will close the season on April 3 and 4.

Solistos will include soprano Judith Raskin, organist Richard Ellsasser, violist Henry Sery- lyn and Hugo Kolberg, and pianists Eddy Wright, Anna Fischer, Bela Siki, Clifford Cur- zon, Jesse Kroll, and Eero Harju. The soloists will be accompanied by the Houston Symphony under the baton of conductor(nt), Bill Vickers, on Dec. 4 and 6.

"NEW ACTION LP's:

HENZE: SYMPHONIES Nos. 1 & 2 (LP)—Berlin Phil. Orch. (Henze), DG LPM 39 20/4 (5); SCPM 230/4 (5)
BARTOK: BLUEBEARDS BEARD (LP)—Various Artists, RCA LPM 34 92 (5)

"BEST SELLING SEMI-CLASSICAL LP's:

6. REVERE—Phil. Orch. (Ormandy), Col. CL 5975 (5); MS 675 (5)
7. ROGERS: VICTORY AT SEA, Vol. III—RCA Victor Symph. Orch. (Bennett), RCA LM 2523 (5); MS 2523 (5)
8. FESTIVAL OF MARCHES—Phil. Orch. (Ormandy), Col. CL 5874 (5); MS 674 (5)
9. BRUCKNER: HESSERE HORN—Mommen Tab. Choral/Phil. Orch. (Ormandy), Col. CL 6529 (5); MS 683 (5)

Chi. Opera Opens Oct. 7

The "Angel of Fire," slated to premiere on Dec. 4, conducted by Bartok, will feature Felicia Weathers and Nor- man Mincoff. For the Lyric Opera, the company's premier on Nov. 11, is Michael R. Krakow, Joelle Burchardt, Annie Krieger, Grace Bumby, Gi- angiacomo Giaffi, Carlo Con- sutra, Fiorenza Cossotto, Elena Sulli, Renato Cioni, and Ivo Vicino. Nino Santagon is slated to conduct "Otello," "La Gio- conda," and "Cavalleria Rusticana."
New Album Releases

ARGO
HUBERT GREEN on Jerome K. Jerome, R.E. 318
SIMON PRESTON—Clown Imperial, R.E. 448, E.R. 448

BLUE NOTE
ART BLAKEY & THE JAZZ MESSENGERS—Broadcasts, BLP 4185, BLP 4189
JIMMY SMITH—What's Cookin' For Jeezus, BLP 4377, BST 1001
BOBBY McFERRIN—Companionship, BLP 4213, BST 4215
JACKIE McCLARIN—Rhythm Movin', BLP415, BST 4215
JIMMY SMITH—Basket, BLP 4235, BST 4235

BRUNO
HONORING THE FIFE CRAFTSMAN—Various Artists/The Chorus & Orchestra of the National Philharmonics in Warsaw (Spotsyv), RLP 220700

RACHMANNINOFF—PIANO CONCERTO NO. 3—Svetislav Rother/Emil Gilels, R.E. 4066

CAPITOL
LEO JACOB—At Yosuke & His Jewish Brass, 72958, ST 2396

CHANNEL
ROSS ANDERSON—Willy, UP 1001

CROSSROADS
INTRADA: NZ PLAY: Celtic Philharmonic (Ancestors), 22 36 0001, 22 36 0002

DECCA
PETE CANDID—Nola White & Many More Jak, DL 3774, DL 4740
CATHERINE HARRINGTON—Songs Paddy Landing, DL 4740, DL 4747
KASSER, CHERT—Spring Bring, DL 4790, DL 24790
BROOK SANGERFIELD—The Loner, DL 47890, DL 47896
QUEEN ELIZABETH—The New Enuchs of Paris, DL 24790
BERT ELYSBERTON'S Greatest Hits, DL 4101, DL 4102
SOF LOMBARDI—Dance Madly Time, DL 24790
LORETTA LYNN—You Ain't Woman Enough, DL 4793, DL 24793
MARVIN MONTGOMERY—What's New?, DL 4776, DL 4776
ANDI ROSELLLE—Ann Sugar & Spice & Everything Nice Now, DL 4776, DL 4776

VARIOUS ARTISTS—1965 International Barbershop Chorus Winners, DL 4786, DL 74786
VARIOUS ARTISTS—The Top Ten Barbershop Quartets of 1966, DL 4789, DL 74797

ELEKTRA
BUTTERFLIES RUSSIAN—East West, EKl. 315, EKl. 7091

EPIC
DONOVAN—Sunshine Superman, LM 2427, LM 3617

ESP-DISK
THOMAS LEE—I Am a Drum On, Drop Out, 1027

EXCELLO
SLIM HARR—Baby Scratch My Back, LP 900

Leo the Lion
ROB HOLLIDAY—The Official Adventures of Seaworld, CH. 1032
Lyle's Play School with Kay Landis, CH 1034
PEPPERMINT NINE—Old Mother Hubbard, CH 1036
VARIOUS ARTISTS—French Spoken Here, CH 1037
O-THERE—Talking Bum! Picnic and the Bear That Weren't, CH 1000

L'OISEAU-LEYRE
ISABELLE KET—J. S. Bach, Six French Suites, DL 2912-B, DL 2912-C

LONDON
ERIC ROGERS—Wounded, SP 44893

NERO
Your Gang, SP 21094, SP 41094

MONITOR
BACH, CARNABY ON THE EXPANSIONS OF HIS BELIEVED BROTHER—Warer Reading, LM 2022

MEXICO
JACOBI HENDERSON—Mode 80

MRS ROUSELLE
CROSSROADS CHANNEL 74798

MUSIK VERLAG
VARIOUS ARTISTS—Folk Songs & Dances From Czechoslovakia, MF 465, MF 465

Nonesuch
RACH. SIMON—Deutsche Bachsolisten (Reischl), H. 1129, H. 7129 , H. 7128
LOUIS TEN—allet De La Michelsson & OTHER WORKS—Ancient Instrument Ensemble of Paris (Cotte), H. 1130, H. 7130
MOZART—CONCERTOS FOR FLUTE & BASSOON—Alex Marion/Chamber Orch. of the Bar (Rector), H. 1126, H. 7126
PRADERICH—CHRISTMAS DEUTSCHE—Frankfurt Symphony Orch., H. 1126, H. 7126

PACE
VARIOUS ARTISTS—Up With People, 1101, 11015

PHILIPS
GOTHAM STRING QUARTET—The Imperial Collection, Vol, 4, Philips 800-218, Philips 800-218
HANDEL—7 Concerti Grossi—The Collegium Musicum of Paris (Ouellet), W.C. 2301/1, W.C. 2301/2
LAUD—THE CREATION SONG & DANCE ENSEMBLE VOLS. 2, MF 475, MF 475

VARIOUS ARTISTS—The Mission Orchestra/Cathedral Choir of Christ Church & The Mission Orchestra, Philips 468, MF 468

Prestige
GEORGE WATKINS—Laughing Soul, 7474, 7474

RCA VICTOR
MANN-HOLLMANN—Soul Sounds, 7475, 7475 (D)
RELAMP KIM—Funk Underneath with Jack Archer, 7490, 7490 (D)
ERIC KLOS—Love All That Jazz, 7495, 7495 (D)
SUNNY WEST—Stick for Brother Jack McHugh, 7492, 7492 (D)
BERNIE TIMMONS—The Lion, 7495, 7495 (D)

RCA RED SEAL
SBEEGS—ACADEMIC FESTIVAL OVERTURE, HANDEL: MESSIAH No. 4—James Reese/Keffer/Kentucky Symphony Orch., UP 2900
RAMEAU: PIANO CONCERTO No. 19—Arthur Rubinstein/RCA VICTOR, LSP 4117

THE NATIONAL THEATRE OF GREAT BRITAIN—Handel's Love for Love, LM 2112, VDS 112
ARTHUR FIEDLER & THE BOSTON TOTS—All the Things You Are, LM 2904, LM 2906
FRANZ. SONATA.—Erik Friedan/Andre Millection at the Enald Ensemble of the Collegium Musicum Malmborg (Frascati); LM 2906, LM 2906
HANDEL—MUSICIAN—Various Artists, UP 2905

GLUCK.—UNTO ETERNITY—The Vienna Philharmonic & Orchestra, UP 2906, LM 2906

KRAUS—KLEIN FRANZ.—The Art of the Harp, UP 2907, LM 2907

STRAVINSKY: CHAMBER SYMPHONY No. 9—Austin Symphony Orch. (Koussevitsky), UP 2900

TCHAIKOVSKY: SYMPHONY No. 6—Bastian—Sonomy Orchestra (Koussevitsky), UP 2901
SABINO VIGILIA—The Art of the Clarinet Vol. 2; LM 2904

THE new Business Music Hall of Fame and Museum.

This is the cover design for the 1966-67 version of the publication which has achieved the most extensive global circulation to both industry and consumer of any music business publication anywhere in the world.

BE THERE — AND YOU'RE EVERYWHERE

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When answering ads... Don't Say You Saw it in Billboard
CHICAGO — To ensure that the election bylaw battle which erupted at last year's annual convention will not be repeated, the National Vendors Association board of directors will review the bylaws and likely vote alterations during its midyear meeting here Oct. 30.

The meeting is timed to coincide with the Oct. 28-30 annual convention of the Music Operators of America and the 10th annual convention and exhibit of the National Automatic Merchandising Association.

Expected to top the list of subjects occupying the board here will be association office eligibility. Controversy over the topic broke at the association board meeting on the eve of the national convention here April 21. The point of conten-
tion was a proposed change of bylaws to permit a manufacturer member to serve as an association officer.

Rejected

The board voted later the asso-
ciation membership—rejected the proposed change, thus har-
ing Harold Folz, Folz Vending, Oconomowoc, Wis., a successor Paul Crisman as NVA presi-
dent. (Traditional patterns of succession would have elevated Folz, who had served the pre-
ceding year as secretary, to vice-

president. However, 1965 Vice-

President Harry Bell had de-
clined due to ill health the nomi-
nation for president.)

Frank Manners, who Roger

has been exclusively an opera-
tor, had diversified into the area of charm research, development and marketing shortly before the

King & Co. Name Change

CHICAGO—One of the best-

known names in bulk vending

has been altered. King & Co.,
the longtime distributor firm here, with Tom King and Paul Crisman as operating partners, has changed its name to T. J. King & Co.

The change comes about with the retirement of Crisman, who is moving to Florida. Address remains the same.

NVA to Clarify Election Rules at Midyear Meet

BIRMINGHAM, Ala.—That it pays to keep records on every bulk vending installation, even where only a small office is concerned, was never better il-
lustrated than by the battle fought by Ray Bramon, suburban Chicago operator, at the March convention.

Like many cities enmeshed in the industrial revolution, Bir-
m ingham has been hundreds of new stores built and others change hands in the past year.

Frequently, one of the first acts of a new store purchaser, planning modernization and ex-

pensive remodeling, is to notify the bulk vendor whose machines occupy the location to come and get the equipment. Usually this is because the retailer has the misconception that vending ma-

chines do not belong in the appear-

ance of the store. It has hap-
penned so often, that in an effort to keep profitable locations, Bra-

mon has to develop an or-

ganized defense.

That’s where the complete records Bramon has meticulously

maintained over the past 20 years show the way. As a result, as he sets a vender, he fills in a record card on which is listed full details on the location, in-
cluding owner’s name and ad-
dress, the frequency of service, notations on every repair call, every refill, sales per week and per month, and the amount of commission paid to the location owner.

It’s this fact last year that Bra-

mon has been able to use con-

sistently to argue his location owners into leaving machines where they are, and even install-

ing additional ones.

As he receives notification that a location has been sold, Bramon immediately pulls the card from the file and makes a beeline for the new location owner’s office, to impress upon himself, he points out that the owner may be making an error if ask-

ning for a new vendor, and will have to be barred from the new location.

A special committee appointed by Noble also is considering

changes in the association election bylaws. The special commit-

tee chairman is Harold Folz.

It Pays to Keep Records On Every Installation

Bulking up the machine to

service the needs of some of his real estate.

Hob Goldstein, vice-president and national sales manager for Oak Manufacturing Co., Birming-

ham, recently returned from a month-long cross-

country trip to sell products to customers in New York, Chicago, Minneapolis, with intermediate stops. He said he found busi-

ness good despite hot weather in some areas. The first part of his trip was hampered by the air-

lines strike. Goldstein was en-

tre Biz of the party that was held for the convention.

The party was at the Millikan Restaurant in Birmingham. The ob-

servers say the Millikan will never be the same. . . . Wesley Garlutz, general manager of Pasadena operator, has pur-

chased a furnace. . . . Jack Clark, with Garlutz entering the field, suggested the next move is to become a family affair. Leon’s brother is also an operator.

Bulk Banter

Bulk Pantry Model 60 Bulk-Pak

Vending machine, which was

BULK VENDING

SEPTEMBER 24, 1966, BILLBOARD

champion because of specialty
designed wheel and housing.

Individual wrapped.

Glass,)

RECORDS

271 N. Dearborn St., Chicago 4, I1L

2.50 each.

.05 each plus tax.

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Secret Service to Probe Bingo Chip Manufacturing

By HANK FOX

NEW YORK—The U. S. Secret Service will investigate the manufacturing of bingo chips to determine if they are being used in place of legal tokens in bulk vending machines. Roger Folz, co-owner of Folz Vending, last Tuesday (13) met with Secret Service agents to kick off the investigation.

“Operators are losing $50,000 to $75,000 in New York alone through bingo chips,” Folz said.

The loss to each operator runs from $5 to $20 per week as more than a million chips per year are used by the machines. Folz had been talking to bingo chip manufacturers during the past few months, trying to persuade them to change the size of the chip. Making no headway, he brought the matter to the Secret Service. Their reply was that the cost of a change of mold was too expensive. Folz said the manufacturers claim the changeover would cost $10,000 to $15,000. Two manufacturers, however, told him the cost would be about $5,000 and $1,000, he said.

“Aside from defrauding operators, the bingo chips are also encumbering private distributors,” Folz added. His machines are used primarily by small children. They’re quick to pick up the methods used to get free candy and charms from their friends. From this they’ll try other things.

Spur Legislation

Folz hopes the outcome of the investigation will spur legislation prohibiting the manufacturing of any chip similar in size to any type of U. S. currency. (Many operators suspect there may be a relationship between the size of the chip and the manufacturers’ refusal to alter its size). The similarity between the size of the coin and the chip may possibly account for a percentage of sales.

The conference between Folz and the Secret Service was first revealed at a meeting of the New York Vendors Association Monday (12). Folz apprised the membership of the impending spur bill before he introduced Carmen DiAngelo, president of Cramer Gum Co., Boston.

50 Members

Some 50 members listened to DiAngelo tell them they must never become lax at searching for new merchandising and marketing methods. Complacency because of good times, he said, DiAngelo pointed to Cramer’s continuing research for new products. The company was first to come out with 250 and 500 coin amounts, flat and printed gum.

Although bulk vending operators are not yet feeling the pinch of the federal govern- ment’s tight money policy, DiAngelo hinted that it might affect prices in the future. “World sugar prices are the lowest in years,” he said. “However, because of the tight- ening of credit and sharply in- creasing labor costs, refinners raised prices twice this year.”

Manufacturers are beginning to ask to add more support to the opera- tors. Folz told the members at the conclusion of DiAngelo’s short address. Present at the meeting were some of the nation’s largest bulk vending manu- facturers, including Folz, Guggenheim, Inc.; Paul A. Price Co., and Knight Toy & Novelty. These and several other manufacturers are members of the New York association.

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GRAFF 10c: Capsule Mix 3/$2.00/M (with 4 Custom Displays)
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*Graff “GOLD LOOP”—25¢ JEWELRY MIX (In White, 12¢, 30¢; 15¢, 30¢; 17¢, 30¢; 19¢, 30¢; 21¢, 30¢)

Graff Display Fronts Extra

*NOTE: SPECIFY TYPE OF MACHINE FOR CUSTOM DISPLAYS WITH EACH ORDER ALSO, CARDBOARD FRAME IS FREE!

Graff Vending Company

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DALLAS, Texas

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COIN MACHINE news

Why Trade Schools Face a Crisis

THREE TYPES OF TRADE SCHOOLS function in the industry today. The factory school, illustrated at left where Seeburg instructor Bob Zeising makes point to student John Kendrec; the road training programs conducted by factories in co-operation with distributors, typified by Rock-Ola's travelling technician William Findley in center photo; and the Manufacturers' Driving, Mechanics, and the Machine Operators of New York classes (right) are examples. Are these programs meeting the pressing demand for skilled help? See special report.

EDITORIAL

School Knell

The combination of red tape and industry inertia may send the death knell of the Denver trade schools and discourage the formation of additional badly needed training programs for greenhorns. This special emphasis issue may help tear away the red tape. Perhaps it'll help overcome some of the inertia. We're not suggesting that the industry owns a living to Jack Moran or any other school administrator. We believe, however, that the business owes it to itself to have programs such as Jack's MONY's, South Carolina's and Illinois' around. Jack pioneered a program when the industry was in the throes of its worst skilled labor shortage. The shortage persists. Manufacturers and distributors have been of great material assistance to organizers of all present and proposed schools. Empire's Gill Kitt, Joe Robkins and Jack Burns, for example, have backed both the Denver and Illinois programs; sent branch manager Bob Rondacu carte blanche to study Moran's operation at length. And a number of operators—John Trucano, J. Harry Snodgrass and others—have sent in men for training. "All that is required for continued operation," Moran says, "is more of the same. We need operators from all parts of the country to send us more students . . . at no cost to themselves." That seems simple enough.

How I Enrolled Men

BY JOHN TRUCANO

Here are the steps I took to send men to the Institute of Coin Operations in Denver, Colo.

I met with the Manager of the Tri-State Phonograph Operators meeting in Omaha about 18 months ago, I met with the manager of the Deadwood office of the South Dakota State Employment Service. He informed me that he thought that Moran's school would meet the requirements of the Federal Government's Manpower Development and Training Act. This upgrading Training Program would enable a man, emp.

(Continued on page 98)

Jim Turner's Story

The following tale of operator Jim Turner and his experience with the manpower shortage is told by the manager of the Menominee, Mich., branch of Empire Distributing, Inc. He is one of the industry's most knowledgeable men on the topic of manpower training.

(Continued on page 98)

DENVER—Jack Moran, head of the nation's most comprehensive educational program in coin machine mechanics, told Billboard last week that the school is going through difficult times since his Institute of Coin Operations is able to get more co-operation—and students—he said, it may soon have to go out of existence.

"Right now I'm somewhat pessimistic about the future of the school," he said. "I have several projects under way which could save us. If these fail, however, there will be little hope left."

The projects, Moran said, are concerned with obtaining a greater and more regular supply of students for the institute. "We have to have at least 22 students credited here to be able to run the school in the black," he explained. "Right now we only have 20.

"The bad part of it," Moran continued, "is that we could have as many as 45 students here at one time—and the industry would be able to hire as many as we could turn out. Practically every day I get long distance phone calls from this operator or that, saying that he'd like to have one or two of his students."

"When I ask them, however, what they have done to make a man available to them, I get no answer. And this attitude is something I simply cannot understand."

"It doesn't have to cost them one penny to send a man to school. There are seven or eight government programs to available to them. All they have to do is to take a little time to get the wheels rolling."

Questions Answered

BY S. JOHN INSALATA

Here are what could probably be considered the most frequently asked questions concerning the practical aspects of enrolling an employee in a course of training or retraining under the Federal Manpower Development and Training Act of 1962 (as amended).

Q.—What agency of government do I contact to find out the details on enrolling my employee in a course?

A.—Contact your State Employment Service. This agency will be in your telephone book (in larger cities and State capitals) under State government offices.

Q.—Is there a particular person with whom I should speak at the agency?

A.—It is customary that a particular individual in the State Employment Service will be assigned the duty of supplying information on the training programs and of overseeing such programs.

Q.—Who approves or selects an employee for enrollment in a training program?

A.—This selection is also made by the State Employment Service.

Q.—Can a man who is already employed be trained for participation in some kind of a training program?

A.—Yes. One of your employees could possibly qualify for either Occupational Training courses or On the Job Training.

Q.—Can I enroll a prospective employee in such a program?

(Continued on page 97)

CHICAGO—There are many ways to upgrade the men you have. The excellent factory and field refresher programs sponsored by the big jukeboxes and games manufacturers fill this function.

But at least one of the few fledgling trade schools for training greenhorns into jukebox-game technicians—replacing the tedious and costly apprenticeship system—is in trouble. It seems that the school has pulled into Denver to Jack Moran's two-year-old academy, despite these facts: the operator needs men; the training costs the operator nothing. Red tape is getting in the way.

To bring the training problems and solutions into focus, we present special reports by Paul Zakaras, Jim Insalata, John Trucano and Bob Rondacu. It is hoped the information will benefit all the new and proposed trade schools; the MONY-sponsored program in New York City, the South Carolina program, the proposed Chicago school under sponsorship of the Illinois association, and the Institute of Coin Operators in Denver.

Denver School Having Difficulties

BY PAUL ZAKARAS

"Yet, all but a few operators will not take the time. Apparently they feel they should go around the country finding students and then start the necessary paperwork to obtain government funds."

"If we had the money we could almost afford to procure the students ourselves through a national advertising campaign. This school is very little known around the country and I'm sure there are many men who would be willing to come here on their own to learn a trade. We did advertise throughout the State of Colorado and received many inquiries."

"Morgan indicated that several of his students have received assistance in such an advertising campaign had met with no success. So, he said, "It leaves it up to the individual operators to send us men and keep the school running."

"It has to be a two-way proposition to succeed," he said. "When I first formed plans for this school, I was greeted with open arms. But now when actions can demonstrate real support, it seems obvious that most of the industry is willing to ignore the school."

"We need men from all 50 States, not just from four or five States like we have now. We need operators from all parts of the country to send us students. There are so many ways they can do this—ways that I have explained so often to various trade groups—at no cost to themselves. Everything is ready, the school facilities, the instructors, the government programs. All the operator has to do is to get the man he wants and put him in touch with the proper agency—or to ask the agency to get him a man.

"As I have said, I am now trying several large-scale plans to obtain a steady supply of students. If these fail we are through. All of my money is tied up with the school right now. I've got about $15,000 worth of recent men trained under government programs. Many of these men; the few students I am sure of getting all of this money—eventually. Meanwhile, we have to meet operating costs. We are doing this on a shoestring and won't be able to continue that way forever."

JACK MORAN, founder of the Institute of Coin Operations, Denver, tells Milwaukee operators how to have men trained under government programs. Moran and other operators of America executive vice-president Fred Granger is seated at left.

SEPTEMBER 24, 1966, BILLBOARD
Show Seeburg's new Dollar-Bill Accepter to the bartender. He'll probably buy you a double.

Seeburg's new Dollar-Bill Accepter* frees bartenders (and location-owners, too) from the chore of constantly making change for phonograph patrons. More important, this brand-new phonograph accessory stimulates patrons to spend a whole dollar at one time.

If you want that drink, be sure you're first to tell your locations about this exciting new money-maker and trouble-saver—specially developed for Seeburg.

Growth through continuous innovation.

The Seeburg Sales Corporation, International Headquarters Chicago 60622
SIOUX FALLS, S. D.—Earl Porter, secretary-treasurer of the Music & Vending Association of South Dakota, has announced that the organization will convene here Oct. 2-3 for its regular quarterly meeting and annual big convention. Host for the event will be association vice-president Mac Hasvold of Music-Vend here. Top discussion topics during the convention will be location selling, property tax legislation and the big MOA convention to be held in Chicago later in the month.

Reservations may be made by writing Hasvold at Music-Vend, 115 North Dakota Avenue, Sioux Falls, S. D. The gathering will be at this city's new Ramada Inn, which is adjacent to Interstate 29, with easy access to I-90, U. S. 16 and U. S. 38. The Elmwood Gold Course is just a stone's throw up the road.

Hasvold has extended a special invitation to all operators' wives to attend the convention. President of the 21-year-old association is Darlow Maxwell of Pierre. Directors are Ronald Manolis of Huron, Dean Schroeder of Aberdeen, Herman Warn of Salem and John Truscany of Deadwood.

Seattle Liberalizes

SEATTLE—Wash.—City Comptroller Carl G. Erlandson has asked the Council to liberalize controls on the issuance of billiard and pool-table licenses here.

Donald Turnbull, license director, said there are now 163 billiard and pool-table licenses and that not more than one new license can be issued. "Quite a few taverns are interested in getting licenses," Turnbull said.

MOA EXHIBIT HOURS SET

CHICAGO—Music Operators of America convention co-chairmen Les Montooth and Frank Fabiano have announced exhibit hours for the Oct. 28-30 event. The convention will open on Friday morning (28). Exhibit hours will be from 9 a.m. to 3 p.m. An industry seminar will be held that afternoon. On Saturday, exhibits will be open from 9 a.m. to 5 p.m. A general membership meeting will be held at noon on that day. Sunday exhibit hours will be 10 a.m. to 3 p.m. The gala MOA ball is that evening. Hospitality suites will be open every evening.

W. B. MUSIC COMPANY

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It Promises to be the Greatest!

MOA CONVENTION AND TRADE SHOW

Pick-Congress
Hotel,
Chicago,
Friday,
Saturday,
Sunday,
October 28,
29, 30

All major phonograph and audio-visual manufacturers, record companies, amusement machine manufacturers and allied industries will be exhibiting.

Exhibits open Friday morning. Outstanding industry seminar in afternoon on record programming, record promotion, music merchandising, industry issues—and tackling the question: Is Your Juke Box Ill?

Complimentary brunch and membership meeting on Saturday, featuring distinguished speaker, discussion of royalty question, presentation of MOA Merit Awards.

Convention closes with gala banquet and stage show Sunday night with some of the country's best-known talent.

Music Operators of America, Inc.

228 North LaSalle Street • Chicago, Illinois 60601 • (312) 726-2810
HERE'S HOW YOUR COSTS HAVE SOARED

CHICAGO — Seeburg advertising manager Frank Luppino, seeking data justifying two-for-a-quarter play on jukeboxes, located the following U. S. Department of Labor Bureau of Labor statistics:

Since 1954 (when dime play was inaugurated) the cost of gasoline has gone up 16.7 per cent; cost of tires up 13.2 per cent; cost of auto insurance up 57.9 per cent. "If the operator will reflect on just the cost of operating his vehicles over the time since he inaugurated dime play," said Luppino, "and then check some of his pay records on increased costs of service and route personnel, he will see the advisability of inaugurating a two-for-a-quarter policy right away with many of his locations."

Seeburg Sets Fall Schools

The Seeburg Factory school program, one of the best in the industry, cannot handle all the requests for training men who want to attend. Applications for the following classes should be made early through Seeburg distributors. — Ed.

CHICAGO—F. E. (Woody) Woodhull, manager, technical training division, department of field engineering and training for Seeburg, has announced the company's factory service schools for October, November and December.

Oct. 10-14 - Service School No. 98 on the cold drink and coffee venders.

Oct. 15-17 - Service School No. 99 on the phonograph and console.

Nov. 7-11 - Service School No. 100 on the cold drink and coffee venders.

Nov. 14-18 - Service School No. 101 on the phonograph and console.

Dec. 5-9 - Service School No. 102 on the cold drink and coffee venders.

Dec. 12-16 - Service School No. 103 on the phonograph and console.

All classes commence at 9:30 on Monday morning and are held in the factory schoolroom at 1010 West Wood Street here.

CONVENTION GOERS TO BE IN THE NEWS

CHICAGO—To provide coin machine industry publicity where it counts, the Music Operators of America will send a photo and news release to the home town newspaper of every operator who attends the Oct. 28-30 national convention. A photographer and clerical assistant will stand by at the MOA booth at the Pick-Congress Hotel during the entire convention for that purpose. MOA members and non-members alike are welcome to utilize the service. "This will help the operator stand tall in his own home town," suggested MOA vice-president Harlan Wigrave of Emporia, Kan., "and that's where publicity counts."

Circle International Co.
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Los Angeles, Calif. 90015
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New ROWE AMI Music Merchant
TAKES IN THE BIG DOUGH

...with these super-merchandising features:

- DOLLAR BILL ACCEPTOR
- CHANGE-A-SCENE FRONT PANEL
- "PLAY-ME" TALKING RECORDS

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855 NO. BROAD ST., PHILADELPHIA, PA. 19123 Phone: (215) CE 2-2900

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- DOLLAR BILL ACCEPTOR
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Rowe Music Merchant

BY RAY BRACK

ST. LOUIS—On every other night of the week strippers peel on the stage of the Crystal Palace in Gaslight Square but last Monday Pete Entringer showed the girls out and undraped the new Rowe Music Merchant.

And for the 90 operators there it was last at first sight. From what can be determined from conversations with the men who matter (the operators, of course), Rowe could have a good year with this jukebox. Here, at least, the guys from Caruthersville, Columbia, etc., developed a fast affinity for this new machine that changes faces, hustles its own plays and eats dollar bills.

As though that were not sufficient, the crowd got a sneak preview of the new Rowe Phonoview, a video accessory played off the jukebox selector, an item the Rowe people don't want too much said about yet. It'll premiere at the MDA show (Oct. 28-30). The unit appears uncomplicated enough, the film inexpensive enough, the concept sound enough to add a new arrow to the operator's quiver.

"Do not miss this showing," Entringer, sales manager of Advance Distributing Co., had told everybody in the area—including some of his competition. (Pete is not one to be conventional, and it's rumored he's in line for a promotion soon.) "This is the future of your industry. I promise this to be the most important meeting you have ever attended."

"These distributors are magnificent," commented Rowe sales manager Joe Barton before stepping to the podium to tell the crowd that Rowe's new "playme" records which click on after a stipulated amount of silence ("why don't you come over and play me," says velvet voice) have proved on test to increase play over 40 per cent. "They were not asked to stage these sell-down showings. They felt they had such a good product that they wanted to do something special to introduce it to their customers.

"Yesterday I was at Peach State's showing in Columbia, S, C. Fantastic! One fellow there bought 132 jukeboxes. Did you ever hear of one fellow buying 112 jukeboxes?

"We go from here to Cleveland where Shaffer is having an elaborate showing; from there to W. B. Music's party in Kansas City (Harry Silverberg was present here, too); then to Eddie Ginsburg's big showing in Chicago (Sunday, 18) in the Crystal Ballroom of the Sheraton-Blackstone Hotel. And we'll be at similar showings staged by Runyon, Trimout and Bush International and others, Bush, by the way, to see the Music Merchant before the Miami association.

"Things are happening at Rowe," Barton said, now to the audience. "When someone says it can't be done, someone else will invariably say 'I've done it.'

About then a new Rowe Music Merchant sitting impatiently under a drape clicked on and said, 'Why, you don't count me?' and someone over and shut it off.

"Play-one records are a first from Rowe," Barton went on. "There are original Rowe-A.M.I. recordings. They themselves are first-class entertainment, and they're sure-fire sales stimulants. Your salesman can pick 'em out easily because they're brightest. And he can have the top recording stars on playme records: id&c, d&w, pop and standards artists. You can set the records to play in sequence after a dead-time interval of anywhere from one to 30 minutes. You get two play-me records with each phonograph.

Rumor has it that national advertisers are taking an interest in this "play-me" concept. The crowd then heard Rowe advertising and promotion manager Jim Newlander explain how buying Music Merchants can make every operator a world traveler. He slanted his remarks toward the ladies, announcing that with the purchase of three phonographs Rowe sends the couple off on a free trip to Hawaii, or Puerto Rico or other places; five phonographs sends him off to 14 days, skipping about the Caribbean or other places; six phonographs send the operator and wife to Europe and elsewhere and the purchase of 50 phonographs is worth a round-world tour. No footing. It's all arranged by Rowe with a big New York agency called Peter, Paul and Dingle, which offers a

(Continued on page 89)

"THIS MACHINE will make you a music merchandiser," states Joe Barton, Rowe sales manager, to crowd of operators at Advance Distributing Co. showing of new jukebox in St. Louis. Under drapery in background is Rowe's video accessory to be officially unveiled later this year. St. Louis operators got a sneak preview.

"PICK A TRIP," declares Rowe advertising and promotion director Jim Newlander at showing of new Rowe Music Merchant which attracted 90 operators to the Crystal Palace at Gaslight Square in St. Louis. Free tours are part of Rowe's new promotional package.

Billboard's COIN SECTION
Music—Vending—Amusement Games

is edited to provide the operator with industry news and ideas for additional profit-making opportunities.

USE COUPON BELOW. You'll receive 52 weekly issues of Billboard which includes six directory issues as they are published during the year. As a bonus gift, we'll mail the 108 page 1966 Coin Machine Directory by return mail.

MAIL COUPON TODAY:
Billboard, 240 W. 47 St., New York, N.Y. 10036

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City __________ State & Zip. ________
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September 24, 1966, Billboard

410
Accents Merchandising

- Continued from page 88

rock-bottom prices for a guaranteed number of tours. "And we're subsidizing the pic-a-trip program with funds from our advertising and promotion budget," Newlander said.

"Trips are the thing in business and industry today for centise purposes. We're the first to launch an incentive program like this on any scale in our industry."

Newlander also told operators that Rowe intended to advertise its new jukebox extensively. "I hear lots of people ask what the advantage of advertising is," he said. "I tell them that there are 28 mountains in Colorado higher than Pike's Peak and then ask them how many they can name."

Newlander and Barton bring a lot of wit to a distributor showing.

"I'll tell you how I know we have a hot product here," confided Entringer. "The competition has been coming by the office and asking for a peek."

He then told the operators, "This phonograph has a change-scene front panel that makes it a new photograph instantly. This helps the machine stay appealing on the lot longer."

Rowe now has four different fronts; preparing a non-religious Christmas front for the coming season.

"And there's another merchandising feature that really sells music in quantity," he said. That's the dollar bill acceptor. It's tested and absolutely reliable. Haven't we been making dollar bill changes for 10 years?"

Entringer said the dollar bill changer creates double-overplay, requires that the customer play a dollar's worth of music and moves money through the machine faster. Rowe, it should be mentioned, has gone solid-state this year and it's possible a wattage race may be developing. Rowe is advertising 100 watts of music output. The unit is convertible from 200 to 160 to 100 selections and back again. It also has a special audio-visual adaptor, a box which more will be announced at the MGA show.

"Well, I'll say this," offered an old-timer on his way out. "Jukebox play is an impulse sales, and this machine will make damn sure the customer gets an impulse. And if the machine doesn't do it, those GABAYFO buttons will."

He had reference to a special waitress and helper button prepared by Rowe with these letters. Asked the inevitable question, the lady will reply: "Give me a buck and you'll find out."

"It's all in the interest of merchandising," Barton said. "Our product (music) has gone unmerchandised for too long. We want to change that, but it isn't easy. After all, it's difficult to convince an operator that he's been making a good living all these years by doing the wrong thing."

Coinmen In The News

LOS ANGELES

Bill Happel, president of Badger Sales & Distributing Co., has announced the exclusive distributorship of Helicopter-Trainee, a new game. The game, which will sell for $495, has been used by the government as a training device. Happel feels it will be excellent for amusement centers and bowling establishments. Helicopter-Trainee will be on display at Badger in 10 days.

Lenard Hicks, Wurlitzer, plans a two-week business trip to San Francisco, while John Morris, also of Wurlitzer, just back from a San Diego County business trek.

Fred Evans (office staff) and Peter Andrade (parts department) have joined the Simon Distributing team. The "new look" continues at Coin Machine Service Co., where Martin Miller eays the showroom and building front will have a different appearance.

Clayton Ballard, manager, Wurlitzer Los Angeles, spent a few days of his vacation loafing at home. Kip Martin (office staff) of Wurlitzer in Canada for a vacation, took his son to California for a vacation.

Bob Mayda of Simon needs a vacation after spending one in Seattle, Reno and Las Vegas. John Robinson, C. S. Conveyer Belt Co., will have two sons at the University of California, Los Angeles (UCLA) in the fall when Sandy, who just graduated from Hamilton High School, joins brother Joe at the university. Ivy, a Junior is studying at the University of Hawaii during the summer.

Dale Hopper, Dale Music Co., Portland, had one week off in Las Vegas. Bill Hoppel at the Whipple Country Club, Hoppel received an 87, but Hoppel carded an 84. The Ross's family will vacation in Minnesota, while Brit and Leonard Adelman will spend their vacation at Del Mar Race Track and in San Diego. Brit Russell and Brit work for the Paul A. Lyon Co. (Continued on page 94)
**New Rowe AM! Music Merchant**

**TAKES IN THE BIG DOUGH**

...with these super-merchandising features:

- **DOLLAR BILL ACCEPTOR**
- **CHANGE-A-SCENE FRONT PANEL**
- **"PLAY-ME" TALKING RECORDS**

**SANDLER VENDING CO.**

236 Girard Avenue, North Minneapolis, Minnesota

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**Coming Events**


Oct. 28-30—16th annual convention and trade show of the Music Operators of America, Pick-Congress Hotel, Chicago.

Oct. 29-Nov. 1—National Automatic Merchandising Association convention and exhibit, McCormick Place, Chicago.

Nov. 12-15—International Congress and Exhibition of Coin-Operated Machines for Industry and Trade (NIAGA M.A.T.), Kunsterhaus, Vienna, Austria.

Nov. 29-Dec. 1—23rd Annual Amusement Trades Exhibition, Alexandra Palace, London.

Jan. 24-26—Sixth Northern Amusement Equipment and Coin-Operated Machine Exhibition, the Olympia; Blackpool, England.

**NYCMOA Plans 1967 Legislation**

SYRACUSE, N. Y.—Members of the New York Coin Machine Operators Association met here to discuss the recent defeat of the license bill and to plan future strategy. Among the key people speaking were Mrs. Millie McCarthy, president of the association, and Lou Werner, its attorney.

Mrs. McCarthy told the group that although many of the past opponents of the licensing measure had switched their position in favor of it, Governor Rockefeller vetoed the bill, saying he did it because he had vetoed the proposed legislation last year and the year before. He didn't mention any of the numerous changes the bill has undergone.

Rockefeller also cited the opposition of the Conference of Mayors as a reason for the veto.

Among other problems facing the State operators is a revision of the penal code next year. The proposed code is said to drastically affect a major percentage of operators handling amusement machines.

**Seattle Seeks New Licensing**

SEATTLE—The City Council License Committee, after a public hearing, has recommended new licensing regulations for coin-operated billiard and pool tables.

The tables will be considered in the same category as shuffleboard devices, it was reported Sept. 9.

Tavern owners and others who own or operate the tables will be charged $25 a year for each table. Such tables can be used only in establishments where minors are prohibited.

Councilman Charles M. Carroll, License Committee chairman, said the ordinance repeals a long-standing provision which imposed a radition of one billiard or pool table license for each 5,500 population.

Representatives of taverns were assured that tavern owners may own their own coin-operated tables. Under previously considered rules, the tables would have been considered in the same light as pinball devices, which may be owned and operated only by coin machine specialists.

**ROANOKE VENDING EXCHANGE, INC.**

4930 West Broad Street, Richmond, Virginia 23220
Phone: 282-4221

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**ROWE BLANKETED the country with sales meetings recently. Here, at Columbus, Ohio, distributor representatives from the Columbus, Detroit, Cleveland and Cincinnati offices of Shafter Music Co. and J & J Distributors get briefing.**


**CHICAGO STOP on the Rowe sales meeting trek found the following distributors represented: Atlas Music Co., Chicago; Advance Distributing Co., St. Louis; Pioneer Sales and Service, Milwaukee; K. C. Sales and Service, St. Paul and J & J Distributors, Inc., Indianapolis.**

**CIRCLE INTERNATIONAL, the R. F. Jones Co. and Garrison Sales Co. were well represented at the recent Rowe Manufacturing Co. sales meeting in San Francisco.**

SEPTEMBER 24, 1966, BILLBOARD
First Quarter Figures Show Whopping New Unit Increases

WASHINGTON — Department of Commerce statistics on the dollar volume of new coin machines shipped to the United Kingdom reveal a substantial increase during the first quarter of this year over the same 1965 period.

Games paced the growth with nearly a $1 million increase for the three-month period! During 1965 $828,473 worth of new U. S.-made games were shipped during January, February, and March. This year the figure hit $1,738,522.

Phonograph shipments increased slightly, from $230,067 during the first quarter of 1965 to $258,784 this year. Vending machine dollar volume dropped from $167,012 last year to $141,644 for the first quarter this year.

Total dollar volume for this year's period was $2,138,950 compared to $1,223,853 last year. Music shipments for the first quarter of 1964 were $229,067 and game volume for the same period of the same year was $869,077.

Breakdown on U. S. coin machine shipments to the United Kingdom for the past three years is as follows:

**MUSIC**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan.</th>
<th>Feb.</th>
<th>March</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$76,423</td>
<td>79,679</td>
<td>102,682</td>
<td>$258,784</td>
</tr>
<tr>
<td>1965</td>
<td>$20,518</td>
<td>26,190</td>
<td>183,659</td>
<td>$230,368</td>
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<tr>
<td>1964</td>
<td>$11,321</td>
<td>133,611</td>
<td>84,135</td>
<td>$229,067</td>
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</table>

**GAMES**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan.</th>
<th>Feb.</th>
<th>March</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$830,357</td>
<td>365,859</td>
<td>542,306</td>
<td>$1,738,522</td>
</tr>
<tr>
<td>1965</td>
<td>$65,910</td>
<td>157,500</td>
<td>605,063</td>
<td>$828,473</td>
</tr>
<tr>
<td>1964</td>
<td>$263,573</td>
<td>306,330</td>
<td>299,174</td>
<td>$869,077</td>
</tr>
</tbody>
</table>

**VENDING**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan.</th>
<th>Feb.</th>
<th>March</th>
<th>Total</th>
</tr>
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<td>$65,910</td>
<td>157,500</td>
<td>605,063</td>
<td>$828,473</td>
</tr>
<tr>
<td>1965</td>
<td>$44,738</td>
<td>37,052</td>
<td>59,854</td>
<td>$141,644</td>
</tr>
<tr>
<td>1964</td>
<td>$263,573</td>
<td>306,330</td>
<td>299,174</td>
<td>$869,077</td>
</tr>
</tbody>
</table>

INTERNATIONAL SCOPE of Seeburg Corp. distribution is personified in this photo. Pictured at the recent introduction of the new Seeburg phonograph in Chicago are, from left, George Gilbert, vice-president, Seeburg International; P. A. Atterbom, Sweden; Edgar Cianjeras, Peru; Knud Moller, Denmark; Clemmors Enr. Phillipine; Karl Moller, Germany; Michael Kogian, Japan; Aud Olig, Panama; Luis Suarez, Venezuela; John Blaney, Seeburg International; Peter Thomas, El Salvador; Leonard Austin, Mexico; Harry Zitman, Venezuela, and Federico Ruiz, Mexico.
Bill Anderson’s Helpful Hobby

By LAMAR GUNTER

LOGAN, W. Va.—Coin machine man William N. Anderson Jr. has an unusual hobby—one that has helped him and his industry.

“Politics is a hobby with me,” said Anderson. “It always has been.”

Four years ago he became so successful at his hobby that he was elected a State representative from Logan County in the lower house of the West Virginia Legislature.

In the two terms he has served he has been instrumental in securing the passage of two bills that have helped his industry.

“I was able to help get the law repealed that placed a per-machine tax on our industry,” said Anderson. The other legislation he helped secure was for machine licenses and the law which passed the machines were affected by the state law stating the hours beer could be sold in places where the machines were located.

Misconceptions

Anderson found many of his fellow lawmakers had misconceptions about the coin machine industry when he arrived at the capitol. They felt it was a somewhat shady business.

In two terms of work on the judiciary committee and on legislative matters in general, Anderson has been able to change the false image held by many.

“I enjoy my work on the judiciary committee. The last term I could have been on the finance committee, but I like the broader scope of the legislation handled by the judiciary committee,” he said.

But he still has found time to serve as national association officer and has an unusual hobby that has helped him in his industry.

MISS CINEJUKEBOX, singer, songwriter, model Lacey James will brighten the Dave Rosen video machine exhibit at the Music Operators of America convention and trade show Oct. 28-30. The new machine is coming off the assembly lines of the Innocenti company in Milan and will have its official premier at the Chicago show.

Rosen Moving With Vigor In Video Merchandising

PHILADELPHIA — David Rosen, who has discovered a number of show business personalities in his capacity as pioneer independent record distributor, is looking for new talent to expose with the new Cinejukebox machine which he will handle for distribution in the United States.

Adding glamour to the machine that combines audio and visual will be Lacey James, “Miss Cinejukebox.” She’ll be present at the premiere of the new machine at the Music Operators Association show in Chicago Oct. 28-30. A singer and a songwriter, she will also serve as (MOA) director. He has twice been president of the State association. And, in addition, he has found time to travel occasionally with MOA president John Wallace. He visited the South Carolina Coin Operators Association last month during their Charleston, S. C., meeting.

L&R Shows Off Showcase

By EARL PAIGE

ST. LOUIS—Operators from such widely separated points as West Plains, Mo., Carbondale, Ill., and many cities in between attended the premiere of Seeburg’s Stereo Showcase at L & R Distributing here last week.

Roy McClain, Carbondale, Ill., Bill Brown of Brown & Wright, Columbia, Mo., and Art Huddleston of West Plains, Mo., were typical of operators from remote points at the showing. Art, owner of Art’s Novelty in West Plains, Mo., is 200 miles.

Representing Seeburg at Lew Rubin’s newly remodeled outlet here was Bill Prutting, v-p, sales. Bill had been busy with showings in Detroit, Los Moines, Omaha and finally St. Louis.

Both Lew and sales staffer Jack Goerdlich were elated over the turnout of operators and initial reaction to the new phonograph.

A partial list of operators attending includes Lawos and Fred Overmiller, Columbia; Dan Aders and Dick Kassen, Festus; Lloyd Grieve, Jefferson City; Nelson Martin, Cape Girardeau; Don Pitts, Crystal City, Tex; Key, Farmington; Lawrence Hale, Festus; K. C. Preston, Salem; Everett Owen, Mountainville.

(Continued on page 94)

PEACEFUL CO-EXISTENCE (profitable, too) has been achieved at the Golden Gossa between Woody Mills (left) and his quartet and jukebox owner Don Kimbrough (right). Location story appeared in Billboard Sept. 3.
**New Equipment**

**HIRSCH DE LA VIEZ HANDLING MOA TALENT**

WASHINGTON—Mr. Show Biz, Hirsch de La Viez, has been signed to produce the talent segment of this year's Music Operators of America annual banquet Oct. 30. De La Viez has been a fixture at MOA conventions for a number of years. He has operated Show Biz Productions here since 1920. "I've got an excellent band booked and am lining up a memorable talent package," Hirsch reported.

**San Diego Wants More Fee Money**

LOS ANGELES—Proposed adjustments in license and regulatory fees for coin machine and vending operators were recommended Monday (12) by the San Diego, Calif., city council.

The specialized fee adjustments being studied by the city council would affect cocktail lounges and cabarets. In addition, there would be a fee of $1 for coin-operated vending machines.

The council, however, will conduct a series of conferences on the proposal and discuss the fees with coin and vending representatives before taking action.

The license increase is identical to recommendations made in May by the mayor's Business License Review Committee. The committee had urged an increase in license fees, but not before an investigation. Operators opposed the plan then, and (Continued on page 94)

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

**...with these super-merchandising features:**

- **DOLLAR BILL ACCEPTOR**
- **CHANGE-A-SCENE FRONT PANEL**
- **"PLAY-ME" TALKING RECORDS**

J & J Distributors, Inc. 1661 West 16th Street Indianapolis, Indiana 46202

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**SHAFER MUSIC COMPANY**

COLUMBUS — CLEVELAND — CINCINNATI — DETROIT
with...these super-merchandising features:

- **DOLLAR BILL ACCEPTOR**
- **CHANGE-A-SCENE FRONT PANEL**
- **"PLAY-ME" TALKING RECORDS**

**PHILADELPHIA**
Morris Vending Co. was organized to merchandise and sell through vending machines and other coin-operated equipment merchandising of any and every description. Local attorney Edward N. Bard represented the firm in application to the Pennsylvania corporation... David Rosen, who heads the Rowe AMI distributing firm bearing his name, was honored by the Philadelphia Variety Club, Tent No. 13, recentley. In a dinner-barber-shop CItation for his service as a former Chief Barker of the club Presentation was made at a luncheon in the Philadelphia Music machine operators throughout the State were urged to remove all Beatle records from their machines in a coordinated effort for a "ban the Beatles" movement intended in States to follow... Sen. Robert F. Fleming, of Pittsburg...

**MAURIE H. ORODENKER**

**L&R Shows**
- Continued from page 92

View, and many more from out-state Missouri, From out-state Illinois: Ernie May, Jacksonville, Vic Renner, Collinsville; Jim Yves, Wood River; Francis Gallo, Carlyle; Jack Jensen, Effingham; Bud Kalpon, Steilw; Jack Decicco and Harry Schaffner, Alton, Hershell and Bud Taylor, Belleville; John North, Centralia, Bernice Young, Collinsville, and many more...

Almost every metropolitan operation company was represented at the show, which lasted three days. Some include people from Pusher & Schooley, Wonder Novelty, Rablic Vending, BFC Enterprises, Marvel Tin Sews, novelty; George Schoen Juke Box Co., Marvin Novelty, Acme Music, Pete’s Novelty, Independent Coin Machine, Plaza Amusement, Kielven Vending, General Automat and dozens of move local companies.

Plans are in the works now for shows in out-state Illinois and Missouri communities, according to Ruben, whose area includes a vast region throughout Missouri and southern Illinois.

**Johnny Rowell**

**BOWLERS & SHUFFLE ALLEYS**

- **Bally**
  - All-Star Deluxe Shuffle, 2/58 75
  - All-the-Way Shuffle, 1/60 210
  - Big Six Shuffle, 9/62 123

- **Masquerade**, 2/66 No Avg.
- **Maysie**, 2/66 No Avg.
- **Melody Lane**, 2/66 93
- **Merry Go Round**, 9/60 150
- **North Star**, 10/64 235
- **Ripe**, 5/64 924
- **Olympics**, 1/64 150
- **Preview**, 2/66 175
- **Rainbow**, 2/66 235
- **Sea Shore**, 2/66 935
- **Ship Mates**, 2/64 160
- **Skyline**, 1/65 310
- **Saddle Club**, 3/66 150
- **Spice Club**, 6/65 93
- **Sweet Hearts**, 1/65 183
- **Texas**, 2/66 100
- **Texas, Jr.**, 2/66 130
- **Trope**, 5/65 1/66 140
- **World Beauties**, 2/65 950
- **World Fair**, 1/65 195

- **Keeney**
  - Colorama, 2/63 11/65
  - Go-Cart, 5/63 75
  - Rainbow, 6/66 275

- **Midway**
- **Roden**, 2/62 105
- **Winter**, 3/64 4/65

- **William**
  - A-Golden Era, 1/65 190
  - Alpine Club, 3/64 200
  - Big Chief 4/P, 9/61 410
  - Big Chief 5/P, 4/60 900
  - Big Deal 1/P, 2/63 150
  - El Toro 3/P, 8/63 250
  - El Toro 3/P, 5/63 800
  - Full House 1/P, 3/66 No Avg.
  - Gold Medal 2/P, 6/63 85
  - Heat Wave 1/P, 1/66 230
  - Hollywood 2/P, 6/64 100
  - Jambin’ Jacks 2/P, 1/65
  - Kingpin, 4/P, 6/64 900
  - Kismet 4/P, 6/65 172
  - Lucky Strike 2/P, 8/65 150
  - Mardi Gras 4/P, 3/62 195
  - Merry Widow 4/P, 10/63 785
  - Metro 2/P, 1/62 175
  - New Frontier 2/P, 6/64 236
  - Ski Club, 5/P, 8/64 354
  - Ball Pool-Champion 3/P, 1/66 100
  - Sooner 1/P, 6/64 200
  - Speed King 2/P, 8/64 285
  - Teachers Pet, 3/P, 1/66 342
  - Tom-Tom 1/P, 8/63 200
  - Trade Clue, 4/P, 3/65 150
  - Vagabond, 10/62 170
  - Viper, 10/62 175
  - Whopper, 4/P, 10/64 350
  - Zig-Zag, 1/P, 12/64 285

- **Bowler & Shuffle**

- **94**

- **SEPTEMBER 24, 1966, BILLBOARD**
MOA Announces A New Benefit

CHICAGO—The Music Operators of America board of directors has announced a new Group Insurance plan providing a daily sum of cash while members are confined to a hospital.

MOA president John Wallace said the expanded benefit came as a result of many requests from members for hospitalization and/or disability income benefits.

“We believe that the new program combines the best features of the plans we have studied,” he said.

The plan gives members the option of obtaining $10, $20 or $30 per day plus the option of having spouse and children covered as well.

The plan was designed exclusively for MOA by the Continental Casualty Co. “With the wholesale buying power of MOA behind this plan, we have obtained premium rates substantially less than similar coverage would cost on an individual basis,” Wallace said.

Members have a limited period of time in which to complete enrollment. A brochure describing the plan, “Cash in Hand Music to Your Ears,” is available from Music Operators of America, Inc., 228 North Lasalle Street, Chicago, Ill. 60601.

Additional MOA News:
• J. Harry Snodgrass, membership drive chairman in District 8, is the first chairman to achieve his quota in the current campaign by the association for 150 new members. He has rounded up 15 new members.

MOA now has 170 new firms in the drive which ends at convention time Oct. 28-30.

• MOA members are now sending in their nominations for the association’s record industry awards for Best Record, Best Artist and Record Company Consistently Supplying Good Records for Jukeboxes. Awards will be presented at the MOA show.

• The Northwestern Ohio Music Operators Association attracted 64 to its annual summer picnic at Lake Erie, Aug. 25, reports MOA executive vice-president Fred Granger.

• The recently revived Montana Music Operators Association is planning to send a delegation to the MOA convention. The same can be said for associations in Florida, Kansas, California, Illinois, Wisconsin, Ohio, Kentucky, Missouri, South Dakota, Nebraska, North Carolina, South Carolina, Mississippi, Virginia, New York, Massachusetts, with many other States yet to be heard from. Great Britain will send a 100-man delegation and many other foreign countries will be represented. All indicators point to a significant and exciting trade show.

• The North Carolina Operators Association has sent in a new member application for D & D Distributing Co., Pembroke, N. C.
...with these super-merchandising features:

- **DOLLAR BILL ACCEPTOR**
- **CHANGE-A-SCENE FRONT PANEL**
- **“PLAY-ME” TALKING RECORDS**

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**THE BLUEBOOK**

- Continued from page 94
- Club Deluxe, 5/59
- Del. Belly Bowler, 10/1, 6/44
- Jumbo Deluxe, 9/60
- Lucky Alley, 1/58
- Lucky Shuffle, 9/58
- Monarch Bowler, 6/51, 9/59
- Official Jumbo, 9/60
- Pajama Pin, 11/59
- Super 8 Shuffle, 4/63
- Super Shuffle, 12/61
- Trophy Bowler, 4/58

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**Chicago Coin**

- Bowl Master, 8/59
- Bejar, 12/65
- Bull's Eye Drop Ball, 12/59
- Cadillac Bowl Down, 11/60
- Championship, 11/58
- Citation, 10/62
- Corvette, 2/66
- DeVille Shuffle Alley, 8/64
- Duchess Bowler, 8/60
- Deluxe Bowl, 8/59
- Flair, 9/66
- Gillette Shuffle, 11/59
- Good Crown, 3/62
- Gold Star, 4/61
- Grand Prize, 5/62
- Kinworth Bowler, 7/66
- Lucky Strike, 1/58
- Major Shuffle, 4/59
- Medalist, 5/66
- Official Jumbo, 3/58
- Player's Choice, 9/58
- Preview Bowler, 9/65
- Princess, 4/61
- Queen, 9/59
- Red Pin, 2/59
- Rocket Shuffle, 3/58
- Royal Crown, 8/62
- Simplex, 5/58
- Spotlite Shuffle, 7/66

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**Rosen Moves With Vigor**

- Continued from page 92

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**SOUTHERN AMUSEMENT CO.**

- 628 Madison Avenue, Memphis, Tennessee
- Phone: (901) 525-3609

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**Next Week:**

**Arcade**

**NOTE:** All quotes for national averages are based on operative equipment, both "as-is" and "re-conditioned." The value of both "as-is" and "re-conditioned" equipment varies—sometimes drastically—from market to market to strictly local conditions. Important variables include transportation costs, labor and parts costs and demand for a particular piece or type of equipment. Therefore, local value will regularly deviate from the national averages published here. Such deviation should be considered the rule rather than the exception.

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**ALUMINUM DE-GREASE DISCS FOR STANDARD**

**Powdered Aluminum Metal Types**

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**ED GOSS**

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**LEWIS Printing**

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**Rockwell Market Publishers**

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**buy the best—buy williams**
Questions Answered

• Continued from page 94

training programs?
A.—Yes. You can assist a prospective employee in securing enrollment. Before training is begun, it may be ascertained whether or not such a person may reasonably be expected to obtain employment in the line of work for which he is being trained.

Q.—Could I enroll one of my employees or prospective employees in a training course being given in another city or another State?
A.—Yes. In some cases the particular type of occupational training you desire for your man may only be offered in another State.

Q.—Do I, as an employer, have to pay anything in terms of fees, etc., to enroll a man in a training course?
A.—No.

Q.—What about living allowances, or training allowances as they are called? Must I pay such an allowance to someone enrolled in a training course?
A.—No. All allowances are paid by the federal government.

Q.—Can my employee who is enrolled in a course qualify for a government allowance?
A.—Probably not. A person enrolled in an MDTA course qualifies for an allowance if he is unemployed and has had at least two years' experience in gainful employment. Since a requirement is that the enrollee must be unemployed, a person on your payroll taking a training course would probably not qualify for an allowance.

Q.—What's the difference between referral and placement?
A.—These terms have taken on a semi-technical meaning. Referral is used in terms of enrolling a person in a course and is called "referral to training," while placement is usually used to mean placing a graduate of such a course in a job after he has completed his course work.

Q.—What is "OJT"?
A.—This is an abbreviation for "On the Job Training." A program of on-the-job training is also provided for under this federal law.

Q.—What do I have to pay in order to participate in on-the-job-training?
A.—As an employer you pay nothing, in the sense that you do not pay prevailing wage rates, special fees, etc. But you must hire the person to be trained as an employee and pay him training wages in accordance with prevailing wage practices and applicable wage-hour laws. The federal government pays for the costs of instruction, materials, spoilage, etc.
How I Enrolled Men

Continued from page 84

played by me, to train for a higher position within our firm at government expense.

We selected Robert Dickers, who had been a route man for five years, to go to Denver for one month's training to become a mechanic in our shops. Then, last year, it became apparent that we needed another mechanic. I once again contacted the office of the State Employment Service. We screened many applicants and selected James Reed, who was sent to the Institute of Coin Operations for a full five-month course under the Manpower Development and Training Act (voca-
tional training program). The entire cost of his training, including school tuition, wages, lodging, transportation to and from school, and allowance for wife and children, was paid by this government agency.

I have since contacted my local office of the State Employment Service and asked for suggestions as to homemakers in other States applying to participate in this program. They informed me that the money under the Manpower Development and Training Act is allo-
cated to the States. The State Employment Service and the State Board of Education select the program's participants on the basis of amount of money allotted and the need for employees in the field selected. They sug-
gested that anyone interested in this program should begin by first contacting his local State Employment Office.

Jim Turner's Story

Continued from page 84

It was the fourth day in a row he'd promised his family he would be home for dinner—only for the fourth day in a row he'd disappointed them. He was, a week behind on his obligations, and his book work? He didn't want to think about it.

Two years before he had bought Tri-Country Music from an operator of a tiny little backwater business and its challenge, and Mac, the retired oper-
ator, helped out part time but moved south six months of the year.

The part-time men Turner tried were disappointing. They were drunken or otherwise useless. One man, Jack, just when he was developing into a valuable em-
ployee, was called back to his paper mill job where he had 12-year rights in the union and was making $4.12 per hour.

After a warmed-over supper, Jim stretched out and picked up a three-week-old trade magazine he'd yet had no time to read. He read about new machinery, new legislation, and then spotted an article on a school in Denver where a 5-month course was being offered for coin machine mechanics.

"This would be the man to have," he mused. "Some-
one you could send out to install a machine. Someone you wouldn't have to baby for two years before he was worth what you paid him." As he read on he found that the government was sponsoring many of these men under a program called The Manpower Training Act.

This sounded good, but there had to be a catch. Anyway, he couldn't afford it. He'd never dreamed the employment office could get him a mechanic!

In town at the Denver office the next morning, Turner asked manager Bob Rowan what the catch was after explaining his need and telling about the trade magazine article. Rowan was well acquainted with the program and assured Turner there was no catch. He suggested to the operator that they take the first day and find a man.

Jim interviewed four men dur-

Note These Big Traffic-Producing Features!

1. Animated Subway Car Doors Open to Re-

veal Sceneal Characters.

2. 4 Top Rollers Light Corresponding Pop-

Bumpers for High Score.

3. Making 4 Top Rollers Lights Side Roll-

ers for Mystery Special Score.

4. Center Target Scores Special When Red-

low Lights are Paired in Spread Section.

5. Target scores, mystery special when other-

red and yellow lights are paired.

6. 3 or 5 Ball Play, Match Feature

That Extra Touch of Quality and ORIGINALITY

ROWAN, N. J.—If Fred

Pollak were given a choice be-

tween a jukebox which turned

lead into gold and the new Rowe

Phonovue, he just might pick

the Phonovue.

Currently completing exten-

tive test marketing of the audio-

visual attachment, Pollak, Rowe's vice-president in charge of marketing, said, "The fantast-
cic reports were hard to believe at

first, but we've checked them

out personally. We couldn't be

more grateful," he added, "if

the jukebox turned lead into
gold."

The portable, remote unit, which is an optional accessory to the new Rowe Music Mer-
chant, uses stock films based upon music tempos rather than specific artists. "There are only
certain number of different
tempos today's music," Joe Bar-
ton, Rowe general sales man-
ger, said at the recent national distributors meeting in New

York. "So the films can be

hooked up to almost any of the

records in the jukebox." Rowe

will begin shipping showroom

samples in October.

Because of the highly success-

ful indications, Pollak said the company has increased produc-
tion estimates accordingly. The

unit will offer 20 films which can be played in conjunc-
tion with 160 records. The Rowe Music Merchant, without the Phonovue, can be pro-

grammed for 100, 160 or 200

records.

"The major advantages of the

Phonovue," Barton said, "are

that the unit allows the patron
to see the films along with lis-
tening to hit records and that the

unit is portable" (it can be

moved to another area of the

location away from the juke-

box).

Jukebox Play Soars On Phonovue Tests

WHIPPANY, N. J. — The part-
time man Turner tried were dis-
appointing. They were drunken or otherwise useless. One man, Jack, just when he was developing into a valuable em-
ployee, was called back to his paper mill job where he had 12-year rights in the union and was making $4.12 per hour.

After a warmed-over supper, Jim stretched out and picked up a three-week-old trade magazine he'd yet had no time to read. He read about new machinery, new legis-
lation, and then spotted an article on a school in Denver where a 5-month course was being offered for coin machine mechanics.

"This would be the man to have," he mused. "Some-
one you could send out to install a machine. Someone you wouldn't have to baby for two years before he was worth what you paid him." As he read on he found that the government was sponsoring many of these men under a program called The Manpower Training Act.

This sounded good, but there had to be a catch. Anyway, he couldn't afford it. He'd never dreamed the employment office could get him a mechanic!

In town at the Denver office the next morning, Turner asked manager Bob Rowan what the catch was after explaining his need and telling about the trade magazine article. Rowan was well acquainted with the program and assured Turner there was no catch. He suggested to the operator that they take the first day and find a man.

Jim interviewed four men dur-

ing the next 10 days and selected Dick Huffman, 24 years old, married with two children. Dick had worked at a local paper mill as a machine tender for four years until automation had gobbled up his job.

Together, Huffman and Turn-

er heard of new row machine, new-

ner under the Manpower Develop-

ment Program All Jim had to do was write a note of intent to hire Dick when he returned from school. Rowan then

traced the training requirements: until.

The man going to school had to either be unemployed or underemployed (which meant he had the ability to better him-

self).

2. There had to be a better than average chance that Dick would be employed when he completed the course. (The letter of intent took care of that.)

3. The school had to meet government standards. (The Denver school did.)

4. And Dick would receive from the government (a) total cost of schooling (b) money for transportation to and from the school and (c) the amount the State was paying for unemployment plus $5 per day, plus $5 per week for any dependent. In Huffman's case totalled $90 per week while he was in training.

The papers filled out and ap-

proved, Huffman and his family

left for Denver. He's now in his eighth month of on-the-job learn-
ing a trade that will offer him a future he can be proud

of.

Turner is still eating warmed-
over food once or twice a week, but heartened by the thought of a family man learning a trade in Denver. He'll have a well paid governmental employee in a few weeks.

And Jim is also pleased by the fact that he's in a business that the government has fully recognized as basic.
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