LOS ANGELES—A campaign to halt bootlegging of American recording in the background music industry is being launched by Merrimac music industry, a Beverly Hills firm owned by a former major Canadian rack jobber, Don MacMillian.

RMR Starts Rack Research Service

NEW YORK—The national field force of Bill- board's Rack Merchandising Research (RMR) went into action on Monday (18) to start production of data to provide continuing reports of record sales through the nation's rack-serviced retail outlets.

This new research service is a major addition to the detailed non-racked retail sales statistics produced by the research arm of Billboard since 1932. The first of the new racked-outlet sales reports will cover the four-week sales period from July 18 through Aug. 13. It will be offered to subscribers as a special four-week report available on or about Sept. 19. Thereafter, such reports will be issued on a quarterly basis.

Reports will measure, essentially through diary-recorded sales, actual over-the-counter movement of records through all types of rack-serviced outlets, including department stores, discount outlets, drug, food and variety stores, music-record shops and other retailers served by the nation's record merchandisers. Record sales through rack-serviced outlets will be offered in some 40 different quarterly report categories, including a 15 different summary reports, 20 label-label share reports and 5 title-and-artist reports.

Lear Is Developing Fast-Forward Unit

CHICAGO—Lear Jet has developed an 8-track CARtridge playback featuring electronic selection, a program indicator and fast-forward capabilities. When this development hits the market early next year, it will mark a major breakthrough in the endless loop tape cartridge field.

Hereafter, easy pre-selection of recorded numbers has not been available in any tape form, whether reel-to-reel or cartridge. Also, fast-forward was not possible in any endless loop cartridge. The fast forward feature is available in open reel machines, and in the cassette; i.e., Philips-type cartridges.

Jim Gall, Lear Jet marketing chief, told Billboard that the development has left the planning board stage and is now in pre-production. According to Gall, the new playback has checked out as to the performance of its automatic capabilities.

The unit will allow the user to pre-select by push button the desired recording within a cartridge. It will also permit the listener to replay a given selection, thanks to the fast forward feature. The program indicator will allow the user to know at a glance the track number being played. Price of the new playback will be announced later.

Merrimac's sales manager Neal Ames initiated the campaign by sending a registered letter to nine manufacturers and Rosell Hyde, the FCC's new chairman, alleging heavy traffic in bootleg music.

Ames warned that unless he hears from these manufacturers to the contrary he would duplicate any or all of their products on master tape and provide this service to whoever wants to buy it.

Addressed to RCA, Columbia, Decca, Dot, Liberty, United Artists, A&M, London and Verve, it pointed to a brochure by a West Coast company which freely advertises its products as being dubbed onto tapes for lease to radio stations. The letter also states: "We are also aware that this same supplier supplies a background music service for which it charges a fee, utilizing its products. Since this company advertises most blatant and most thoroughly, we can only infer that one of two things: (1) that their practice is illegal; (2) that their practice is illegal and you couldn't care less."

As of late last week, Ames had received replies from Liberty, Dot, MGM, UA, Capitol, and London.

NAMM Moves to Woo Disk Dealers

By PAUL ZAKARAS

CHICAGO—The National Association of Music Merchants (NAMM) will last week have been phonograph record dealer membership in the association.

Record dealers currently not represented by any association had been invited to attend an open meeting of NAMM's record committee to discuss mutual problems. The meeting, held on Sunday (10), the first day of the music show, attracted more than 30 dealers. The committee, chaired by S. H. Galperin Jr., who is also a member of NAMM's board of directors, unanimously approved three proposals which were to be presented to the board.

One of the proposals was that the board approve action by Galperin's committee specifically designed to attract record dealer membership. "If the executive committee approves this proposal," said Galperin, "I will hold a special meeting in Chicago in August or September. The purpose of this meeting would be to establish a concrete program designed to improve communications between NAMM and record dealers."

Stations Cooling Oldies for Summer

By CLAude HALL

NEW YORK—Old records, once almost a sure method of raising radio audience ratings in competitive Top 40 markets, have lost a lot of their summer charm and many stations are playing them down this summer rather than up.

In Houston, KNUZ is holding down its play of old hit records to mostly weekends. The schedule calls for an hour on weekends by Ken Grant, but normally only one an hour is required play during the week on the half-hour. Deejays are allowed, however, to play two or three more of these "Summer Souvenirs" if they want to.

"But frankly, the only reason we're playing this many is we've sort of got in the habit. We're afraid to drop them. Oldies, though, are fading out in this market. The first time several years ago, playing oldies resulted in spectacular audience ratings. A couple of years later, oldies backfired and results were poor."

(Continued on page 33)
BEAUTY AND THE BEAT!

First RCA Victor single from a striking new talent...

SUSAN BARRETT sings

"A GRAIN OF SAND"

c/w "She Gets Everything She Wants" #8888.

Timely material done with that big band beat gives Susan the "Go" sign for a chart-blazer! Her current promotional tour is going to be a strong sales booster, so order now.

RCA VICTOR

The most trusted name in sound
SALT LAKE CITY — John Billinis, president of the Billinis Distributing Co., has termed the recent CRDC recently announced a one-price policy of Capitol Records Distributing Corp. "criminally stupid." CRDC recently announced a one-price policy of Capitol Records Distributing Corp. Its 8-cartridge set is priced at $1, higher than the usual wholesale price of $7.98 for similar sets. The firm said its move was in response to increased competition in the retail market. The firm's president, Ralf Rinzer, in a letter to Stan Gortokoff, president of CRDC, stated, "Your company's policy of one-price distribution is baseless and unfair to the consumer." He added, "It is not necessary for us to follow this policy, as we are able to make a profit by charging a higher price." Rinzer said the only reason for the higher retail price is to ensure that the distributors make a profit. He said, "We believe that our customers will be willing to pay more for higher quality merchandise." Rinzer also expressed concern that the higher retail price will create confusion in the already crowded industry. He concluded, "I hope that we may be able to agree on a price that is fair to both us and our customers."
RCA Sampler CARtridge Service

By CLAUDE HALL

PHILADELPHIA—RCA Victor Records has launched a special sampler CARtridge service that promises good salesmen at distributors. The sampler cartridges contain parts of all of the label’s cartridge releases for the month. Other labels who have been sponsors are Philips, ABC, Decca, and Decca.

Philips, vice-president of Raymond Rosen distributors here, said RCA Victor began distribution of the new model to dealers in early July. Each of the cartridges, designed for the new Playtape transistor portable, are shipped to dealers.

Arts in the first releases include the Righteous Brothers, Sam and the Phils, and several new artists. The label has promised a special Print Package for dealers who order in quantities of 10 or more.

NEW YORK—The first wave of Matt Monro look-alike singles, MGMT will be introduced at MGMT’s sales meeting last week.

Phil Monro, MGMT’s president, said that the label will be a true 45 rpm record label. It will be distributed through all MGMT’s dealers, with full support from the label’s promotion department.

Getting ready to go out with MGMT to Bow 2-Trackers, Armatron at Teens, Kiddies, and the New Generation.

Neither Slept Non-Strike... Stops Kapp

NEW YORK—The airline strike failed to deter the group of Kapp Record executives who were on a sales spree for the company’s records.

By the end of the New York meeting, the Kapp brass left for Chicago in a six-week character publicity campaign that included a Kapp meeting there. The next series of dealers’ meetings will be held in Los Angeles.

Of the 15 albums in the program, the label is marketing 21 singles and three by country artists.

Special slick book presentations have been prepared for salesmen, and point-of-sale material for dealers is being rushed with the releases.

The program includes products by Jack Jones, Roger Williams, the Crystals, Leon Polsius, Freddy Hart, Hugh X. Lewis, Roberto Menescal, the Exciters, Harry Belafonte, his Paris All-Stars, the Happy Hanna Singing Banjo Band, the Do-Re-Mi, Children’s Choir, Freddie Martin and His Orchestra, Roy Neptune and His Paradise Serenaders and Kate Smith.

At the First-On-Six

NEW YORK — Audio Fi- delity Records announced a six-on-six program which will run through August. The summer sales program, except the First On-Six, Series, is the first line of the Audio Fidelity Record Service. The line includes the Audio Fidelity, Karate and Little Darlin’ labels.

UJA TO HONOR DAVE ROTHFELD

NEW YORK—Dave Rothfeld, division merchandise manager of RCA Victor, will be honored by the United Jewish Appeal of Greater New York. Rothfeld, who has headed RCA’s MMTA group for 24 in the Grand Ballroom of the Hotel Hilton. Eric Bernsen is chairman; Frank Santara is honorary chairman of the affair.

Decca-Coral Releases To Headgear Program

NEW YORK—Concurrent with the meeting held in New York last week of Decca’s division and district managers, the company formulated the company’s plans for its fall product, is the combined Columbia, Decca, Coral, and Epic releases of 14 pop albums which will be used to spearhead a semi-annual record program.

The fall merchandising program will include, in addition to the new releases, also make available to dealers the first edition of complete Decca, Coral, Brooks- wick, and Epic L.P. catalogues under the terms of a daring and discount plan. Details of the plan will be available through all Decca branches.

The new product from the Decca-Coral line-up was Pete Fountain, Burt Ives, Jan Garber, Louis Armstrong, the Quartet Tres, Ben Webster, Miles Davis, Len Brown, Van Haften, John Coltrane, Lonnie Johnson, and Brown, Jesse Crawford, the Dick Rodgers Orchestra and a spoken word program by Bebe and Stere and Mel Ferrer.

The program will be supported by a special in-store and window display along with a new catalog, a full merchandising and press campaign.

Billboard

Publisher
Hal B. Cook
New York Office
Editorial Office
165 W. 46th Street, New York, N. Y. 10036
Classified Ads
Telephone: 216-5150

Editor-in-Chief
Lee Zito
Editors
Paul, Alan, Vernon

Department Editors, New York, Washington, Chicago, New Orleans
Associate Editor, Rich Gunther
Magazine Radio-TV Programming
Pete H. Nell

Promotion

Audio, Cassette Mailers, Records

U.S. Editorial Offices
Chicago, Ill. 60616
Cincinnati, Ohio 45202
Los Angeles, Calif. 90001

Editor...

General Advertising Office, N. Y.
Director of Sales
Dick Ruttman

Records and to acquire much more talent for the Spanish audi- ence. Berns said, “We will always have talent for them. They’ve given me in getting Bang records for them.”

The three aided Berns in setting up the operation and obtaining key distribution points nationally and also helped provide the infant company with an efficient promotional scheme. They all agreed that whenever Berns took them on, they took control, which would aid a smorgasbord of talent. Berns produces several Atlantic artists, including Barbara Lewis, Esther Phillips, Solomon Burke and the Drifters.

In its brief operation, Bang has had a string of hits, including “Candy” and “Car-Lin” by the South, not up North,” he said.

Jones/Smith "Hang On Sloopy," "Fever" and "We'll Put the Night Back on You," all have been wide-open hits for 45 rpm records.

Davon Gets John

HOLLYWOOD—Davon Musi- co has been awarded exclusive licensing and soundtrack rights to the music from “Dear John,” the highly topical, international smash.

The Ray and W. 799 Seventh Avenue as soon as Columbia moves out, which is scheduled near the end of the year. A and R will build film- ing studios in the building. The label will be in the additional sound studio A and R now has at 112 West 48 Street.

C-P Pact to Go to WYOK Winners

NEW YORK A Came- ploy recording contract and $500 in rights fees, if the winner of the talent contest conducted by WYOK, the ABP Music, has signed with Jimmy Hill as producer of the label’s first periodical.

RCA Victor president Dave Hubert obtained the scores only to learn that the label’s contract with RCA is currently seeking disk re- leases for the properties.

Berns Solos Bang; Maps New Horizons

NEW YORK—Berns has taken over sole ownership of Decca records of the Righteous Brothers, Inc. In a billboard interna- tional, the label has revealed a three-pronged plan that will include the release of the major independent labels.

Berns formed Bang Records and is currently a part of Decca Company, Web IV, in March 1965 with Ahmet Ertegun, Jerry Wex- ler, and Ahmet Ertegun, Decca’s Atlantic Records executives. “My part- ners at Bang Records are execs is completely amica- ble,” Berns said. “I will always have talent for them. They’ve given me in getting Bang records for them.”

The three aided Berns in setting up the operation and obtaining key distribution points nationally and also helped provide the infant company with an efficient promotional scheme. They all agreed that whenever Berns took them on, they took control, which would aid a smorgasbord of talent. Berns produces several Atlantic artists, including Barbara Lewis, Esther Phillips, Solomon Burke and the Drifters.

In its brief operation, Bang has had a string of hits, including “Candy” and “Car-Lin” by the South, not up North,” he said.

Jones/Smith "Hang On Sloopy," "Fever" and "We'll Put the Night Back on You," all have been wide-open hits for 45 rpm records.

Davon Gets John

HOLLYWOOD—Davon Musi- co has been awarded exclusive licensing and soundtrack rights to the music from “Dear John,” the highly topical, international smash.

The Ray and W. 799 Seventh Avenue as soon as Columbia moves out, which is scheduled near the end of the year. A and R will build film- ing studios in the building. The label will be in the additional sound studio A and R now has at 112 West 48 Street.

C-P Pact to Go to WYOK Winners

NEW YORK A Came- ploy recording contract and $500 in rights fees, if the winner of the talent contest conducted by WYOK, the ABP Music, has signed with Jimmy Hill as producer of the label’s first periodical.

RCA Victor president Dave Hubert obtained the scores only to learn that the label’s contract with RCA is currently seeking disk re- leases for the properties.

C-P Pact to Go to WYOK Winners

NEW YORK A Came- ploy recording contract and $500 in rights fees, if the winner of the talent contest conducted by WYOK, the ABP Music, has signed with Jimmy Hill as producer of the label’s first periodical.

RCA Victor president Dave Hubert obtained the scores only to learn that the label’s contract with RCA is currently seeking disk re- leases for the properties.

C-P Pact to Go to WYOK Winners

NEW YORK A Came- ploy recording contract and $500 in rights fees, if the winner of the talent contest conducted by WYOK, the ABP Music, has signed with Jimmy Hill as producer of the label’s first periodical.

RCA Victor president Dave Hubert obtained the scores only to learn that the label’s contract with RCA is currently seeking disk re- leases for the properties.
Andy Williams sings of things like love... and another of his memorable singles is headed for record history!

"In the Arms of Love"

"The Many Faces of Love"

Where the action is.

On COLUMBIA RECORDS®
Yanks Coming Again in U.K.: Crewe

NEW YORK—During his recent trip overseas, Dan Crewe, vice-president of Saturday Music, found that American music is making a strong comeback in the British Isles. According to Crewe, not only is American music gaining strength but there now is a greater acceptance of ballads in Britain.

Crewe also found Italy more American song-oriented due to such factors as the tremendous increase in tourists from the U.S. and the popularity of American films and TV. "As a matter of fact," he said, "the word 'Teen-agers' is in the Italian idiom. A clue in point is the recording of "Teen-Agers Concerto," an Italian song, but the word 'Teen-ager' is in English, and generally recognized.

The Scandinavian market, said Crewe, relies on the British charts and Radio Luxembourg for its covers or original releases. "Rock 'n' roll has left off to a smoother sound abroad," he said as an example, he pointed to the Walker Brothers' "The Sun Ain't Gonna Shine." A French version has been recorded as a ballad by French singer Richard Anthony. Another in Anthony's sets was the French version of "Let's Hang On," known in France as "Defendi Questo Amore." Les Surf, a French group, has hit a disk with another Saturday Music publication, "Walking My Cat Named Dog.

Crewe observed that English producers have an advantage of being able to view our musical activities objectively. "We get caught up in sounds, and there is a constant change in the music industry," he said. "The consensus is quite obvious. In the U.S. the great songwriting centers in New York, but in London they are in the West End. In Germany, the road-to-the-roads recordings are at a minimum."

During his overseas trip, Crewe signed a new deal with Sugars, the third contract for the firm this week. Sugars now calls for complete catalog representation. In another foreign tie, RCA Victor and the French company, Edicoes En- terprise, Ltda. of Brazil, announced an agreement.

ABC RECORD DISTRIBUTORS were in New York last week to hear about the new distribution deal with 20th Century Fox. Larry Newton, ABC president, signed a four-year contract. RCA Victor's new records will have some of the best soundtracks, particularly "The Bible," which will be released in September. RCA Victor president Edward George, general counsel, and Seymour Poe, executive vice president, all of 20th Century Fox, and Leonard Goldenson, president, and Simon Siegel, executive vice-president, both of American Broadcasting Companies, Inc., parent company of ABC Records. ABC has exclusive worldwide distribution rights to 20th Century Fox recordings.

RCA's Country Push Nets Sales Bonanza

By HERR WOOD

NEW YORK—RCA Victor's "Welcome to the Wide World of Country Music" in the first quarter resulted in "the biggest three-month sales period of country music" in the label's history, according to H. Ray Clark, manager of Popular Album and Single Record merchandising. "Not only did we surpass sales objective," Clark said, "but this significant netted 31 per cent more than any other country music merchandising program in the past."

The campaign, which also had the slogan "It's the Country Music on RCA Victor," was first quarter through March 31 and featured over 200 album titles, including 18 "new" in-store albums, for the sales period. To publicize the campaign, Eddy Arnold headlined a caravan of Victor's country artists on a cross-country tour beginning in Sacramento, Calif., and winding up with a concert at Carnegie Hall in New York. Dickie Foster, Jim Ed Brown and George Hamilton were also included in the Arnold tour.

The tour was backed up with ad mats and point-of-sale materials, including blanket mats and miniatures on 25 select albums, four-color centerpiece displays and window streamers. Another direct result of the campaign was a rise in the number of Victor disks on Billboard's country chart. Forty singles made the chart in the first six months of 1966, compared with only 26 for the corresponding period in 1965. The record had only nine albums on the country chart in the first half of 1965, but the campaign has boosted the number of disk and LP's to 17 for the first half of 1966. Compared (Continued on page 10)

Poets' Single Sparks Album

NEW YORK—The success of the Poets' initial Symbol single, "She Blew a Good Thing," and their current "So Young and So Innocent," will result in an LP for the new pop group. The latter single is by Buddy and Ernie "Helpless" on Eastern, were the first disks recorded at the recently completed Sue recording studios upstairs at their west side office.

Sue also has picked up a master of Jean Wells singing "If I Ever Loved You" from Clyde Ois, who produced Timi Yuro's "Hurt." Miss Wells' debut disk appears on Sue Records. Bobby Lee began a tour of Detroit and Cleveland in this week to promote his new Sue single, "I Was Born a Loser." The master of the Lee recording was obtained from Tom DeCillis. The company has changed its Nashville distributor from Music City to Southern Distribution, and the Poets began a one-week stint at the Apollo in Harlem Friday (15).

Pickwick Has a Peak Year

LONG ISLAND CITY, N.Y.—Pickwick International scored the biggest gain in its history during the fiscal year ended April 30, 1966. The Pickwick president, Miss Pressley Foster, said the results of the campaign has been the "America's Birthday" single, which was accompanied by new deals with television and radio stations. The campaign, which was supported by ad mats and point-of-sale materials, included a "Teen-Agers Concerto," and "Teen-Agers" records were also released. The company's new albums included country music, pop, and rhythm and blues.

The company's sales for the fiscal year were $2,618,258, up 56 per cent from $1,376,062 in 1965. Estimated value of Pickwick's country record company, Pickwick Records, was $1,000,000 at June 30, 1966. The company's operating expenses were $2,618,258, and its operating profit was $1,000,000.

New Monument Records

NEW YORK—There will be a new 800,000 recording studio in the United States. Monument Records, Foster, whose music interests include Sound Stage 7 Records, LTD Records, six publishing companies, and studies in downtown Nashville, said construction on the new studio will begin soon. The new studio at 110-17th Avenue, N. W., should be finished by Feb. 1, 1967.

The studio will feature two recording rooms—one with a 28-foot ceiling, one for seating 50 people. The theater will be separated from the studio by one of glass so performers will not be distracted by outside noise. The studios will also feature five executive offices, a fire-proof vault, a cafeteria, restaurant facilities, dressing rooms with showers, a roof-top sun room, a garage for 50 cars, Bil Pin, sound con
duction equipment, and a 25-channel sound console.

Two experienced engineers have been added to the Monument staff—Morris Thompson, who joined the firm last week, and Bob Farris, who will start Aug. 15. Thompson, a pioneer engi

ner, was with Columbia Rec

nies, rear of Dallas, had been with RCA Victor Records. Farris is the successor to the original recording equipment at the new studio. Foster's Monument Records at 150 W. Main in Hendersonville, is one of the country's leading indie record companies.

In another area, the company formed Rising Sons Music, Inc., a BMI firm.

Jay-Gee Moves

NEW YORK — The Jay-Gee Record Corp and the executive officers of the parent company, the Jay-Gee Corp., will move about Aug. 1 to a new art department offices in a penthouse at 790 Broadway. Among the first moves to the new recording stud
ing studio is another Juvenile record for Doug Clark's group, known as "Foolish," which was produced at the studio. The next comedy album is "Disco," featuring the group of the same name.

Also previously recorded at the studio was the "Dancing on the Wall" album of the Starlighters on Jubilee, which Jay-Gee distributes nationally. The new location was purchased by Constat, according to Jerry Blythe, president of Constat.
SAME RECORD...

NEW HIT!

"With A Girl Like You" is the flip side of The Troggs' current Atco smash "Wild Thing"

THE TROGGS

WITH A GIRL LIKE YOU

ON ATCO #6415

A Page 1 Production Licensed to York/Pala Records
Charles Greene-Brian Stone
UA's 'Jackpot': Sound & Tracks

**MINNIE PEARL** has 80 Amish ready for the 1964 show at New York's Madison Square Garden. The two acts will come together under Roxy Cohn and his Smokey Mountain Band from Nashville to perform two shows each day at the annual convention of Lions International in New York on behalf of the Country Music Association. The performers donated their services; the convention's exhibition, donated $5,000 to the CMA. At right is a member of Lions. About 36,000 saw the two shows.

**FRED GOLDBERG**, United Artists Corp. vice-president, speaks of soundtrack albums. Left to right are Andy Miele, Mike Stewart and Bernice Lawrence.

**BURTON 'PROMOTED' NEW YORK—Publisher Ed Burton of TM Music has been music manager of Great Neck. Burton for the past two years has been a trustee of the Village of Great Neck.

**EXECUTIVE TURNABLE**

**MURRAY DEUTCH** has been appointed to the post of executive vice-president and general manager of United Artists Music Company.

**OLIS SMITH**, formerly assistant superintendent of the royalty department at MGM, has joined Orpheum Productions (Reprise Records) as general manager. He reports directly to vice-president and treasurer Allen H. Jeter.

**CARL VESTER** and Lynn Onslow, producer-writers, have been named to head the production staff of Monstro Music, Inc., a subsidiary of the firm known as 'Brouge, Inc.' They will also participate in the firm's recording services.

**HARWITZ** has been named national sales and promotion manager for Colpix Records.

**NORM ANVOLD** is now manager of electronic data processing systems for Columbus. He joined the company's processing department as a data coordinator in November 1963.

**Burton Promoted**

**New York**—Publisher Ed Burton of TM Music has been music manager of Great Neck. Burton for the past two years has been a trustee of the Village of Great Neck.

**Claffier-Broadcaster Battle Looms**

**WASHINGTON**—Re-elected AFM President Hermin Kenin told the recent American Federation of Musicians 69th Annual Convention that musicians will fight hard for more of the broadcast “manna from the heavenly airways.”

Also, the AFM convention in Las Vegas urged early ratification of an international agreement on the so-called “neighboring rights” that would protect performers, record manufacturers and broadcasters on an international basis among signatory nations. The United States has been hesitant about endorsing the Rome Convention that gives near-copying protection to performances by musicians, on record and in broadcasts.

The AFM re-elected its international president for a ninth term, and also voted to keep Stanley L. Ballard, secretary-treasurer. The convention decided to wait until next year to vote on a raise in salary for its president from $35,000 to $40,000, and Ballard’s from $25,000 to $30,000. Raisers in initial fees paid into the international union, on a sliding scale, will provide an estimated $150,000 additional annual revenue.

Musicians have a double-edged fight with broadcasters. In upcoming negotiations with networks, they will fight for higher rates paid by broadcasters “glutted” with profits made on popular performance. And they will fight broadcasters over failure of the proposed copyright revision to provide performance royalty for musicians and talent on records.

The proposed record label (and manufacturers and talent) protection from actual duplication, for the first time in copyright history. But users, particularly broadcasters, have put up too hard a fight against paying a secondary performance fee for the 1964 broadcast year.

Copyright Office has said that record owners retain rights of performance royalty “so controversial” it could have had a direct bearing on the strike or vogue.

**No Sale: Goodman**

**San Francisco**—Monroe Goodman, head of Top Music and Record Service, last week flew to Hollywood to talk to the department at CBS. Last week, three soundexchange deals were under way for the sale of his business or any of its branches. Goodman said: “I have never imagined that I was interested in selling, and I have not been approached. Currently, we are standing and looking forward to losing a larger volume of business than ever.”

**GIL-Rex Purchase**

**New York**—Publisher George Prince’s Gil-Rex firm has acquired worldwide publishing rights for the German instrument company St. moritz, which has been recording for the past year. Piers picked up the assignment recently when Paul Siegel flew from Berlin to the London airport to present his latest material. "Our Concerto" was written by Geor- ge Moritz, Toronto, Canada. It is pushing out its recording on composition.

**Great Neck**—Registration forms for the 1966 midyear meeting of the National Association of Record Merchandisers, to be held at the Continental Plaza Hotel, Sept. 6-7, were mailed to NARM members throughout the country.

Some 56 manufacturers will participate in person-to-person meetings with NARM exhibitors.

A tape CARTRIDGE seminar is scheduled the final day of the meeting, with attendance open to all NARM regular and associate members.

**Cup Line in MOA Show**

CHICAGO—Cupill Record last week announced that it will exhibit at the Music Operators of America convention here Oct. 26-30. RCA Victor and Epic made similar announcements last week. Capitol singles sales director Maurice Lassner said the label will also bring artists to the show to perform in the annual entertainment for nucleated operators that has become traditional. The exhibits are expected to attend at this year's MOA show. Six dealers will be on hand. See story, page 67.)

**JULY 23, 1966, BILLBOARD**
CMA Draws Ups Plans to Honor Country 'Friends'

BEVERLY HILLS, Calif.—Officers and directors of the Country Music Association announced Thursday (14) in their third quarterly meeting at the Beverly Hills Hotel that the group would come from all over the United States and Canada and their aim was made to discuss the Country Music Hall of Fame and Museum. The construction being constructed in Nashville. Completion of the building, construction in 1977, is being held by the architect of the building, talking about the country music scene in Nashville. The CMA also announced a new package of programming. The CMA is working with the country and western broad- casters, including a series of television and radio programs, to reach the market, talking about the country music scene. The big tent will feature speakers from the CMA, officers and directors, and the music of the country and western stars, honoring the various artists who have contributed to the country music scene, will be presented in mid-August, with only 90 artists left to be honored.

A CMA Country Club was organized at the meeting, with an honorVarious friends of country music around the world. Membership to the newly formed club will be restricted to those individuals who have made significant contributions to the world of country music. Officers and board members, officers, and directors on the board will be responsible for presenting the special members.

Hubert Long, chairman of membership committee, announced that CMA membership is at an all-time high of 1,550 individuals and 111 association members.

The annual country and western music conference sponsored by the CMA is set for Oct. 19, and the annual country music convention is scheduled for Nov. 21-24 at the convention center. Attendance at the session is limited to members only. Members will feature speakers from the CMA, officers and directors, and the music of the country and western stars, honoring the various artists who have contributed to the country music scene, will be presented in mid-August, with only 90 artists left to be honored.

ABC Sets 2 New Divisions

NEW YORK—Reorganization activity at ABC Records continued at a merry clip this week with the announcement of two new divisions of the label, announced the creation of two new divisions.

Dave Berger will head the international division, taking over the year-end retirement of Harry Levine. And Howard Star, president of the ABC Publishing and Records Corporation, becomes president, vice-president, and general man-

ager of the ABC's publishing and records divisions, while Jay Lasker is vice-president, and director of operations and Dunhill Records.

Other vice-presidents in the ABC organization include: Abe Alpert, executive director; Martin Goldstein, who has been the manager of West Coast operations, was assigned to the new post of executive director; and Louis Levy and Ira Klyman, head of the ABC Phonograph and Records Corporation.

Levine, ABC Records executive vice-president, retired after 32 years of service, working as the Paramount Theaters Corp.'s vice-president and general manager when it was organized in 1955. Levine had been a member of the board of the theater chain, then vice-president and executive vice-president for the record label. In his last assignment, he is responsible for sales in the world and international dealings.

Max T. Leventhal, who had been general manager of West-

minster, the classical line, and director of the publishing of the ABC, becomes vice-president of these divisions.

Loren Becker continues as vice-president and general manager of the ABC Radiator division, while Jay Lasker is vice-president in charge of the ABC Publishing and Dunhill Records. Other vice-presidents in the ABC organization include: Abe Alpert, executive director; Martin Goldstein, who has been the manager of West Coast operations, was assigned to the new post of executive director; and Louis Levy and Ira Klyman, head of the ABC Phonograph and Records Corporation.

Levine, ABC Records executive vice-president, retired after 32 years of service, working as the Paramount Theaters Corp.'s vice-president and general manager when it was organized in 1955. Levine had been a member of the board of the theater chain, then vice-president and executive vice-president for the record label. In his last assignment, he is responsible for sales in the world and international dealings.

Max T. Leventhal, who had been general manager of West-
**KEEP IN FOCUS ON EVERY PHASE OF THE MUSIC INDUSTRY**

**this week and every week... through Billboard**

**SUBSCRIBE NOW!**

Just mail request order today —

BILLBOARD, 2500 Patterson Street, Cincinnati, Ohio 45214

Please enter my subscription to BILLBOARD for

<table>
<thead>
<tr>
<th>1 YEAR</th>
<th>3 YEARS</th>
<th>PAYMENT</th>
<th>DIVIDED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BILLBOARD</th>
<th>BASED</th>
<th>EXTREME</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>1 YEAR</th>
<th>$20</th>
<th>3 YEARS</th>
<th>$45</th>
</tr>
</thead>
</table>

**Thank you for your inquiry.**

**Please note:**

- All subscriptions will begin with the next available issue.
- **Changes:** All changes of address and name must be accompanied by a current address label.
- **Cancellations:** Cancellations are effective only at the end of annual subscriptions.
- **Overseas rates:** Overseas rates on request.
- **Company:**
  - **Name:**
  - **Address:**
  - **City:**
  - **State & Zip:**
  - **Type of Business:**

---

**RMR Starts Rack Research Service**

*Continued from page 1*

The summary reports will cover — for each quarterly reporting period as well as for the year to-date — total record sales, LP sales, singles sales, and EP sales, both in dollar volume and units. Additional summary reports will show percentage share of the rack business being done by the top 10 recording manufactur- ing firms, based on total record business, on LP sales and on singles sales. Other summaries will include industry sales of pop LPS, classical LPS, mono, stereo and sales by various price categories.

Label-and-artist reports will detail share of business done by any label representing one half of one cent or more of the sales in a given reporting cate- gory. These categories embrace all regular breakdowns — total record sales, singles, LPs, mono, stereo, pop, country, and by price, etc., and for both dollar and unit sales.

Title-and-artist reports which detail each individual sale — by label, by artist and by record title — registered in diaries by reporting-rack-outlets. Title- and artist reports are issued for singles and LPs with LPs further broken down by Popular Classical, Country, Jazz, Original Cast and Movie Soundtracks.

Planning and development of the full research program in- volving sales through rack-serviced outlets began over a year ago. The special research tech- nique employed — the Nymeyer Technique — was selected by Dr. J. Stevens Stock, Billboard's re- search consultant, and consult- ant to a number of nationally known U. S. firms. The Nymeyer Technique begins with sales data produced directly through contact with the consumer. RMR's rack research started with detailed data obtained from 7,829 consumer house- holds, balanced geographically and by economic status. Among many items of information relating to their record-buying hab- its, household members noted recent purchases, together with names and ad-

dresses of the stores from which purchases were made. This pro-

tected a total of over 3,000 retail record outlets. Each of these outlets was then visited to determine by personal view the type of retailer (dis-


counter,唱片, store, drugstore, etc.), annual record sales volume and record buying practices (for new releases or one-stop). Checks and cross-


checks were made to confirm the accuracy of the data obtained.

Properly validated rack-serviced outlets were then isolated in order to build a research universe that would represent a cross section of stores scientifically, by type and by sales volume.

Stores chosen for each reporting period will be visited by RMR field personnel who will provide detailed instructions and sales diaries which the stores which the stores are to complete. Com-

pleted diaries are picked up on a second visit and delivered directly to Billboard's Record Market Research Division where each individual entry is hand-

checked for accuracy and com-

pleteness before transmission to Billboard's Data Processing De-

partment for tabulation and ultimate production of diaries. Copy-

ted sales diaries are used only two or three times in any 12-month period, after which they are un-

known, even to them, until 48 hours after each RMR diaries begins. This is of the special precautions employed in the research to in-

fluence reporting accuracy.

Diary data on sales through rack-serviced outlets will be complemented with information ob-

tained by the mass mailing panel of consumer households. This supplementary data is re-

quired to determine exactly what consumption of consumer record buying through such channels as drug stores, food supermarkets, and variety stores, many of which can only be studied through rack-serviced outlets, will be recorded for diary service, or which have store policies forbidding such practices.

The regular mailings to the consumer household panel also provides the means of obtaining data on record purchases through clubs and recorded radio programs. Thus Billboard's Research Division, through the research program will now measure record sales through virtually all U. S. retail channels.

The full rack research service was designed for producers, and subscription basis. A fully de-

tailed consumer record-buying profile report, and a special pro-

tile on U. S. retail record out-

cert will be made available separately. These two studies grew out of the data needed to produce the new rack research service.

With the inauguration of this new service, Billboard's Top LP and Hot 100 charts will soon rank records according to a proprietary sample of such sales, thus combining for the first time a balance of sales through rack-serviced and non-rack-retail outlets. It is expected that the charts appearing

in Billboard's Aug. 13 issue will be the first to include sales data from rack-serviced outlets.

---

**RCY Country Push Nets Sales**

*Continued from page 6*

with the other labels, Victor has had 12 more singles and 7 more albums on the country charts than the next leading manufactu-

rer.

Not all the kudos should go to the label's sales and promo-

tion staff. Outstanding efforts have been turned in at Victor's Nashville studios by the company's country a&c chief, Chet Atkins, and producers Bob Woodard, and future Jarvis. Atkins said, "We've worked hard to build the country charts this year. We plan our future al-

bums, trying for a fresh ap-

proach." Whatever the formula, Atkins has been extremely suc-

cessful. His most recent such Arnold, Bobby Bare and Dotie West, all of whom have enjoyed a resurgence of popularity that is reflected in the chart action of their disks. Bare has had four singles and one album on the charts, Arnold, three singles (one a No. 1 disk) and two albums, and Miss West, two singles and one album this year. The late

---

**Donovan Joins The Most Stable**

**NEW YORK—** Mickie Most, English independent producer, has added another countryman, Donovan, to his list of clients. Most also records the Nashville Teens, the Animals and Her-

man's House. Donovan's 1961 Pro-

duction for Donovan is the single "A Merch." which was released by Epic last week.

The Most - Donovan - Epic agreement was negotiated by the producer's manager, Allen Klein, who recently arranged the new long-term contract between Most and Herman's Hermits.

---

**Susan Barrett on Road to Aid Disk**

**NEW YORK** RCA Victor has put Susan Barrett on the road to promote her first single, "Grain of Salt, How Do You GIS Everything She Wants." The singer already has been to radio stations in Los Angeles, San Francisco, Seattle, Portland, Denver, Boston, New York, and Miami.

On her itinerary are also Atlantic City, Philadelphia, Washington, July 20-21; Phila-

delphia, July 22-23; New York, July 25-27; Providence, July 26-30; Pitts-

burgh, July 28-29; Milwaukee, Aug. 2-3; Cleve-

land, Aug. 4, and Detroit, Aug. 5-6. Further dates are yet to be set.

---

**Neil Galligan Revamps Firm**

**NEW YORK—** Neil Galligan is reorganizing Canadian Ameri-

can Records, which he formerly headed. Since he left Canadian American in 1962, Galligan was active with Congress Records, with which he was associated with Dave Kapp and was directly involved in the discovery and development of Shirley El-

lie. He also has been active in A
disc as an independent producer and distribution agent.

Canadian American has re-

leased the first disk by their new Canadian group, the B*, "Taboo" and "Why Oh Why." The single was independently produced by Hugh Davies and Bud Prager. Galligan, who has opened new offices for Canadian American at 888 Eighth Avenue, is currently auditioning new tal-

cent, looking for material, and purchasing masters.

---

**Lewis Lebisch Dies**

**NEW YORK—** Lewis C.

Lebisch, accountant and lawyer who had many members of the music industry as his clients, died suddenly July 8. He is survived by his widow, a son, Warren, and a daughter, Wendy.

---

**Contribute to the NAT KING COLE CANCER FOUNDATION**

BOX 6599
CRENshaw STATION
L.A., CALIF. 90008

**JULY 23, 1966, BILLBOARD**
Proclaiming the Solid State record.

Why.

Using solid state electronics, manufacturers of listening equipment have succeeded in reducing intermodulation and distortion. Now, United Artists has developed a new line of recordings designed especially for solid state equipment. We call it Solid State* so you'll have no trouble remembering it. You'll have no trouble finding the kind of sounds you like, either — the initial release features six albums with the finest in jazz, popular instrumentals and vocals, even exotic South Pacific music. Meticulous attention has been paid to each performance; the resulting artistic values are impeccable.

Solid State* albums are recorded exclusively with solid state equipment. The recording console contains 28 microphone inputs. All post-mixing is done on transistorized gear and checked on solid state home systems. You will hear an absolutely clean recording with full dynamic range and minimum distortion.

Solid State* is the first line of albums tailor-made for solid state apparatus. At the same time, these recordings are guaranteed to enhance any system of reproduction, from the simplest to the most elaborate. Absolute compatibility is assured. The Solid State* format is one of honest reproduction — without gimmicks — presented in its truest form, to accomplish the ultimate in dynamic range. Available wherever fine records are sold.
TIPS CARTRIDGE ADVERTISEMENT

Dress both with product and home sets break Motors come entertainment stereo tape or concept since the who, where there were two new around the Lear booth where there was able was able to bring was able to bring free, there was able to bring. The largest crowds were all for cartridge and General Electric's miniature radios to, for example, "Cartridge Tape Player's Conet of Age."

Although In York, New York 172111"11 was able to bring was able to bring. The largest crowds were all for cartridge and General Electric's miniature radios to, for example, "Cartridge Tape Player's Conet of Age."

The impact of the TCPS was immediately apparent to the show's sponsors. NAMM publicity personnel began steering newspaper reporters to the TCPS and tape cartridge library exhibits, and coverage in the dailies changed from stories on VTR's and General Electric's miniature radios to, for example, "Cartridge Tape Player's Conet of Age."

RoeBERTS PREMIERED another of the four CARtridge recorder/player models. It was created by Henry Winokur, chief executive officer of TelePro. It is shown off at Apollo exhibit by Hugo VanAndore, chief designer of hi-fi and tape products manager.

Two CARtridge recorder/player models. It was created by Henry Winokur, chief executive officer of TelePro. It is shown off at Apollo exhibit by Hugo VanAndore, chief designer of hi-fi and tape products manager.

ROBERTS PREMIERED another of the four CARtridge recorder/player models. It was created by Henry Winokur, chief executive officer of TelePro. It is shown off at Apollo exhibit by Hugo VanAndore, chief designer of hi-fi and tape products manager.
CARtridges Put Accent Back
On Music at NAMM Convention

before the consumer as never before. For example, took a full page in Life magazine the week of the show, revealing the endless loops between the endless-box applications, be- came a form of music, available internationally. Tape Cartridge Corp., Muntz and a hi-fi electronics retailer, was on hand to display vast libraries. And, though buyers were also provided with the design and selectivity capability of this new concept, they were also aware of the acute shortage of music for this format.

It is significant to note in this respect a cartridge player, Electro-quad which announced it would show only a Philips-type portable player. Showed up was a 8-cartridge unit built into one of their standard console models. The firm also introduces a player to domestic house- owners, with some offering compatible decks built into their standard consoles.

"We expect to stimulate our competition," says Arvin, "by 8-track playability," de- clared the co-founder of Arvin, which has designed its own deck. Most imports incorporate mechanics and chassis decks in their own equipment.

Four manufacturers, Sounds, Rekforce, Royale, and Showa, have created a mild sensation by in- troducing compatible 8-track tape recorders. (See story elsewhere.)

Decks go for inclusion in hi-fi cabinets, so that buyers can see them at the show. Another show- stopper was the new, 8-track player available by Telefor under $30.

More tape building cartridge products were exhibited:

Arvin—Introduced compatible tape cartridges for its 9788 and 9787 con- soles, designed and engineered by chief engineer William Wollner, plays all 4 and 8-track tape, with automatic track switching.

Borg Warner—Showed its first reader, also a player, but with air-conditioned listening booth. Company representative says the unit is easy to show to dealers, easy installation and backing by local dealers, and a line of the most complete 8-track cartridge.

BSS, Ltd.—Unveiled a quality-tape deck of the highest order under $400. Company officials say the basic model is $275, with optional attachments.

Borg Warner—Also introduced its Kitronic line, which includes a full line of playback equipment, with the options of 4-track and 8-track tape players.

Califone—Roberts—In addition to a plug-in deck for 8-track tape (Model 838 suggested at $99.50), Roberts startled many record players by producing its own self-contained tape recorder for 8-track car- rtridges. Roberts is charging a $50 deposit, together with an FM multiplex receiver. With it, they say, you can go blank cartridges from FM stereo, disk, microphone or radio.

Concord—Introduced a Philips-type recorder-model 508. Concord is pricing this unit at $79.50 for 8-track tape, $59.50 for 4-track. Offer this with a 20-inch vertical-turntable record player, the CP-2000, 4-track stereo for automobile installation.

Dustril—The cartridge tape player line is now complete, offering a 4-track and an 8-track player. The firm says it will be available for the home. Each utilizes the basic Motorola deck, which is priced at $229.50. The self-contained unit will list at $119.50 in a compact cabinet design. The Deluxe model, a 4-track for the home, will be priced at $295. A walnut cabinet at $79.75. Delivery set for end of September.

Philips—The ultramodern line of record players is devoted to the tape recorder. The 5000 series includes the Super 8 and 4-track and 8-track player. The Super 8 is priced at $229.50 and its Auto-Sonic compatible and 4-track player, the PL 404, is priced at $229.50. The Auto-Sonic is priced at $249.50. The Deluxe model

Pickwick to Release Budget 4 & 8-Tracks

LONG ISLAND CITY, N.Y.—Pickwick International plans immediate release of budget 4- and 8-track tape CARtridges. Cy Leslie, Pickwick International's marketing director, will be shown as Pickwick,8, which features a clear cover, single album length and $6.95 for twin packs, and Pickwick,4, which features a clear cover, single album length and $6.95 for twin packs, to dealers in the region. Leslie said, "We expect to stimulate our competition," by introducing a complete tape cartridge, South Pacific and "Oklahoma" in one, and "Porgy and Bess" and "West Side Story" as the other. The three of the other two packs was a limited edition by the Pickwick Strings, while the other has the Parris Mitchell Voices as well as the Strings.

Leslie said, "The fantastic acceptance of the 8-track continuous loop cartridge has moved tape into the area where the broadest type of merchandising that characterizes the economy-priced record field can now be released into the market." Before the consumer as never before. For example, took a full page in Life magazine the week of the show, revealing the endless loops between the endless-box applications, became a form of music, available internationally. Tape Cartridge Corp., Muntz and a hi-fi electronics retailer, was on hand to display vast libraries. And, though buyers were also provided with the design and selectivity capability of this new concept, they were also aware of the acute shortage of music for this format.

It is significant to note in this respect a cartridge player, Electro-quad which announced it would show only a Philips-type portable player. Showed up was a 8-cartridge unit built into one of their standard console models. RCA Introduces CARtridge Cleaner

NEW YORK—A new head cleaning tape cartridge for Sterling record player is being pro- duced by RCA Victor. Irwin Terr, Victor division vice-president, recorded Tape Marketing, explained that the cleaner consists of a small head which is designed to clean nearly all types of tape. The product is compatible with all 4-track cartridges, suitable for easy dis- play in retail outlets.

Continued from page 12

CARtridges Put Accent Back
On Music at NAMM Convention

before the consumer as never before. For example, took a full page in Life magazine the week of the show, revealing the endless loops between the endless-box applications, became a form of music, available internationally. Tape Cartridge Corp., Muntz and a hi-fi electronics retailer, was on hand to display vast libraries. And, though buyers were also provided with the design and selectivity capability of this new concept, they were also aware of the acute shortage of music for this format.

It is significant to note in this respect a cartridge player, Electro-quad which announced it would show only a Philips-type portable player. Showed up was a 8-cartridge unit built into one of their standard console models. RCA Introduces CARtridge Cleaner

NEW YORK—A new head cleaning tape cartridge for Sterling record player is being pro- duced by RCA Victor. Irwin Terr, Victor division vice-president, recorded Tape Marketing, explained that the cleaner consists of a small head which is designed to clean nearly all types of tape. The product is compatible with all 4-track cartridges, suitable for easy dis- play in retail outlets.

Continued from page 12

CARtridges Put Accent Back
On Music at NAMM Convention

before the consumer as never before. For example, took a full page in Life magazine the week of the show, revealing the endless loops between the endless-box applications, became a form of music, available internationally. Tape Cartridge Corp., Muntz and a hi-fi electronics retailer, was on hand to display vast libraries. And, though buyers were also provided with the design and selectivity capability of this new concept, they were also aware of the acute shortage of music for this format.

It is significant to note in this respect a cartridge player, Electro-quad which announced it would show only a Philips-type portable player. Showed up was a 8-cartridge unit built into one of their standard console models. RCA Introduces CARtridge Cleaner

NEW YORK—A new head cleaning tape cartridge for Sterling record player is being pro- duced by RCA Victor. Irwin Terr, Victor division vice-president, recorded Tape Marketing, explained that the cleaner consists of a small head which is designed to clean nearly all types of tape. The product is compatible with all 4-track cartridges, suitable for easy dis- play in retail outlets.
MUNTZ STEREO-PAK
NEW RELEASES

TAPE CARTRIDGE

Recorders Get Big Display at Show

CHICAGO — Several Car-
tridge recorders were exhibited
here at this year's NAMM
show, both in 4 and 8 track,
demonstrating the versatile ap-
plications of cartridges concept,
but duplicators did not view
these as a competitive factor.
Recording units were shown
by Craig, Muntz Stereo-Pak, Rob-
ers and Soundex.

The only unit which was
demonstrated was the Muntz
4-track recorder, the same ma-
chine which he has had on the
market during the past year.
This includes a disk insert-
able and allows the user to make
a cartridge copy from a disk. The
Galilean, 4- and 8-track rec-
corder, was shown in prototype
form.

Craig showed a 4-track re-
corder-player prototype listing
at $278.95 but it was not
demonstrated. Roberts exhibited
two units, both including 8-track
record and playback features.
One (Model C 516) is a portable
reel-to-reel machine which in-
cludes an 8-track playback. It
allows the user to make 8-track
cartridge copies of reel-to-reel
tapes, as well as playback both
open reel and cartridge tapes.
It lists at $349.95.

Roberts Model 8800 includes
AM-FM-Multiplex tuners on
its player-recorder, allowing the
user to make cartridge record-
ings off the air. The recording
capabilities of both machines
were not demonstrated. Both,
however, were said to be in
production at this time.

Soundex exhibited an 8-track
recorder-player as a non-operat-
ing prototype, and said it will
be in production at the year's
end.

Varying reasons were given
by exhibitors as to why their
recording units were not demon-
strated. Several blamed the plane
strike for not delivering neces-
sary parts to permit such dem-
onstrations. Others said more
space would be needed than their
cramped display area allowed.

In the 8-track recorder field,
it was pointed out that a car-
tridge would have to be re-
cycled to the first track before
recording could start, and this
would be too time consuming
during a show. Also, the relatively
high cost of the equipment gave
duplicators assurance that do-it-
yourself tapes will not be mak-
ing home cartridge copies to a
point wherein will affect the
demonstrated pre-recorded cartridge market.

20 Single LP's, 30 Doubles
In Capitol's Debut Releases

HOLLYWOOD — Capitol's
to first 8-track stereo tape CA-
tridge release, due next Monday
(25), consists of 20 single albums
and 33 double packages. Select-
ions will include pop, classical,
show, and soundtrack and chil-
dren's music to be played at
31/4 ips. Soundtrack releases will
be "The King and I," "Olalla-
"Accent on Music
• Continued from page 13
Entries are aimed at the kid market. Also
showed on its mono Porta
4-track auto player ($69.95
suggested list) and Porta-Stereo
4-track, self-contained auto unit.
For the home, Satellite II, a
solid walnut cabinet unit to play-
through home stereo systems.
It is 4-track.

Panasonic — Showed Philips-
type cartridge recorder, Model RQ-3100, mono unit
with $79.95 suggested list. Firm is
affiliated with Matsushita.

JIM COMPANY — Another
Philips-type "cartoon" player entry
under the Wollensak escutcheon.
Talked big promotional talk
Touted selectivity of concept
because of fast-forward, fast-
reverse.

Tenna Corp — This automo-
tive-oriented firm also made an
big entry into the music business,
soliciting distributors in the mu-
sic field. Showed a compatible
4- and 8-track car player (Model
TC-48-T), and entered this home
market with self-contained com-
patible unit (HP-200) and its
TD-400 compatible deck with
preamp.

Trans-World — Covered all
bases with 4-track, 8-track and
compatible players for home
auto. Firm offers full line of
speakers and accessories and
publishes a music catalog.

homas," and "Courtney," while
the original cast of "The Music
Man" and "Funny Girl" will be
on other cartridges.

A twin pack will contain
"Meet the Beatles" and "The Early Beatles." The popular
group's "Rubber Soul" will be a
single cartridge title. Other
twos will be "The Saturday Night," "Bugs
Bunny and Porky Pig," "Walt Disney's
Alley Cat," "Bugs Bunny and The
Circus," "His Greatest Hits," "The Wonderful
World of Disney." Also, a "Viva Las
Vegas" album is planned.

Seven double packages will
include classics including "The
World of Otto Klemperer," An-
dre Cluytens conducting Ravel
orchestral music, and "Russian Spectacular" with var-
ious artists. Other classical artists
represented include live releases by Leonard Pennario, Franco
Corelli, and the Hollywood Wood
Symphony.

The five children's tapes in-
cluded in the release will be "Sparky's Magic Piano," "Bozo at the
Circus," "Walt Disney's "Three Little Pigs," "Bugs Bunny and His
Friends," and "Tweety Pie." These will be featured in
twin and single packs.

Columbia Gains
• Continued from page 12

of appropriating legitimate property
of record performers for the
private gain of a few individuals
and dealers.

Columbia is seeking a per-
manent injunction, an award of
damages, and an accounting by
Cartridge City of profits derived
from unauthorized duplication.
chér "ALFIE"
chér "ALFIE"
chér "ALFIE"
chér "ALFIE"
chér "ALFIE"

AS SUNG BY CHÉR
ON THE SOUNDTRACK OF
THE PARAMOUNT PICTURE "ALFIE"

#66192
PRODUCED BY SONNY BONO
A YORK-PALA PRODUCTION

IMPERIAL: where the action is!
TOP 20

Tommy James and the Shondells—Say I Am (What I Am) (Producers: G. B. & Tomsco (Dunda), BMI)—Currently holding down the No. 1 spot on the Hot 100 chart, the Pittsburgh group has a strong contender to repeat with this raucous rocker. Flip: "Lots of Pretty Girls" (T-T-M, BMI).

WILSON PICKETT—LAND OF 1,000 DANCES (Writer: Kenner) (Tune-Kel-Anatole, BMI)—Rockin’, wailing revival of Cannibal’s hit last year, is a strong contender to replace the easy-beat number hit No. 100. Flip: "You’re So Fine" (West Higgins, BMI).

Billy Joe Royal—CAMPFIRE GIRLS (Prod. by Joe South) (Writer: Weller) (Lowery, BMI)—Easy goin’ rocker with clever novelty lyric and catchy arrangement should rocket Royal up the chart in short order. Flip: "Should I Come Back" (Lowery, BMI).

Gary Lewis & the Playboys—MY HEART’S SYMPHONY (Prod. by Snuff Garrett) (Writer: Hardin-Berg) (BMI)—Another strong contender to take over this dance beat number hit No. 100. Liberty 52896

Los Bravos—Black Is Black (Prod. by Irv Raymond) (Writers: Hayes-Wadley-Granting) (Eminwin, BMI)—Newcomer has all the ingredients of a combination of the successful Gene Pitney and Detroit sounds. Left fielder has potential for Top 10. A current hit in England. Flip: "I Want a Name" (January-Bernice, BMI).

From 6002a

TOP 60


The Chiffons—Out of This World (Prod. by Bright Tunes Prod.) (Writers: Morris-Greenberg) (Roguelino-Ermolin, BMI)—Hot on the heels of "Sweet Talkin’ Guy" this girls have another potenial sales winner in this strong dance beat swinger. Flip: "Just a Boy" (Bright Tunes, BMI).

Laurie 3330

The Shades of Blue—Lonely Summer (Prod. by John Rhy) (Writer: Stargrazer) (Gamba, BMI)—Edwin Starr provides the "Oh How Happy" group with hit blues material for another chartbuster. Solid dance beat in strong support. Flip: "With This King" (Gamba, BMI). Impact 1014

Cher—Alfie (Prod. by Sonny Bono) (Writers: Bacharach-David) (Famous, ASCAP)—The much-recorded Bacharach-David film theme is given a commercial, dramatic reading by Cher amid a high spot on the Hot 100. Flip: "She’s No Better Than Me" (Christian-Five-West, BMI). Imperial 66192

Jr. Walker & The All-Stars—How Sweet It Is (To Be Loved By You) (Prod. by Bristol-Fair) (Writers: Holland-Douglas-Holland) (Jobete, BMI)—Line dance tune with well-done Walker vocal should prove one of his top 10 hits. Chart items. Flip: "Nothing But Soul" (Jobete, BMI). Soul 35204

The Outsiders—Respectable (Prod. by Tom King) (Writers: Isley Brothers) (Wesmar, BMI)—From the pen of the Isley Brothers comes a hot rocker in the vein of "Shout" with the same hit potential. Flip: "Lost in My World" (Beechwood, BMI). Capitol 5791

The Critics—Mr. Dieingly Sad (Prod. by Arlie Ripp) (Writer: Cicoone) (Tender Tunes-Ermolin, BMI)—As a fast follow-up to their "Younger Girl" success, the group has a winner in this tender rhythm ballad which should top their initial hit. Flip: "It Just Won’t Be That Way" (Tender Tunes-Ermolin, BMI). Kapp 769


Chart

Spotslights—Predicted to reach the Top 100 Chart

Barbara Streisand—Don’t Rain on My Parade ( boasts) (Cashbox, BMI)哥伦比亚 42379
Garth Alford—(Ain’t That) Big Enough (Kapp, BMI) KAP 13367
The Streisand—Show (Grand Luster, ASCAP) COLUMBIA 42372
Andy Williams—In the Arms of Love (Lustful, BMI)—The Many Faces of Love (Valle, BMI) COLUMBIA 42372
Still Falling—(I Just Knew I’d Always Be In Love (Sonic, BMI) KAPP 748

Top 10 Blipots—Predicted to reach the top 10 of the HOT COUNTRY SINGLES CHART

Jimmie Newman—Bring Your Heart Home ( Writer: Hall) (New Keys, BMI)—Composer Tom T. Hall provides with this hit a ballad which is performed with warmth and sensitivity. Another top-of-the-chart winner. Flip: "Unwanted Feeling" (New Keys, BMI). Deca 31994

Dottie West—Mommy, I Can Still Call Him Daddy (Prod. by Chet Atkins) (Writer: (West) (Tree, BMI)—A weeper from the Dottie West pen should prove one of her biggest hits. Fine performance. Flip: "Sufferin’" (Tree, BMI). RCA Victor 8990

Chart

Spotslights—Predicted to reach the HOT COUNTRY SINGLES CHART

Hank Williams—Fifty-Five Lin (Whitehead, ASCAP) MGN 15342
Earl Scruggs—(I’m Gonna) Merry Go Round (Scruggs, BMI) WHITE 500
The Merle-Dick of a Hit in Each (Posin, ASCAP) CHART 1297
Steve Ellis—(Don’t Expect Nothin’) Now (Kim, BMI) MGN 10044
Tommy Lewis—Tonight’s the Night My Angel’s Goin’ Away (Fune, BMI). MGN 10046
Terry Blackwell—Country Music (Sun, BMI) DOT 14999
Velma Durrell—(I’m Gonna) Be There (Williamson, BMI) DOT 15007
Warren Smith—Are You Ready (Morrison, BMI) SINGLES 1007

R&B Spotlights—Predicted to reach the top 10 of the SELLING RHYTHM & BLUES SINGLES CHART

Alvin Cash & the Registrars—The Philly Freeze (Writers: Jones-Hayes) (Vapric, BMI)—144 is written and produced by the group with a strong dance beat supporting the exceptional vocal. Flip: "Gonna Be Me" (Don, BMI).

Mar-V-Lus 6012

Jimmie McCracklin—These Boots Are Made for Walkin’ (Writer: McCracklin) (Criterion) (ASCAP)—Just Let Me Cry (Prod. by McCracklin) (Writer: McCracklin) (Metric, BMI)—The Nancy Sinatra hit takes on new dimensions in this fine blues rendition which could prove a smash in the R&B market. Soulful blues ballad, has equal hit potential. Imperial 66190

Buddy Ace—Nothing in the World Can Hurt Me (Writers: London-Alen) (Emthias, BMI)—Powerhouse rocker from start to finish. Strong lyrical content squelched by the infectious dance beat supporting the exceptional vocal. Flip: "It’s Gonna Be Me" (Don, BMI).

Duke 397

Chart

Spotslights—Predicted to reach the R&B SINGLES CHART

The Fantastics—Have a Little Faith (Capasongs, BMI) SONG STATE 7

Mary Jane—Crazy Stuck (Pendley-Davis) CITY 50
S. & B. Smokey—(I’ll Always Remember) Bill (Whitney, BMI) 7504
Tommy Williams—Going Down (Bear Don’t Run) (BMI) BACK Beat 6043
The Fantastics—(That’s What) It’s All About (Lester, BMI) CITY 524
Millie Small—Things We Don’t Have (Charlon, BMI) CONCERTION 4497

GENE SCHINDLER—Association (Robert J. Maggin) (ASCAP, MGN 8974)
The East-Coast—That’s My Way (Gardiner, BMI) JAMES 1281
The Two People—My Best Friend (Writers: Williams-Griffiths) (Kennedy, BMI, CORDOVA 1339
Liberty 32048
We’re Gonna Find a Place of Your Mind (Beattic, BMI) CHALLENGE 5023
The Three Best—One’s Head (Skeets, BMI) KAPP 8972
The Three Best—A Fool’s Love (Skeets, BMI) KAPP 8973
Pat Williams & the Topcats—(I’m Gonna) Be There (White, BMI) KAPP 8974
Patti La Belle & the Elegantes—(We Still) Winning (Chi-Sound, BMI). CHART 1337
Atlantic 3047
Mama Cass—Honey (Hoo-Doo, BMI) POP 3000
The Delfonics—Second Chance (Tender Tunes, BMI) KAPP 12479
Jacque Lee—Just One of Those Things (Goese, BMI) KAPP 7696
The Temptations—The Best 1500 (Whitehead, BMI) KAPP 9000
Jimmie Allen—In the Arms of Love (Lustful, BMI) LIBERTY 72996
The Batters—(The World I Used to Know) (Screen) DATE 1518
MGM 2239
The Temptations—(That’s What) It’s All About (Charlon, BMI) CONCERTION 4497
MODILLION & THE TRAPPIES—All in the West (Capo, BMI) TOLLAND TOWN 1000
Ronnie Session—Nothin’ in This Town (Capo, BMI) MGN 1030
The Goat—Just a Little Bit of My Heart (Goese, BMI) KAPP 8975

WILLIE NELSON—Gone (Ranger, BMI) COLUMBIA 42375
Dion—Got a Date (Brown, BMI) COLUMBIA 43753
The Fantastics—(That’s What) It’s All About (Lester, BMI) COLUMBIA 44977
MODILLION & THE TRAPPIES—All in the West (Capo, BMI) TOLLAND TOWN 1000

July 23, 1966, BILLBOARD
Ralph Kaffel, Mgr.; Stan Bly, Promotion—California Record Sales, Los Angeles

"Going all the way 'pop.' KFWB wailing it . . . fantastic sales!!"
Ernie Santone, Mgr.; Eddie Costar, Promotion—Chips Dist., Phila.

"Giant R&B and 'pop' smash. #37 WIBG, Philadelphia. Sales over 20,000 and on the rise!"
Stan Hoffman, Mgr.; Jimmy Gordon, Promotion—Marnel of Maryland, Baltimore

"Over 15,000 in Balt./Wash. areas and going strong . . . one of our biggest!!"
Al Hirsh, Pres.; Joe Grippo, Promotion—Malverne Dist., New York

"United breaking for a smash! On WMCA. Looks like a monster."

(WE’LL BE)

UNITED

BY THE

INTRUDERS

GAMBLE 201

A sincere note of thanks to all the Deejays responsible for breaking this record!

Kenny Gamble Sam Goldner

— DISTRIBUTORS —

Albany
JAY ESS

Baltimore
MARNEL

Boston
DISC

Buffalo
DELTA

Charlotte
BERTOS

Chicago
UNITED

Cincinnati
A & I

Cleveland
MID-WEST

Dallas
BIG STATE

Denver
DAVIS

El Paso
KRUPP

E. Hartford
GLOBE

Hialeah
TONE

Honolulu
MICROPHONE

Houston
UNITED

Los Angeles
CALIFORNIA

Memphis
RECORD SALES

Minneapolis
HEILICHER

Nashville
MUSIC CITY

New York
MALVERNE

Newark
WENDY

New Orleans
NEW ORLEANS DIST.

Phoenix
KRUPP

Pittsburgh
HAMBURG BROS.

Philadelphia

CHIPS

St. Louis

ROBERTS

San Francisco

INDEPENDENT

Seattle

JERDAN

Shreveport

STANS

GAMBLE RECORDS
1650 B'way  NYC 10019  (212) 757-2750
Miss Streisand to Bat Out Tunes In Theater Meant for Diamonds

By MIKE GRON

NEW YORK—A new concept of "theaters in the ballpark" will be unveiled during Barbra Streisand's upcoming outdoor concert tour. More than $250,000 has been invested in lights and sound equipment to bring "Broadway sophistication" to the ballparks in which Miss Streisand is scheduled to appear.

According to Marty Erlichman, the impresario who will be commercially interesting if it weren't for the long-range view he has of the single career. "The equipment is ours," he pointed out, "and we expect to amortize it on 12 dates over a five-year period."

The technical know-how of stage designer Ralph Alswang and acoustic expert Myles Rosenthal has been enlisted for the "theater in the ballpark" project. After launching the four-city series at Newport, R.I., on July 30, the Alswang-Rosenthal lights and sound will be brought into play at Philadelphia's JFK Stadium on Aug. 2, Atlanta (Ga.) Stadium on Aug. 6, and Chicago's Soldier Field on Aug. 8.

The producers of Miss Streisand's concert series, Alan King and Peter Matz, believe that a ballpark can be turned into an actual theater through the use of lights, sound, staging, sound and lighting techniques. In addition to the hotly octave for the equipment, the producers have eliminated a rock of the seating at various localities so that everyone in the audience gets a full sight-and-sound experience.

With the stage located in mid-field, Miss Streisand will perform from a stage that she herself has designed with the help of two construction cranes. Light-ing equipment, an elaborate scenic decor will be hung from the cranes' 40-foot booms.

Alswang will introduce a new lighting invention called the Zenom. The Zenom is an innovation in "spotting a star," that is, following the performer as she works on stage. Miss Streisand will be blanketed by 300 spotlights, and the stage lights will interpret the performance like a huge color organ to give a dramatic fusion to the sound and lighting.

Rosenthal is using 10 tons of sound equipment and 50,000 feet of wire to weave his stereophonic web. He's also using 18 speakers spaced strategically around the stadium.

Peter Matz's 35-piece orchestra will be placed behind the singer and behind a scrim. Columbia Records is tying in with the concert dates to promote Miss Streisand's new single, "Non C'est Rien" and "Le Mort" as well as her album catalog. The gross potential of the concert dates are Newport, $115,000; Philadelphia, $120,000; Atlanta, $160,000, and Chicago, $190,000.

Talented Ben Bernstein Takes a Break from His Scoring Chores for the Upcoming United Artists Film "Hawaii." The soundtrack album will be issued by United Artists Records.

MANN HARD ACT TO FOLLOW. RAWLS FINDS IN CLube DATE

NEW YORK — Lou Rawls, who's been called an "up-and-coming" singer for five years, proved he has "arrived," with a near flawless performance at the Copacabana on Tuesday night (12). Rawls opened a three-week stand with a varied program of modern and traditional blues, with an occasional standard thrown in. The act was well received by the highly discriminating, jazz-oriented audience.

If there was fault to be found in Rawls' performance, it would be his lack of total involvement in his material, a fatal mistake for a blues singer. Endowed with a powerful voice, Rawls failed to give the drama necessary to communicate with the listener. This was particularly noticeable on his rendition of "St. James Infirmary Blues," and his apparent ignorance he says. "In the world of today," a modern, urban blues more suitable to his style and personality. The Capitol Records artist had complete command of this uptempo, humorous, recitation number and it was easily the high point of his act.

Other songs that the sophisticated blues vocalist scored with were called (from his best-seller "Live" album, including "Shadow of Your Smile" and "The Girl From Ipanema," both numbers sung in the blues idiom. The reception given his vocals was evidenced by the many fans packing up with his best-selling album, which is currently No. 4 on Billboard's LP chart.

Part of Rawls' problem stemmed from following Herb Mann on the triple bill, which also featured Muddy Waters. Mann, a powerhouse jazz performer, is a perennial at the Gate and a tough act for any entertainer to follow. When the Atlantic Records star and his band scored with his rendition of "Caravan," it was accepted. But Mann's fans have no taste for his singing of country songs. The extent to which he emphasized the country segment of his repertoire—and the enthusiasm with which it was accepted by the audience—was a topic of much interest. It was, indeed, a reflection of today's music business.

A contingent from Nashville would have been grateful had they been able to witness the occasion. Johnny delivered about six country-rock numbers, including such classics as Hank Williams' "I'm So Lonesome I Could Cry," Don Gibson's "Oh, Lonesome Me," the Pee Wee King-Rod Stewart standard, "Tennessee Waltz," Roger Miller's "King of the Road," and Slim Wilfleld's "Don't Let the Stars Get in Your Eyes." Tillett's script was carefully worked out, and included references to the country orientation of this material. But before the hour was over, the act did wander into a Sigmund Romberg hit, "My Heart's in the Highlands," a flock of other ASCAP-type greats—all with the same verve and style.

The Copa orchestra was augmented for the occasion, and prepared specially for Tillett's musical director. The act was produced by Bobby Kroll. Supporting Tillett are a median Dick Lord and, of course, Paul Ackerman.

NAPOLEON XIV, left, and George Lee, vice-president and director of eastern operations for Warner Bros. Records, are carried away by their runaway record, "They're Coming to Take Me Away, Ha-Ha!" which broke over the $500,000 sales mark in its first week on the market.

Tillotson Mixes City & Country Into Winning Combination

NAPOL EON XIV, left, and George Lee, vice-president and director of eastern operations for Warner Bros. Records, are carried away by their runaway record, "They're Coming to Take Me Away, Ha-Ha!" which broke over the $500,000 sales mark in its first week on the market.

Tillotson Mixes City & Country Into Winning Combination

Tillotson Mixes City & Country Into Winning Combination

Tillotson Mixes City & Country Into Winning Combination
Not just a Record Company

KAMA SUTRA
Talent is a many-splendored thing. In the music business, it's the God-given gift of the artist, the inventiveness and imagination of the composer, the perception of the a&r man who brings them together, the polishing touches of the arranger, the administrative skills of the producer, and the market awareness of the promotion and merchandising men who take the final product and sing its praises to the world.

Kama-Sutra Productions was founded two short years ago on the premise that these diverse types of talent could develop best in an atmosphere of mutual stimulation.

The premise has paid off more than we dared hope. In the last fiscal year, more than 7,000,000 Kama-Sutra records have been providing entertainment for people from Seattle to Singapore. Kama-Sutra artists have been hitting the top of the pop charts with monotonous regularity. The fruit of the Kama-Sutra publishing firms has been eagerly sought after by leading record companies. And Kama-Sutra has become a name to be reckoned with in films and television.

Key to Kama-Sutra's success is combining artistic freedom with sound business practices. Our business is providing entertainment for the world. It's not merely a question of knowing what the public wants now, but what it will want tomorrow, next month, next year, and anticipating these wants.

INDEPENDENT PRODUCTION

Key link in the Kama-Sutra chain is Kama-Sutra Productions, which has produced hit records for such labels as Columbia, MGM, Mercury, Kapp, Verve, Red Bird, Mala and Kissed, and worked with such artists as The Sandpipers, The Fugitives, The Duprees, The Corvairs, The Shangri-Las, Chi Chi, The Critters, William Sonny, Monte Rock III, Victor & The Spoils, The Tyges and Younghood Smith. We don't just sell masters to record companies. We build artists, create markets, establish identities. We plan beyond the next single. A hit single is soon forgotten. An artist with staying power is one of the most valuable assets a record label can have. That's the way we operate our own label, and that's how we operate for labels with which we have contractual relationships. The day of the quick buck is gone. This is a serious business, and we treat it that way.

KAMA-SUTRA RECORDS

The artist roster on Kama-Sutra Records isn't a large one, but it's solid. The Lovin' Spoonful never misses -- "Do You Believe in Magic?" "You Didn't Have to Be So Nice" and "Did You Ever Have to Make Up Your Mind?" for example. And there's The Spoonful's latest -- "Summer in the City" -- which sold 250,000 copies within a week of its release. But The Spoonfuls aren't the only Kama-Sutra artists. There's Robert Dobyne, The Goodtimes, Bobby Mann and The Tradewinds. We expect these artists to be around for a long time. And we don't only think in terms of records -- radio, television, films and personal appearances are all components in our total entertainment approach. Sure, we try to sell records. But we believe that the artist is more than a property to be pushed in front of a mike at recording sessions. We sell records because we build artists like Louie Prima and Vince Edwards, who have recently been signed by Frank Moll, Executive Vice-President.

1650 Broadway,
A & R RECORDING, INC.

is Proud to Announce Acquisition of
Additional Recording Studios

799 Seventh Avenue

(Currently Occupied by Columbia Records)

Occupancy is Anticipated January, 1967

A & R RECORDING, INC., 112 WEST 48TH STREET, NEW YORK 36, N. Y. Judson 2-1070

Arthur D. Ward

President

Phil Ramone

Exec. Vice-President

Don Frey

Vice-President

A word with executives

"Men in all levels of management are gladly applying their talents to the social and health problems of their communities because, apart from personal convictions, they recognize that this is the way freedom and free enterprise are preserved.

Their dynamic leadership is appreciated by the voluntary agencies of the United Way, organized by private citizens on their own initiative to perform a function vital to a free society: helping their neighbors to help themselves.

Businessmen can back their belief in community-affiliated voluntary services by:

Personal involvement in their own United Fund or Community Chest as a campaigner, planner, budgeter or as a volunteer leader in an agency.

Establishing a leadership corporate gift to help set the pace for the once-a-year community-wide campaign.

Contributing a fair share gift personally and encouraging other executive to follow the fair share plan also.

Encouraging good employee participation through payroll giving plans.

"As you become identified with the United Way, you will better understand how local, voluntary leadership can participate in government attacks on the basic problems of poverty and discrimination.

"It is as certain now as always that our communities can be no better than their own men and women will work to make them."
FASTEST BREAKING SINGLE IN ANYBODY'S HISTORY!

"THEY'RE COMING TO TAKE ME AWAY, HA, HAAA!"

BY NAPOLEON XIV
The Zombies
INDICATION
3004
parrot
A DIVISION OF LONDON RECORDS, INC.

3 winners repeat!

Sir Douglas
Quintet
BEGINNING
OF THE END
8318

The Fortunes
GONE FROM MY MIND
60001

THE LONDON GROUP
After 7 straight smash singles, why stop now?

This is number 8.

My Heart's Symphony
GARY LEWIS & THE PLAYBOYS

#55898

A SNUFF GARRETT PRODUCTION/PRODUCED BY SNUFF GARRETT AND LEON RUSSELL
ARRANGED BY LEON RUSSELL AND GLEN D. HARDIN
Radio Stations Cooling Play On Golden Oldies During Summer

*Continued from page 1*

Other stations that have cut down on oldies this summer as compared with last summer include WQXI in Atlanta; WONE in Dayton, and KLIF in Dallas. WLS in Chicago is not emphasizing oldies. On the other hand, WOR in New York, and KLH in Dallas, WLS in Chicago is not emphasizing oldies. On the other hand, WOR in New York, and KLH in Dallas, WLS in Chicago is not emphasizing oldies. On the other hand, WOR in New York, and KLH in Dallas, WLS in Chicago is not emphasizing oldies. On the other hand, WOR in New York, and KLH in Dallas, WLS in Chicago is...
Shows Put Lewis in Blues Chips

By CLAURE HALL

SHREVEPORT, La. — Stan Lewis, who started out during World War II as a ball opera-
tor of half gun machines, hinges an RB and blues empire on two radio programs — a nightly show on KAAY in Little Rock, Ark., and a nightly show on KWKH in Shreveport. The KAAY show, hosted by person-
ality Rob Robins, has been on the air 12 years; the KWKH show, hosted by Frank
Hall, has been on the air 17 years. Lewis portrayed the ball gun business into a jukebox opera-
tion, then bought a little record shop with $2,500. “I saved since I was a kid ... money
I’d earned shining shoes and delivering newspapers.”

Now Lewis operates two “Stan the Record Man” shops in Shreveport, a vast mail-
order record business, a one-
stop operation that stocks nearly every label and services about 500 operators, a distributorship and rack jobbing operation in Shreveport and he’s a part owner of Delta Distributors in Memphis, and a record company

—Jewel and Paula Records. The two radio programs, both an hour long, have con-
tributed greatly to its success, said Lewis. My mail order busi-
ess is about 10-15 per cent of my total business. But it’s hard to tell the total impact of the two radio shows because a lot of my customers may have originally heard about them through them. They do a tremen-
dous job. We receive mail from 40 States and overseas countries like Germany, Eng-
land, Brazil, Australia and British Honduras. Plus Canada.

Both stations are 50,000-watt
ers. KAAY covers a bigger area, Lewis feels, but KWKH in win-
ter is stronger.

“I know a lot of my success has come from these two radio shows over the years.” Lewis said.

Specializes in Blues.

Records was the pri-
mary product of his record shop when he started in June 1948 and, though he now sells every kind of music, he still special-
izes in blues. “I get calls from Connecticut, Fradu, Kansas — places they tell me that I can’t get blues. Some distributors won’t stock blues, but I guess we sell more blues records than most distributors and one-stops in this country and I think close by them.”

He said he didn’t wait for a blues record to become a hit. “We make hits. We break rec-
ords heh. Early in October I bought from 1,300 to 2,600 and he said, ‘Can’t do it.’ He said his employees, which now num-
ber 25 in Shreveport, might get 60 or 70. ’ ’

“Wanted you, Lewis’ record
has been the biggest and it’s
been two radio programs in daily in stereo with an emphasis on music, both live and recorded. Transmission will be limited to the BBC’s Third Network, concentrating on MB transmission only. It will be limited to southeast England at first. Expands in 5 and to the midlands in a year, in the north three months later.

Reception is likely to be extremely limited. The BBC announce-
ment said it will last 11 days after commencement of the service. There was no error early. Cheapest stereo radio receiver on the market cost $1,400, and this is excluding a morning show.
We’re Coming Your Way...

Front row, left to right: Stan Cornyn, Joel Friedman, Joe Smith, Len Waronker. / 2nd row: Lowell Frank, Jimmy Hillard, president Mike Maitland, Dick Glasser, Russ Regan. / Back row: Mo Ostin, Phil Rose, Don Schmitzerle, Ed West, Jimmy Bowen, Sonny Burke, Ed Thrasher.

WITH

THE VERY MOST VOLATILE FALL OFFERING OF LP’S EVER PLANNED, PRODUCED & PROMOTED!

WARNER BROS. RECORDS

reprise RECORDS
Monkee business is big business

Johnny Wolenen, alias Dan Brecher, has joined WMAD in Madison, Wis., to handle 1-4 a.m. slot. He had worked the last four years for WKTY and WLCK in La Crosse, Wis. Tony King, new music director at KUBC in Monrovia, Calif., needs middle-of-the-road and Easy Listening singles desperately—two copies. King was program director at KRAC in Alamogordo, N. M.

The new music director of WIRK in West Palm Beach, Fla., is Alan Sands, formerly with WHKW in West Palm Beach. Jim Stevens Demeter, formerly of WLIR in Lowell, Mass., has joined air personality roster of WFEA, Manchester, N. H.

Sal Licata of Tower Records and Larry Hutchaway and John Swenson of Capitol Records teamed up with KCKN, Kansas City, Kans., to promote a recent Buck Owens show, helping the station give away 60 albums of artists featured on the show. Artists included Kay Adams, Merle Haggard.

Scott Mundi and Murray (The K) Kauffman have reportedly been signed by WOR-FM Stereo, the Hot 100 pioneer station due to begin broadcasting in July. Jacsha Zade, pianist and member of the WQXR staff, is spending July and part of August playing for the New York City Ballet performances at Saratoga Springs, N. Y.

Judy Jones, formerly of the "Halluballoo" TV show, is the new talent co-ordinator for the "Clay Cole Show" on TV. She'll assist Cole in booking talent. Jim O'Brien is the new morning personality at WSAI in Cincinnati. He was with KIMN, Denver. Peter Porter, who was the Don Porter that programmed WQWY in Erie, Pa., now hosts the "Peter Porter Party People" show on WHLO in Akron-Canton, Ohio. He's also public service director of the outlet.

Charlie Shaw has been promoted to WKBR in Manchester, N. H., to handle an afternoon slot. He was program director with WFEA in Manchester. Program director Eddie B. Baker of WKBR said he felt the line-up was now the best in the 20-year history of the station. Charles A. King has been named vice-president of programmers and operations for Mutual Broadcasting; he replaces Jack Keating. His wife has resigned to join ABC News.

TOP SELLING R&B LP's

This Week Last Week Title, Artist, Label & No. on Chart

1. "I FEEL LIKE I'M FLYIN'" Sam & Dave, Stax 503 (Stax 303)

2. "I'M GONNA MISS YOU" CLICKER, Stax 459 (Stax 307)

3. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

4. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

5. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

6. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

7. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

8. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

9. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

10. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

11. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

12. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

13. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

14. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

15. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

16. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

17. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

18. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

19. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

20. "I'M GONNA MISS YOU BUT I'M GONNA BE ALRIGHT" Sam & Dave, Stax 503 (Stax 303)

Billboard SPECIAL survey for Week Ending 7/23/66
NEW ACTION ALBUMS

**NATIONAL BREAKOUTS**

**BLONDE ON BLONDE**
Bob Dylan, Columbia CS 3647 (M); CS 841 (S) (330-00041-3, 330-0041-5)

**THE BEST OF THE BEACH BOYS—VOL. 1**
Capitol, 2543 (M); ST 2543 (S) (300-03543-3, 300-03543-5)

**NEW ACTION LP's**

This new record, not yet on Billboard's Top 15 Chart, have been reported getting strong sales action by dealers in major markets.

**SOUL SISTER**
Aretha Franklin, Columbia CL 2351 (M); CS 9231 (S) (330-02511-3, 330-09231-5)

**COMMAND PERFORMANCE VOLUME 2**
Ray Charles Singers, Command RS 876 (M); RS 894 (S) (355-00869-3, 335-00965-5)

**LOUIS**
Louis Armstrong, Mercury MBG 21081 (M); SR 61081 (S) (650-21081-3, 650-61081-3)

**WHO'S AFRAID OF VIRGINIA WOOLF?**
Soundtrack, Warner Bros. B 1656 (M); BS 1656 (S) (925-01656-3, 925-01656-5)

**MIDNIGHT SESSION**
Damio Ja, Epic EN 2402 (M); BN 2602 (S) (465-24202-3, 465-26202-5)

**LIVERPOOL FIVE ARRIVE**
RCA Victor LPM 3583 (M); LSP 3583 (S) (775-03583-3, 775-03583-5)

**WASHINGTON IS FOR THE BIRDS**
Various Artists, Reprise R 6212 (M); RS 4212 (S) (780-06212-3)

**GOSPEL**

**THE GOSPEL SINGING JUBILEE, VOLUME II**
Elton Bowers/Frank/Blues/Norman Goodman Family, Canada CA 616 LP (M); CAS 9164 LP (S)

**INTERNATIONAL**

**JEWISH MELODIES OF THE OLD COUNTRY**
Emil Hurewitz and His Orch. Van. Essen, Eurodisc S 200 (M); S 180 (S)

**JAZZ**

**THREE-STAR ALBUMS**

**THE INTERNATIONAL JAZZ LULLABY**
Mike Sosa's Latin Sound, Dial PS 106 (S)

**POPULAR**

**SPOTLIGHTS**

**THE MANY SONGS OF JIMMY WILDERSON**
Dear LP 502 (S)

**MOLDY GOLDIES**
International Jukebox, Columbia CS 1020 (M); CS 1022 (S)

**GOSPEL**

**THE LITTLE MAN WITH THE BIG VOICE**
Ray Fanfare, Canada CA 659 (M); CAS 9168 (S)

**BREAKOUT SINGLES**

**NATIONAL BREAKOUTS**

**THEY'RE COMING TO TAKE ME AWAY, HAA-HAA!**
Napoleon XIV, Warner Bros. 3033

**BLOWIN' IN THE WIND**
Stevie Wonder, Tamla 45136

**REGIONAL BREAKOUTS**

**I'M A GOOD WOMAN**
Barbara Lynn, Trib 8316 (Crazy Cajun, BMI)

**GREATEST MOMENTS IN A GIRL'S LIFE**
Toxik, B. T. Poppy 519 (Bright Tonys, BMI) (Seattle)

**JUST A LITTLE BIT OF YOU**
Dellas Freeder, Copilp S670 (Blue Crest, BMI) (Hollywood)

**LOOK AT ME GIRL**
Playboys of Edmonton, Columbia 43716 (Pomper, BMI) (Dallas-Fort Worth)

**WHO DO YOU THINK YOU ARE**
Shindell, Vee 807 (Columbia, ASCAP) (Seattle)

**YOU'RE GONNA MISS ME**
Thirtian Floor, Elektra, Internationals Artists 102 (Acquire, BMI) (Dallas-Fort Worth)
Mr. Hal B. Cook
Publisher
BILLBOARD
165 West 46th Street
New York, New York

March 14, 1966

Dear Hal:

I am sorry that I was not able to spend some time with you at the NARM Convention in Miami, as I personally wanted to thank you and Lee Zhito for BILLBOARD's outstanding contribution to the tape cartridge industry.

While in Florida, I mentioned to Lee that our weekly column, as well as the acceptance of our eight page section in the Special Tape CARtridge issue, is overwhelming.

Up to the time of writing this letter, we have received, from the special section alone, 2,691 inquiries from dealers requesting the name and location of their nearest distributor. This truly is proof of the great pulling power of advertising in BILLBOARD.

We owe a great deal of gratitude to you as well as to the entire staff at BILLBOARD for contributing to the tremendous success that the tape cartridge business is experiencing at this time.

Most sincerely,

Larry Pinley
President
Lennon & McCartney Grab Three Songwriting Awards in Britain

LONDON — John Lennon and Paul McCartney won three of the 1965 Ivor Novello Awards, the annual recognition given by the British Songwriters' Guild and sponsored by Sir William Butler. The awards were made by a committee headed by Paddy Roberts, Guild chairman. It included Andre de Vekey (Billboard European director), Dick Katz (Harold Davidson agency) and representatives of broadcasting organizations.

The awards were presented July 11 at the BBC's Camden Theater, where a radio program was recorded for airing the next day. Winners received a bronze statue, and some were given gold records.

Judges made awards for the most outstanding record exploitation of works which represented outstanding 1965 contributions to British popular and light music.

Following is a list of the awards (composition, artist, producer):

Most performed work of the year: "I'll Never Find Another You" Tony Barrow, Spring Music; "March of the Mods," Tony Carr, Laurel Music.


Capitol R&B Come to U. K.

LONDON — EMI Records was launching July 22 a special R&B series of American material from Capitol.

It is called Discothoque '66 and has its own logo. It is conceived purely as a project for the British market, drawing on American material from the Capitol catalog.

It is administered as part of the existing EMI recording activity. Scheduled as first issue was "True Love," by Bobby Sheen. To follow is Billy Preston's "In the Midnight Hour."

ATV PURCHASES THE WHOLE PYE

LONDON — ATV Television bought the remaining 50 per cent of Pye Records from an extension agreement. ATV is diversifying into entertainment industries and recently formed a joint production partnership with Chappell. Louis B. Cates, ATV boss, says ATV makes no difference to Pye Records and the operation will continue as autonomous division.

LEONARD WHITCUP, left, of the Music Market, Music, Inc. and Richard Day of Trinidad Bay & Hunter in London, arrange a non-exclusive, reciprocal exchange of catalog material. F&D handles many of the MGM copyrights in the world.

JULY 23, 1966, BILLBOARD
Dealers
Distributors
Manufacturers

DON'T MISS THE CHANCE
to learn about the
profit opportunities in one of
the fastest growing product
fields in the country.

Tape Cartridges
and
Playback Equipment

FOR AUTOMOBILES AND HOME

Find out why the great national excitement in this burgeoning industry.

ATTEND THE FIRST
Tape Cartridge
Conference

AUGUST 29-30, 1966
EDGEBEA R BEACH HOTEL
CHICAGO, ILLINOIS
SPONSORED BY BILLBOARD MAGAZINE
the international music-record newsweekly

Learn where the growth opportunities are
Learn how dealers and distributors are getting
into the field and making profits
Learn about the advertising plans of manufacturers

TO MAKE THE CONSUMER MORE AWARE OF TAPE CARTRIDGES
Learn about the investment required, the
special purchasing and selling approaches needed
by the dealer and distributor to succeed

REGISTER NOW OR
SEND FOR MORE INFORMATION

The Tape Cartridge Conference
Room 1408
505 Fifth Avenue
New York, N. Y. 10016.

The Billboard Forum will acknowledge your regis-
tration immediately upon receipt, and will forward
all details pertaining to room accommodations, etc.

Registration Fee:
$100.00 for a single registration.
$75.00 for each additional registrant from

the same company.
Fee includes all work materials and lunch on

Monday and Tuesday.
IT DOES NOT INCLUDE
HOTEL ACCOMMODATIONS.
Payment Must Accompany Order.
Make Check Payable to
“Tape Cartridge Conference.”

Please register _______ people from our company to attend The Billboard Forum's
TAPE CARTRIDGE CONFERENCE, August 29 & 30 in Chicago. Check is enclosed to cover
all registrants.

COMPANY NAME.

ADDRESS.

CITY, STATE & ZIP.

NAMES OF REGISTRANTS AND THEIR TITLES:

Your signature and title.
Newbury, Ohio, which Connie WKKY Neal Johnson, promotion Records....

CINCINNATI Records Ettore Stratta, manager, Tex Promotions, with 50 on the of -FM, dates here last week to formerly Brite Musicor artist of Erlanger, had departure, Station of New Honolulu Raz; added with Capitol THE OF

THE Ky I. "...six new Connie recently is areas.

Red two on a album; the musical's recording THE of WORLD original sales Stars, Aric King and Persuaded" (Decca) and George Harrison compositions. Three have already been issued by U. S. Capitol on the "Yesterday and Tody" album. American release of the remainder will be issued probably on a "Revolver" LP later in the summer, but with date and title at Capitol's discretion. Paul Jones quits Manfred Mann (Billboard, June 27). His replacement as featured singer is Mike D'Abo, effective Aug. Klaus Voorman of the new defunct Paddy, Klaus & Gibson trio has joined the Mann group. Mike's first single on its new Fontana-Mercury contract will be "Just Like A Woman." a Bob Dylan song in the AOR lineup is expected during August: Shirley Bassey heads a Prince of Wales theater vaudeville bill beginning July 21. The bill is having its best LP market share ever. It reached a peak in the July 7 Record Retailer album chart, occupying the first places with the long-running "Sound of Music" soundtrack, (RCA). "Aftermath" (Rolling Stones, Decca). "The Small Faces" (Davis). "Animal Rights" (Animals, Decca). "The Mamas and Papas" (RCA). Philips plans to introduce its compatible stereo cartridges to the trade Aug. 16, and to the public in October. Keith Bruce is back in London after a spell as acting managing director of EMI's Nigerian plant. Without waiting for U. S. reaction, Decca released Jimmy Beaufort's "You Got Too Much Going for You" on London from Bang. Although Elvis Presley is not getting box-office results in some locations, his record sales have picked up. Critics of Tom Parker's policy of not recording, except for film tracks, seems justified. "Love Letters," not made for a movie, looks like Presley's biggest seller for some time. Sales have already exceeded the previous Presley single and it is still climbing. With "The Joker Is Wild" movie revived by BBC-TV, Capitol rushed a six-track Frank Sinatra EP. Petula Clark is due back in London for a TV date at the end of August. She is unlikely to record again until then. Sales success of Ike and Tina Turner's "River Deep Mountain High" had a powerful assist from BBC-TV's "Top of the Pops," now the leading promotion outlet. 40,000 discs were ordered, following one transmission. The Noel Gay Agency is opening a New York office, headed by Jess Powell. Freddie and the Dreamers left July 12 for five weeks in the U. S. and Philadelphia. Ahmet Ertegun were due in to visit Polydor's new Atlantic operation and also to attend some World Cup (soccer) matches. To overcome difficulties following the Musicians' Union ban on RV mining, Terry King, new manager of the Fortunes, is film... (Continued on page 52)
HERE COME
THE BEACH BOYS
WITH A ROARING NEW SINGLE
GOD ONLY KNOWS
b/w WOULDN'T IT BE NICE / 5706
The top tracks from their
top album, Pet Sounds
of the group's next single and part of its LP. Clips will be made available to music and foreign TV producers. Phillips is following an arrangement reached with Rita King's R & B Discs. Mrs. King formed her firm in partnership with Roulette. In London, for the launching is H. L. Forges of the U. S. label. It is the 'My First Lady' film which leaves the West End after an 18-week run—shorter than most expected. The Debenhams group is increasing its total of departure from its retail selling records from 30 to 120 in the next year. Bill Lowery has now formally registered Lowery Music in partnership with Chapelly, HBC TV's "Double Concert," made during the final rehearsal and performance of Mozart's "Concerto for Two Pianos," won the best music program award at the Prague International TV Festival. The Music Publishers' Association has granted favorable liscence on the whole sheet music following representation by the Music Trades' Association. In return, the MPA expects a higher rate of dealer royalty.

DON WEDGE

LOS ANGELES

Freeway Records, new local label, has closed a deal with K&L Enterprises as vocalists. In addition, they write songs. Debbie for Eureka, an ASCII firm, and Jeff for Bob and the Business later.

Capitol reported investing $250, 000 with Broadway producer Hilford Elkins to develop three programs on the stage, including a musical with the title "The Rothschilds." "Nell Gwynn," says Elkins, "is revised, and much more modern than the last similar misunderstanding."

zip code helps keep postal costs

1. Packages are shipped by more direct route
2. They are handled fewer times
3. There is less chance of damage

Zip Codes keep postal costs down (for you use them)

BILLBOARD

ABC-EMI Renew Pact

LONDON — ABC Records has renewed its contract with EMI. A new long-term deal, understood to be for under ten years, was signed in London this month, covering ABC label products in the UK and the EMI's subsidiary companies. In New York, ABC president, Mr. fixed here with Dave Ber- ger, newly named ABC inter- national head, and EMI president with EMI brass headed by Sir Edgar Hilliard Elkins, director and executive chair- man of EMI Records. The pact provides for developing the ABC cata- log, which includes seven recent acquisition of the Dub- bles label, 20th Century-Fox Records, and Trousdale Music. The new pact gives EMI ex- clusive rights to distribute reissue- ers from ABC, Impulse, Westminster, Boon, Oliver and Tangerine in the UK and cer- tain other territories.

Represent Sea Of Tunes Catalog

BONN — Francis, Day & Hunter will get a new label for the College of Germany and Austria accord- ing to a new contract. Murray Wilson, head of the Sea of Tunes publishing corporation, and Al American representative for Francis Day & Hunter, con- cluded the deal.

The agreement followed the projected expansion of the Sea of Tunes' "Sloopy John B," which Francis, Day & Hunter handled for its IRS label.

Representations of top artists claim that the Sea of Tunes has reached top chart spots in Ger- many and the Benelux countries.

Eire Folk Singer Makes Col. Debut

DUBLIN — Elderly chief Mervyn Solomon has discovered a Ballymena, County Antrim, singer and producer, David Mc- Williams and he is writing a new material. Columbia recording has been signed to follow in London to supervise the young singer's first session. One of the ideas expected to be worked out is a "Country Rap". CBS will release his records worldwide.

SYDNEY Kevin Bible and the Book, a five-man group, and Wee Liz, a new girl singer, are featured on the initial releases of the new Down Under label, which was formed to promote top Australian talent. The disks, "Rockin' Petunia" and "I Found a New Love" by the boys, and "Tiny Little Pebble" and "Lonesome 409" by Wee Liz, will be distributed by Festival Records for L. B. Productions Ltd. The new label plans regular releases.

ATAR Records, formed by AFA Artists, Australian talent agent, has signed long-term contracts with nightclub personali- ties Sandy Scott, Julie Stone, the Joyboys, and the Dr. Kroe Brothers. Festival Records will record "Unchained Mel- ody" by Ray Charles in conjunc- tion with ABC. The Company rec- eived a specimen of the new label release here of "Ballad in Blue," Charles' English film, which features the song. "To- night With Don Lane" is listed for release next month by EMI, the first disk of Lane's recent EMI contract.

A pop concert to appear at the Chequers Night Club here this year is English vocalist Max Monte, Bonne Warwich, Alain Sherman, Kay Starr, Leslie Ug- giva and the Australian singer for the Chevron are Frankie Rand, Nino Tempo and April Stevens.

Maria Viganò has completed her second LP for W & G, an album of sentimental songs entitled "Vivace Sentimen- tale." The company released new singles by the Irish group, Them, and by a new local group, the Loved Ones.

ZALMAN SHAZAR, president of Israel, receives three Israeli comedians at his home in Jerusalem. Shmuel Segal, center, is shown with Simon Schmeltz, managing di- rector of CBS Israel Records. The group presented Shazar with a set of two LP's and also showed some of their sketches taken from the works of Shalom Aleichem.

were: "Inspector Mogrili's" mysteries, Sandra Mondaini, C.G.D. "The Spinning Top" for show of the same name; and Mina, Ri-Fi for "Air-Conditioned." Last named were sold to several recent com- panies to appear in his new film, "The Valiant of Marseilles.""
"I AM A TRUTHFUL MAN FROM THE LAND OF THE PALM TREES AND BEFORE DYING I WANT TO SHARE THESE POEMS OF MY SOUL. MY POEMS ARE SOFT GREEN, MY POEMS ARE ALSO FLAMING CRIMSON MY POEMS ARE LIKE A WOUNDED FAWN SEEKING REFUGE IN THE FOREST."

What Makes You Dream Pretty Girl?

THE SANDPIPERS

A&M 806

PRODUCER: TOMMY LI PUMA
ARGENTINA

*Denotes local origin

This Week

1. "LA BARRA" - (Eastside)/Vivi Fornari (A.Z.)/Mano a Mano (E.M.)/Mariana (E.M.)/M校/pm
2. "APRENDIZ DE LA NOCHE" - (Caras)/Natalia (E.M.)/Diana (E.M.)/Marlon (E.M.)/Manolo (E.M.)
3. "DIEZ DE MAYO" - (Caras)/Natalia (E.M.)/Diana (E.M.)/Marlon (E.M.)/Manolo (E.M.)
4. "TODA LA VIDA" - (Caras)/Natalia (E.M.)/Diana (E.M.)/Marlon (E.M.)/Manolo (E.M.)
5. "EL ALMACEN"

This Week

1. "LA BARRA" - (Eastside)/Vivi Fornari (A.Z.)/Mano a Mano (E.M.)/Mariana (E.M.)/M校/pm
2. "APRENDIZ DE LA NOCHE" - (Caras)/Natalia (E.M.)/Diana (E.M.)/Marlon (E.M.)/Manolo (E.M.)
3. "DIEZ DE MAYO" - (Caras)/Natalia (E.M.)/Diana (E.M.)/Marlon (E.M.)/Manolo (E.M.)
4. "TODA LA VIDA" - (Caras)/Natalia (E.M.)/Diana (E.M.)/Marlon (E.M.)/Manolo (E.M.)
5. "EL ALMACEN"

AUSTRALIA

*Denotes local origin

This Week

1. "THAT'S WHAT I CALL LOVE" - (Polydor)/The Rolling Stones (Polydor)
2. "DON'T LET YOUR HEART GET AWAY" - (Polydor)/Elvis Presley (Polydor)
3. "COME ON IN MY DREAM" - (Polydor)/The Kinks (Polydor)
4. "EASY COME EASY GO" - (Polydor)/Little Richard (Polydor)
5. "SINATRA" - (Polydor)/Tony Bennett (Polydor)

This Week

1. "THAT'S WHAT I CALL LOVE" - (Polydor)/The Rolling Stones (Polydor)
2. "DON'T LET YOUR HEART GET AWAY" - (Polydor)/Elvis Presley (Polydor)
3. "COME ON IN MY DREAM" - (Polydor)/The Kinks (Polydor)
4. "EASY COME EASY GO" - (Polydor)/Little Richard (Polydor)
5. "SINATRA" - (Polydor)/Tony Bennett (Polydor)

BEIJING

*Denotes local origin

This Week

1. "Ich Seh' von Dir" - (RCA)/Holger Schneider (RCA)
2. "Es ist die Liebe" - (Polydor)/Hans-Joachim Katz (Polydor)
3. "Na Na" - (Polydor)/Elvis Presley (Polydor)
4. "Liebe" - (Polydor)/The Beatles (Polydor)
5. "Ich hab' Dir" - (Polydor)/Hans-Joachim Katz (Polydor)

This Week

1. "Ich Seh' von Dir" - (RCA)/Holger Schneider (RCA)
2. "Es ist die Liebe" - (Polydor)/Hans-Joachim Katz (Polydor)
3. "Na Na" - (Polydor)/Elvis Presley (Polydor)
4. "Liebe" - (Polydor)/The Beatles (Polydor)
5. "Ich hab' Dir" - (Polydor)/Hans-Joachim Katz (Polydor)
Mr. Fred Foster  
Monument Record Corp.  
9000 Sunset Blvd.  
Hollywood, California 90069  

Dear Fred:

Once in a great while a new song is introduced which, because of its message, appears certain to become a standard.

The great events of our nation's history are replete with "message-music". And this music has had a profound effect on the thinking of our people...and, consequently, the direction and development of our country.

Today, when in certain quarters patriotism seems to flicker instead of flame, it is my privilege to have produced a record with a vital and meaningful message for America and the world. The song..."If I Could Find Out What Is Wrong". The artist...Joe Dowell.

As a producer of commercial phonograph records, I would usually use terms like "smash", "hit", etc., but I want you to know I have produced this record because of its message, its meaning to me and my eagerness to share it with the free peoples of the world.

Sincerely,

Bill Justis

---

"If I Could Find Out What Is Wrong"

Joe Dowell

monument is artistry

NASHVILLE / HOLLYWOOD
CLASICAL MUSIC

Biggs and Bach the Two Mr. Biggs
In Sales of Organ Music Records

By FRED KIRBY

NEW YORK—While classical organists and composers listed in the catalogs are notable by their extensive list of titles, the surest sellers seem to be the two Mr. Biggs and Bach. Columbia artist E. Power Biggs, who currently has two recordings on the classical charts, has waxed 34 disks for that company since 1947, mostly on the organ, and all have moved well. Bach projects occupy a large portion of all prolific organ artists.

Other organists who sell well are Virgil Fox, now at Command, Marcel Dupre, now on Mercury, and Carl Weinrich, now with RCA Victor. Disks by the three on their former labels also are still moving. Two other organists well represented in the catalogs are Walter Kraft of Vox and Helmut Wicha of Deutsche Grammophone Archives.

Also important in the organ
(Continued on page 57)

LEADING ORGANISTS seated at their instruments are E. Power Biggs, Columbia artist, upper left, relaxing at the pedal harpsichord, which he plays in a current release; Virgil Fox of Command, upper right, playing the organ at New York's Philharmonic Hall; Carl Weinrich of RCA Victor, lower left, playing the organ at the New York General Theological Seminary, and Marcel Dupre of Mercury, resting at a massive church organ. The photos indicate the variety of instruments these top artists are called upon to master.

Saratoga Gets a Cultural Cure

By ROBERT SOBEL

SARATOGA SPRINGS, N.Y.—Saratoga, long the mecca for horse racing and health-seeking minerals, has added a Performing Arts Center to its laurels. The center, the new summer home of the New York City Center Ballet and the Philharmonia Orchestra, under Eugene Ormandy's baton, looks out on an era once decked with Indian wars, the Revolutionary War, and which later became the spot for the healthy and the infirm. It is one of the largest theaters in the world, boasting an interior capacity of 5,100 persons and room for an additional 7,000 viewers on the gently sloping lawns. Unlike Tanglewood, the slopes make it possible for the "grassniks" to have a clear view of the stage between the balcony and auditorium level. This is especially important during those nights when the ballet is scheduled. The acoustics can hardly be improved upon in a theater of such design, given to the outside and facing the usual rear and side walls for sound reflection. Foremost is a large sound-reflecting fan-shaped canopy of cement stucco on steel framing which extends some 50 feet over the auditorium. There's also a series of baffles to reflect sound across the hall, a cement stucco surface in curved form to help reflect sound down to the seats under the balcony, and real wall panels with six speakers placed at regular intervals for sound reinforcement to carry the music to the walls, just to name some of the more important acoustical features.

In listening to the music from the balcony version of "A Midsummer Night's Dream," July 9, one found the acoustics to be far superior to those at Lincoln Center. And although Mendelssohn's music came from the orchestra stationed in the pit instead of on the stage. (Continued on page 60)

JANE MARSH is welcomed on her arrival at Kennedy Airport, Monday (11) by Roger Hall, left, manager of Red Seal aak for RCA Victor; Norman Macis, right, division vice-president and operations manager for Victor; and Bud Palmer, commissioner of the New York City Department of Public Events. Miss Marsh will record exclusively for Victor.

Jane Marsh Goes RCA

NEW YORK—Soprano Jane Marsh, who was honored last week (11) and (12) on her return to the United States after winning the Tchaikovsky International Competition, will record four of her contest titles for RCA Victor. The LP will be cut during Tanglewood performances, July 22 to Aug. 13 with Eric Leinsdorf conducting the Boston Symphony.

The first recording on Miss Marsh's new exclusive Victor contract will feature the Letter Scene from Tchaikovsky's " Eugene Onegin," an aria from Tchaikovsky's "Pique Dame," "O Patria Mia" from Verdi's "Aida," and the "Ave Maria" from Verdi's "Ottello." Victor, which plans to rush-release the disk, also may record an album with Miss Marsh and two other Tchaikovsky competitors, sopranos Veronica Tyler, who shared second-place honors in the vocal division, and bass Simon Estes, who was second in the men's division. The three were honored at a City Hall reception Tuesday (12). Miss Marsh's husband, John Lindsay presented Miss Marsh the city's Handel medal. Miss Marsh also was the subject of a Kennedy Airport press conference on Monday (11). This year's competition was the first Tchaikovsky event open to vocalists.

Piano Works, Lieder in Vox's Package Product Future

NEW YORK—Vox, which is noted for its complete projects of different types of music, has an ambitious set of recordings planned. Included are the complete piano works of Liszt and Prokofiev, complete lieder, and Schoenberg, all on Vox. Vox also has concluded a deal with EMI for the fall release of the city's Handel medal. Miss Marsh also was the subject of a Kennedy Airport press conference on Monday (11). This year's competition was the first Tchaikovsky event open to vocalists.

Col. Releasing Bernstein in the Park Package

NEW YORK—Columbia is releasing a specially priced two-record set, "Leonard Bernstein Conducts a Concert in the Park," with works Bernstein and the New York Philharmonic are playing in a series of four free park concerts this summer. The concert repertoire includes Beethoven's "Symphony No. 3 (Eroica)" and Stravinsky's "Le Sacre du Printemps (The Rite of Spring)."

This month, Bernstein and the Philharmonic, who have already appeared in a park concert in Milwaukee, will perform in Central Park here (26), Prospect Park in Brooklyn (29), and at the Long Island Festival of Arts (30), under the joint sponsorship of the Joseph Schiltz Brewing Co. and New York City.

The album, which will list for $7.59 mono and $9.99 stereo, was produced under the supervision of John McCure, Columbia's masterworks aak director.

July 23, 1966 BILLBOARD

(Continued on page 60)
catalog are Anon Heiler on Bach Guild, Maurice Durufle on Col. M. 2835 (M); Richter on Deutsche Grammophon and Telefunken, Alf Linder on Westminster, and the new Presale on London Argo. Gustav Leonhardt on Telefunken, Helmuth Hilling on Vox, and Albert de Klerk on Telefunken.

Most Recent Releases
Marie-Claire Alain and Luigi-Germinand Tagliavini are represented singly in the organ Music and Singer Music catalog and respectively in the duet diskings on Music Guild. Everett's August release plans include "Seven Centuries of Organ Music," an assortment of pieces played by Bruce Prince-Joseph. Counterpoint boasts Mark Alpert's "Schoenberg Variations" as the only recording of Schoenberg organ music. It is still a good seller in a coupling with Satie's 'Mass' for the Poet with the Randolph Singers.

Next will be released the fourth of six three-album boxes of Bach organ music by Kraft in the fall. He has plans to release the first Vox Boxes of six-album German and French organ music. Each box package was recorded by Kraft on a different European organ. Kraft also represents on label, organ music, and two boxes by Handel.


Biggs's catalog includes the complete Mozart organ works on instruments the composer himself used, "The Organ of the" in 1921. The organ of the 20th century, and the "History of Organ Music," and the "Mozart Sonatas for Organ and Orchestra.

Weinrich Sellin's top sellers for Victor are "Bach Organ Music, Volume 1: "Organ Music of the Baroque," and a two-record set of Mozart sonatas for organ. Callas, Gedda and Haydn's "Concerto in C for Organ and Orchestra" with Arthur Fiedler and the Boston Symphony Orchestra. Weinrich also appears on single LP's as organist on Westminster with the complete Bach organ works. Westminster also has the complete organ works of Bach and Handel.

Command has scored with Fox during the two years of their association. Top seller include his pressings on the Philadelphia organ of Johann Sebastian Bach. His popular carries over this past year's labels with nine albums of Bach. Capitol and two on Victor still report sales.

Walea's Deutsche Grammophon output totals 22 recordings, all of music by Bach. That label also has pressings by Karl Richter and Harms Heintze. Richter also appears on London and Telefunken, which will have Leonhardt as organist in Philadelphia. Another good mover is "Virgil Fox at the Organ," which has scored with "Organ Music of the Baroque." He popular carries over this past year's labels with nine albums of Bach. Capitol and two on Victor still report sales.

Walea's Deutsche Grammophon output totals 22 recordings, all of music by Bach. That label also has pressings by Karl Richter and Harms Heintze. Richter also appears on London and Telefunken, which will have Leonhardt as organist in Philadelphia. Another good mover is "Virgil Fox at the Organ," which has scored with "Organ Music of the Baroque." He popular carries over this past year's labels with nine albums of Bach. Capitol and two on Victor still report sales.

Walea's Deutsche Grammophon output totals 22 recordings, all of music by Bach. That label also has pressings by Karl Richter and Harms Heintze. Richter also appears on London and Telefunken, which will have Leonhardt as organist in Philadelphia. Another good mover is "Virgil Fox at the Organ," which has scored with "Organ Music of the Baroque." He popular carries over this past year's labels with nine albums of Bach. Capitol and two on Victor still report sales.
Opry Sets Crowd Precedent

NASHVILLE — An unprecedented program to deal with an unprecedented crowd was given by the "Grand Ole Opry" Saturday night, July 9. The crush began Friday night (8) when a crowd of some 5,000 tried to buy tickets for the "Friday Night Opry." After every seat was sold, and additional hundreds were placed in the wings and onto the huge stage, 500 were still turned away.

Early Saturday morning, with both night performances already sold out, thousands still wanting tickets for the "Opry," WSM Vice-President Robert Cooper, "Opry" manager Ott Devine and "Opry House" manager Dick Rhodes decided to shoot for a third show that night, the fourth of the weekend. With temperatures soaring into the upper 90's, crowds gathered at mid-afternoon to get tickets for a 12:30 a.m. show (actually Sunday morning). Although it was not broadcast, the show went on and continued for two hours and 10 minutes. Thirty-four "Grand Ole Opry" stars were on hand to put on the weekend shows. The two-night performances for Saturday began Memorial Day, and each has been a sell-out since. Reserved seat tickets currently are sold out until about Sept. 1. General admission tickets are placed on sale the Tuesday preceding each show.

Owens' New Offices

BAKERSFIELD, Calif.—New offices of Buck Owens Enterprises and OMAC Artist Corp. are at 403 Chester Avenue here. The new phone number is (805) 323-8311. The move includes Buck Owens Productions and Big Book Music.

Pierce Guests On Clark TV'er

PORT HURON, Mich. — Webb Pierce, who split the past week on dates in Maryland and Michigan, departed Monday (18) for Los Angeles to tape a guest shot Thursday (21) on Dick Clark's new TV show, "Swingin' Country." During his appearance in Port Huron last week (13), Pierce was featured in the Blue Water Festival Show, and rode in the festival parade with Gov. George Romney of Michigan.

Where They're Showing

CONNIE HALL—Port Huron, Mich., Aug. 5; Troy, Ohio, 6, and Hartford, Mich., 7.
JOHNNY DOLLAR—Clear Spring, Md., July 21; Chesapeake Beach, Md., 22; Wheeling, W. Va., 23; Laurel, Md., 24, and Jackson Mills, N. J., 30.
VAN TREVOR—Palisades, N. J., July 21; Bolton, Conn., 22; Newtow, Conn., 28, and Dover, N. J., 30.

'Dean Old Woman'

(Columbia)

CLAUDE GRAY

High in the Charts!

WJEF, GRAND RAPIDS
WPLO, ATLANTA
WWVA, WHEELING
WHO, DES MOINES
KDKO, DENVER
WYOU, TAMPA
KSAY, SAN FRANCISCO
KCKN, KANSAS CITY
KCUL, FORT WORTH
WCMS, NORFOLK
WOD, CHATTANOOGA
KPCN, DALLAS

Bookings:
Wright Talent Agency
Box 516, Goodlettsville, Tenn.
A.C. 615; 859-2446
Hank Cochran Has Fat Year

NASHVILLE — For Pamper Music songwriter Hank Cochran, the year 1966 is truly developing into a real bonanza. Since January, Cochran has had five songs in the Top Ten in Billboard's country charts. Of these, three have scored heavily in the pop charts.

Wallace Airs Country Talk

NEW YORK — The CBS "Mike Wallace at Large" radio show, Monday, features an in-depth discussion of country music. Guests on the show, which will be aired on Monday, will be more than 140 radio stations coast-to-coast. Hal Cook, publisher of Billboard and chairman of the board of the Country Music Association, and Paul Ackerman, music editor of Billboard.

Hank Cochran

Clicking with Eddy Arnold, his "Make the World Go Away" and "I Want to Go With You," both reached the #1 pop slot, and were significant Top 10 pop successes.

With Monument's new discovery, Jeannie Seely, Cochran is still high in the charts with "Don't Touch Me," which has reached the second spot on the country charts and has also shown strong pop action.

On top of this, he's added two Top Ten hits with Ray Price, with "A Way to Survive" and "Your Chickens in My Yard." The other hits of 1966 include "Miss Smith" and "You're Gonna Run In A Straight Line."

JULY 23, 1966, BILLBOARD
Stations Cooling on Oldies for Summer

Continued from page 33

erd hops. Station deejays do about one hop a night.

FOR SALE
Registered Trademark
RECORD LABEL
and
BMI CATALOG
No Liabilities: Moderate Assets. Strictly Confidential.
BOX A-292
Billboard Pub. Co.
9000 Sunset Blvd.
Hollywood, Calif. 90069

ONE-STOP RECORD SERVICE
Complete line of Spirituals, R & B and Catalog Merchandise.
We ship to be on our national mailing list.
We ship C.O.D. in the U.S.
Check must accompany order from all international accounts.

Barney’s One-Stop
2234 Roosevelt, Chicago, Ill. 60624
PHONE: (312) 26 6-1828

NOW OVER 1,500 DEDICATED MEMBERS

ALL WORKING TOWARD A COMMON GOAL—the ever greater scope of world-wide recognition for Country Music—

Its People • Its Sound • Its Message
JOIN NOW!
It’s the “IN” thing to be in.
Annual Membership Dues: $10.
Send Your Application to
JO WALKER
Country Music Association
301 16th Ave. South, Nashville, Tennessee

BUBBLE RECORDS, a new voice in the pop music, proudly presents Frank Doll and his distinguished winner, “Foil-
Sim Prison Blues.” B/W “One
Judgment” to Live 1’ Up’ (No.
D.J.’s, for records: contact:
Billboard Box 10806, Midwest City, Okla.
Phone: PE 2 3-3068 (Advertisement)

61 Orchestræ to Share 0.2
In Ford Foundation Grants

NEW YORK — The Ford Foundation has announced orchestræ grants totaling $80.2 million to 61 orchestras in 33 states, the District of Columbia and Puerto Rico. Matching funds from other sources are to be made possible within five years for about three-fourths of the funds, $58,750,000. The Ford Foundation’s $30,000,000 does not require matching.

Fourteen major orchestras will get $2.5 million each. The smallest- est grants right to five for one of the smaller orchestras. Matching endowments range from two dollars for one foundation grant to $375,000 to the Symphony Orchestræ of Puerto Rico. The monies for the three orchestras that receive an endowment program and a small amount in addition that does not have to be matched.

Many of the supplement funds, amounting to $17.3 million, is to relieve orcharæs of the need for increasing their annual fundraising drives. Another $41,000,000 is for "perennial benefactors" and "founda-

Biggs & Bach Mr. Bigs in Organ Records

Mr. Bigs most recent organ disk was music of Frescobaldi and Vivaldi-Bach by Fernando Germiati released this year. The Angel catalog also includes or-

on the normal summer. It’s the

The Kohon String Quartet, featured will be on the three-

Mr. Bigs most recent organ disk was music of Frescobaldi and Vivaldi-Bach by Fernando Germiati released this year. The Angel catalog also includes or-

Piano Works, Lieder in Vox’s Package Product Future

I6th and 17th century music, books and "Cosi fan Tutte," with Sir Thomas Beecham the conduc-

Mr. Bigs most recent organ disk was music of Frescobaldi and Vivaldi-Bach by Fernando Germiati released this year. The Angel catalog also includes or-

Saratoga Culture

Continued from page 56

there was a vast difference. Voices rang with clarity of tone and the orchestra sounded sharp, with highs and lows distinguishable and round.

A grandiose building, the Hall of Springs, has been converted into a dining and dancing pavilion for the amphitheater’s patrons. Inside, also, is a record shop carrying standard and rare titles, LaScala. There’s also sheet music, books on composers, etc. However, the conductor Louis Rostand is still co

was the "cure" for Saratoga.

the complete Liszt piano compositions.

The complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.

the complete Liszt piano compositions.
By Popular Request

AT POPULAR PRICES . . . Just $22.50

For the completely up-dated re-issue of the

HANDBOOK OF

RADIO RESPONSE RATINGS

Containing the full 3rd Cycle (to July 9, 1966) of ratings reports on the 41 major radio markets throughout America—as compiled by the Research Department of Billboard's Special Projects Division.

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.

ALBANY—
SCHENECTADY—
TROY, N. Y.
ATLANTA, Ga.
BALTIMORE, Md.
BIRMINGHAM, Ala.
BOSTON, Mass.
BUFFALO, N. Y.
CHARLOTTE, N. C.
CHICAGO, Ill.
CINCINNATI, Ohio
CLEVELAND, Ohio

COLUMBUS, Ohio
DALLAS, Tex.
DAYTON, Ohio
DENVER, Colo.
DETROIT, Mich.
FT. WORTH, Tex.
HARTFORD, Conn.
HOUSTON, Tex.
INDIANAPOLIS, Ind.
KANSAS CITY, Mo.
LOS ANGELES, Calif.

MEMPHIS, Tenn.
MIAMI, Fla.
MILWAUKEE, Wis.
MINNEAPOLIS-
ST. PAUL, Minn.
NASHVILLE, Tenn.
NEW ORLEANS, La.
NEW YORK, N. Y.
NEWARK, N. J.
OKLAHOMA CITY,
Oklahoma
PHILADELPHIA, Pa.

PITTSBURGH, Pa.
PORTLAND, Ore.
PROVIDENCE, R. I.
ROCHESTER, N. Y.
ST. LOUIS, Mo.
SAN DIEGO, Calif.
SAN FRANCISCO,
Calif.
SEATTLE, Wash.
SYRACUSE, N. Y.
WASHINGTON, D. C.

SPECIAL LISTINGS

NATIONAL BANDSTAND SHOWS

Name of Show & Personality
Current number of markets
Producer & Talent Co-informer
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

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

CROSS-REFERENCE RECAP

BY MUSICAL FORMAT

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

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

ORDER FORM

RADIO RESPONSE RATING HANDBOOK
BILLBOARD
165 W. 46th St.
New York, N. Y. 10036

$22.50 per copy (postpaid—via book rate)
READY FOR SHIPMENT
AUGUST 15, 1966
PAYMENT MUST ACCOMPANY ORDER

Company Name

YOUR Name & Title

Address

City, State & Zip

*For delivery in the following areas, applicable tax must be added to remittance.

State of Calif. 4% tax
State of Ohio 3% tax
State of Mass. 5% tax
State of Tenn. 4% tax
New York City 5% tax
State of N. Y. (outside N. Y. C.) 2% tax

Total Amount @ $22.50 per copy $_________________________

*Applicable Tax $_________________________

Total Amount of Check Enclosed $_________________________

NOW ONLY
$22.50

Over 40% less than first edition!

The same vital, exhaustive research information—but in a modified package—to allow a price affordable by many more segments of our industry.

By using a simplified 3-ring "leatherette" binder, and combining two cross-reference sections into one all-inclusive directory section—production costs were able to be substantially cut . . . allowing the new, low price of only $22.50 postpaid.

FOR TIME BUYERS, RECORD COMPANIES, RADIO STATIONS, ARTISTS ON TOUR, PROMOTION MEN AND DISTRIBUTORS...

- The most complete, accurate and current list of top record-selling stations and air personalities for your personalized mailings and phone contact
- The only rating gauge available to radio advertisers and time buyers based on actual listener "buying response" . . . not merely "tune-in"

OFF THE PRESS AUGUST 15
ORDER NOW
NAMM Committee Move To Aid Record Dealers

*Continued from page 1*

"I don't foresee any real obstacles to our plan," said Galperin. "Record dealers have indicated interest in affiliating with NAMM, and my feeling is that the recirculation on NAMM's part is the first step toward an organization that will eventually bring great numbers of record dealers to NAMM." Galperin pointed out that "a majority" of NAMM's members are in the record business. "For most of them, however, records represent less than 50 percent of their sales," said Galperin. "The dealers we don't have are the ones whose record sales amount to more than 50 percent of their whole business. These are the ones we are aiming for with this effort.

Results of the effort could:
- Make the phonograph committee more active on a year-round basis.
- See a swelling of NAMM membership from the ranks of thousands of independent record dealers around the country.
- See a return of record manufacturer representation at the NAMM Music Show.

Main Topic
In Sunday's meeting of the phonograph record committee, which was attended by interested dealers from all parts of the country including one retailer from Hawaii, discussion centered mainly on the topic of NAMM and the independent phonograph record dealer. The dealers said they felt the need of belonging to an association because "as small business men" they could "take advantage of many of the buying and service facilities that a group like NAMM offers." Many of them said that if NAMM did not become a more independent body, the dealers would be almost automatically eliminated simply by the fact that dealers were united in an association.

NAMM's point of view, as outlined by Galperin, was that phonograph record dealers "qualify for NAMM membership already." He pointed to previous NAMM efforts in behalf of the record dealer and said that NAMM "has its doors open" to any record dealer who seeks recognition. Dealers, on the other hand, pointed out that most of them had never been contacted by the association in any way, and said they have seen very little NAMM publicity in the trade press. Recent stories about NAMM's interest in record dealers, it was said, were similar to reports of a year ago—which had apparently led to nothing concrete.

Galperin said that last year's activity that caught the attention of California dealer Howard Judkins was the chairman of the committee. Judkins had been ill for some time, said Galperin, and unable to work on his plans. "But he was able to make a start," said Galperin, "and his efforts are largely responsible for our meeting here today."

Chicago dealer V. H. Anderson then read a letter which he had received from Judkins prior to the meeting. In the letter Judkins lauded the efforts of the committee and wished it success.

The committee eventually came up with two proposals on the subject of phonograph record dealers and NAMM. The first was a general proposal asking that NAMM should make additional efforts to publicize its services to record dealers in order to attract their membership. The second proposal, suggested by G. W. Seiffert, a NAMM member and owner of the Campus Record Shop in Iowa City, la., was that the NAMM board appoint a steering committee for the purpose of working out details on the kind of publicity and the types of additional services needed in order to attract strong record dealer membership. Both proposals were unanimously approved.

A third proposal, made by Anderson, was out of a discussion of federal excise tax relief. Dealers said they were generally satisfied with the relief. However, it was pointed out that several record companies had gone back and raised prices recently, and would probably be unable to perform the function of returning the tax money.

"Since this money was paid from us to these companies, and then passed on to the government," said Andersen, "I feel that we must find some other way of having it returned to us."

It was suggested that the NAMM board of directors write a letter to the Internal Revenue Service asking that a method be arranged by which dealers would be given credit on their income tax for such excess excise taxes the government had collected. The suggestion was put before the committee in the form of a motion and was also unanimously approved.

In the discussion of the funds, dealers said that all the major manufacturers except Decca had been very prompt. Only one of the dealers present had received a refund from Decca. Other delays in refunds were mostly from independent distributors. All agreed that many of the distributors were waiting to collect refunds from all the manufacturers before returning them to the dealers.

Another leading topic of discussion was the booming tape recorder business. Dealers showed great interest in the field but admitted they were somewhat hesitant and confused by a lack of standardization in the field.

Another committee on record pricing. Half of the dealers present said they were confronted with a lack of market potential in the market. They had been waiting for the introduction of new models.

Portable radion, which already have the lion's share of the nation's radio market, stressed extra features (like combination of FM receivers into pocket-sized models typified by Standard Radio Corp. Model SR-1920P) and more miniaturization (typified by General Electric's introduction of integrated circuits which allowed the firm to show a record radio at the price of which was the set. The radio fades out for five minutes before going off completely.

Portable tape recorders, topped by increased quality but still low-priced import lines, also shown in hundreds of "cassette" recorders (see tape CARtridge section), which were fashioned into a variety of portable and table models. The cassette units, unlike the tape recorder's introduced continuous-loop cartridge players, have capability of recording as well. Also on display were more compact, play stereo pre-recorded tapes on either stereo or mono machines, and have fast-forward and fast-reverse features which offer consumer the kind of program selectivity that is not available on the continuous-loop systems. Because of their "full tape recorder" features the cassette units appear to be an extension of the established tape market as well as competitors in the growing cartridge field.

Detailed description, photos, and market potential of products introduced at the Music Show will be discussed in a special graph article. The series, combining products that record dealers may wish to stock in addition to phonograph records, will begin with a discussion of portable phonographs.
**Record-High Attendance**

CHICAGO — Attendance at the National Association of Musical Merchants annual Music Show—although probably affected somewhat by the national airlines strike—still showed an increase over 1965 figures and set a new record.

On the last day of the show NAMM officials reported to Billboard that 20,509 persons had registered—an increase of 1.1 percent over the 18,416 that had registered in 1965. "This all-time record figure," said NAMM spokesmen, "matches our prediction for the show. But we cannot even begin to estimate how many might have been kept away by the airlines strike."

Total of buyers attending the show added up to 6,824—an increase of almost 1,400 over 1965. The figures discounted the prevailing opinion by exhibitors that attendance of buyers was down from last year by "at least 25 percent."

Most exhibitors, although saying they were "sure" that attendance was down, did add that buyers "are very good this year—we are writing more orders than ever."

One of the curiosities caused by the airline strike was that foreign exhibitors—from places such as Japan and Germany—had an easier (and shorter) time arriving in Chicago than did visitors from several Midwestern States.

The hit of the show, most visitors agreed, was the stereo CARTRIDGE. For details on this and other products see stories on other pages.

**Guitars, Radios Top 1965 Sellers**

CHICAGO—Pianos are still the most-played-instrument in the popular music category of the National Association of Music Merchants re- vealed prior to last week’s Music Show, but guitars, woodwinds and a mysterious category called “other” instruments were sales leaders in 1965.

Guitars sold 1.5 million units last year, woodwinds sold 322,000 units and “other” partially identified as “drums, harmoni- 
cas, etc.” instruments sold 767,500 units last year. Pianos, brass, organs, violins-cello-basses and accordions were next in line in that order.

The “others” sold in dollar volume in 1965 also, $2,551.8 million as opposed to $192.4 million for pianos and $140.0 million for woodwinds. Total sales of all instruments in 1965 added up to 13.3 million units and $983.3 million dollars—averag-
Classified Ad Copy

RCA Sampler CARtridge Service

- Continued from page 4

player is expected to retail for $79.95. RCA Victor also plans to sell a regular cartridge home unit.

Raymond Rosen distributor is marking this gear on all fronts of the tape cartridge field. Within the two weeks, the firm will launch the tape cartridge lending library in a city close to Philadelphia. The library will be located at a retail dealer and, "if it works, then we'll really push this aspect." Rental charges will apply to the purchase price, if the customer decides he likes it.

In the past two months, the distributor has opened a vast market for tape cartridges with more than 70 Ford, Lincoln and Mercury car agencies.

"When the cartridge business really began to happen, I compared it to the battle of the speeds a few years ago when everyone was so excited," Mr. Rosen's knowledge was looking forward to September when he said major labels would begin providing him with improved displays designed to eliminate pilferage. One thing that is going to help this problem, he said, is dummy covers in buyers' boxes.

61 Orchestras
- Continued from page 60

$700,000; Richmond, $650,000; New Jersey, $65,000; Toledo, $650,000; Wichita, $65,000; San Diego, $600,000; Florida, $600,000; Columbus, Ohio, $600,000; Philadelphia, $600,000; Kalamazoo, $600,000; Omaha, $500,000; Rhode Island Philharmonic, $475,000; Memphis, $500,000; Shreveport, $425,000; Syosset, $250,000; Scranton, PA., $200,000; Syracuse, $200,000; Little Orchestra of New York, $525,000; Little Orchestra of New York City, $425,000; and $325,000 each to the Jacksonville Symphony, Brooklyn Philharmonic, P. Wayne Philharmonic and the Hudson Valley Philharmonic.

July 23, 1966, Billboard
Business Machines: Boon Or Ban to Bulk Vending?

By RAY BLACK

CHICAGO — Application of new machines to the supermarkets chain has come to bulk vending. In a business where inventory keeping is crucial, the machine has been welcomed with open arms by such large firms as Folz Vending, Ocean State, N. Y., and Great Lake operator John McDaniel.

However, the business machine meaning may become trade curse, some observers point out.

One lack of sales, for example, is supermarkets and drugstore chains to bring bulk vending into their own systems and under their own management. With the simplified inventory-keeping processes made possible with business machines—large chain is rapidly converting to computerization for all food and merchandise inventory keeping—at least one major supermarket chain has brought bulk vending under its control.

IBM

Miller's Super Markets, with an emphasis on drug outlets in Denver, Colorado Springs, Greeley, Colorado, operate 200 bulk vending machines utilizing its IBM equipment for vending stock control. Miller's Super Markets executives believe the machines will enable a modern and safe vending business to be done.

1. Supermarket managers and associates schedule their time so closely that there are no spare moments to co-operate with the customer who with easy, as they put it, "drop in at any time in any of our stores."

2. The necessity of dealing with various operators in different cities meant confusion in types of machines, commission arrangements, advertising plans, and the like.

3. In short, the chain wanted standardization of machines and products. It is to the credit of the industry, vending spokesmen said, the Folz brothers have not won their battle, but have. They have made a product that the consumer can use.

IBM cards hold the future

IBM cards hold the future for profit. In this group is the "profit-land" with Northwestern 60.

New 60 Bulk Pak builds profits worldwide. Dry, wet, doughnuts, gas stations, shopping centers—any location! Operators agree. Bols-Pak delivers greater profit because it vends nationally advertised merchandise—suitable for all locations. Service costs are held to a bare minimum. Just pour merchandise in machine and take out the coins. Location tests prove Bulk Pak is a $1.00 Penny or more. Write or phone for complete details.

Distributorship opportunities available in all states and major cities. Complete list of operators' addresses furnished on request.

For everything on the operator, One World, Drake 1-1100.

IMMEDIATE DELIVERY on the New Northwestern Golden 60

This "all product" vend is truly the most versatile on the market. Handles bell gum, candies, cigarettes, non-foods, and all small products without breaking or crushing. Good for active front of the store—up to 60-machine capacity. Available with 1c, 5c, 10c or 25c Mechanisms

Stamp Folders, Lowest Prices, Write For Details

MEMBER

NORTHWESTERN SALES AND SERVICE CO.
MCE MANUFACTURING CO., INC.
616 W. 36th St., New York 18, N. Y.
Longacre 4-4487
Route-Tested "Tips for Operators"

The following operating tips have been collected by Billboard reporters during recent months from bulk vending businessmen throughout the U.S. Some may have been—should have been—for your operation. All have been tried and proved by your operating colleagues—Ed.

Lest You Forget...

There's a Los Angeles operator who makes sure his locations are... This place has good will and has helped land many new locations. (Manager is mum as to whether or not he gets a lot of calls from hacher girls.)

Boy-Girl Vending

Seattle operator John Mc Daniels has designed special displays, mounting boys rings on one side, girls' rings on the other. Kids see instantly that the machine carries rings for either gender; in trying for the "right" ring, they ring up record charm sales. "I've seen kids apply all kinds of bodies English—and try several coins—in an attempt to get a ring of the right type," the operator says.

Corner the Kids

There's money in those shabby little notions—paper and periodical stands, fad shops, says Minneapolis operator Bob Murphy. Some of those once-tried places can be more lucrative than fancy supermarkets, he says. "Kids don't hang around and browse in a supermarket like they do in the corner store. His biggest machines are placed near the front doors of the type location for top income.

You Auto Try...

Waiting for the clerk to find a part for a car? A new model automobile can be a long process. Customers become irritable. To relieve the frustration, one auto parts supply store had an operator carry a stock of parts and the counter. Makes for a more placid place of business.

"I'Reget" Card

This operator's customers, in the uncommon event that they put in a "nothing" order, are handed a small card with a message: "I'm sorry. We're out of stock." The written message goes something like this: "Sorry if you have been inconvenience. Even the best serviced mechanical device will fail once in a while. Thanks for your patience."

New Office 'Hat'

Everyone has been subjected to hat passing for one good cause or another. Happens in every office. Several vendors around the country have been installing bulk vending machines in offices, proceeds of which go for office parties, etc. It's been particularly popular in firms that have a lunch room, with after-lunch sweets. The kitty swells fast.

A News Beat

There is an operator in "Ala- bania whose bulk vending route is also a news beat. He puts down little items of interest while making the rounds and once a month, in the interests of location relations, writes and prints a local newsletter incorporating all the gossip. Now and then he even includes an item about what's new in bulk vending.

"THE BEST IN VENDING"

Exciting is the word for Horby's new Kompak stand.

SCHOENBACH CO.
Manufacturers Representative
Room A 1000 Distributors
MACHINES

GREAT MONEY ACME ELECTRIC MACHINE
MAKERS

SCHENEST CO.
710 N. Kedzie St., Chicago, III.
(312) President 3-3960

State Sen. Martha Evans didn't let a little thing like walking on crutches deter her from addressing the last meeting of the Southeast Bulk Vendors Association in Charlotte, N. C. She had just been introduced to the group by association president Lee Smith (left).

NEW VICTOR MULTIPLE STANDS AND EQUIPMENT

Logan Distributing, Inc.
500 T. A. Scow, Oakland, Calif.
Phone: (510) 466-9870
July 23, 1966, BILLBOARD
Nicastro New Seeburg Corp. President

CHICAGO — The long-expected announcement of Louis J. Nicastro's election as president of the Seeburg Corp. came last week.

Nicastro fills the post vacated several months ago by Jack Gordon, who continues with Seeburg as a consultant.

The new president and chief administrative officer joined Seeburg in May 1965 as a vice-president; was named executive vice-president in August of the same year; was elected to the Seeburg board in December; Seeburg's $100 million annual sales are in the fields of jukeboxes, musical instruments, amusement games and vending machines.

COPPS

A New York City native and graduate of Columbia University, Nicastro was a vice-president and director of the Inland Credit Corp. for 10 years beginning in 1955. He had been employed by the Bowery Savings (Continued on page 72)

Los Angeles Cigarette Tax Action Delayed 10 Days

By BRUCE WEBER

LOS ANGELES—A new proposal to boost the city cigarette tax—the fourth attempt to raise the cigarette and tobacco tax here—will not be heard by the Los Angeles City Council for at least another 10 days.

But they did formally pass the gross receipts business license tax, increasing the rate by 25 per cent on all businesses operating within the city limits. The Los Angeles Revenue and Taxation Committee had hoped to boost the gross receipts tax by 50 per cent.

The continued attempt to seek a 2-cent per pack increase in cigarettes and a tobacco levy came after the city council previously had vetoed a proposed increase of 5 cents a pack, and two suggested boosts of 3 cents each.

However, the move to reconsider the cigarette tax came on a recommendation by the Revenue and Taxation and Finance committees last week. Councilmen Paul H. Lampley (who had led the city council in reconsidering the 2-cent tax hike), John P. Cassidy and Billy G. Mills all voted approval to hear the arguments in favor of a price increase. Councilmen Edmund D. Edelman and John C. Hol-land, members of the city council subcommittees, opposed the action.

$25 Million

Lampley and Cassidy have the support of Los Angeles (Continued on page 70)

MOA Member Drive Shifts to High Gear

CHICAGO—The Music Operators of America membership drive, which commenced Jan. 1, has now reached the 28th week.

Three months to go in the drive, slated to end with the Aug. 17-19 MOA convention and trade show Oct. 28-30, Nicastro says the MOA is launching recruiting drive to top its 1966 goal of 250 new members.

"This will be the most concentrated drive in the association's history," announced MOA Executive Vice-President Fred Granger last week. It will be a kick-off plus continuous effort of major proportions." He said special advertising will go out to all district chairmen around the country calling for "a massive, all-out effort to convince a least a hundred more operators, distributors and one-stops that they should support MOA."

Chairmen

Special дифференцированных in nine areas of the country were appointed to lead the drive: Chairman Jack Bess of Rich- mond, Va., when the drive was launched early this year; three chairmen are Tom Greco (New York), Bernard Miles (New Hampshire, Maine, Massachusetts, Connecticut), Bill Cannon (New Jersey, Pennsylvania, Maryland, Delaware, Washington), Bill An- derson (West Virginia, Virginia, Kentucky, Tennessee, C. C. Bishop (North Carolina, South Carolina, Georgia, Florida), Robert Nims (Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Ted Neiholz (Mis- souri, Kansas, Iowa, Nebraska, Minnesota, North Dakota, South Dakota), Pete Gerzit (Montana). (Continued on page 68)

CAN-DO SERIES

Are 'Walking Ads' for Company This Operation's Servicemen

Our business is growing for reasons improving its public image. While much has been said about the difficulty of this task, management, such as that of Hirsh Coin Machine Corp., has discovered that there is much the typical company CAN DO to better its image in the community. Here's the story of a showcase operation.—Ed.

WASHINGTON — The most important employee at Hirsh Coin Machine Corp. is not the man who doesn't exist.

He is the imaginary person who is made up of all the hours that Hirsh's more tangible employees devote to serving extra service to customers. As such, he's a symbol of Hirsh's determination and his customers' happiness.

"Nothing that delivering change alone requires the equivalent of an additional employee, when you have a customer involved," says Philip Mason, Hirsh's president. "But we don't begrudge that time. In fact, we think it's one of our most important assets."

Masonic determination to make (Continued on page 69)

MOA Show; to Bring Stars

BY RAY BRACK

CHICAGO—Capitol Records will be part of the 1966 Music Operators of America trade show and will bring along some of its top acts.

The announcement came last week from Capitol's national sales manager, Mauri Lathower, Capitol joins RCA Victor and four participants in the Oct. 28-30 event here. A dozen other record firms, a Billboard spot check reveals, are waiting only for MOA official confirmation for the show. Should they all come through, the finest record company participation in the operators' big show will be assured. Six firms exhibited last year.

MOA executive vice-president Fred Granger reports that exhibitors are coming in on a spontaneous basis—months ahead of official notice.

Word Is Out

"The word is out," said Granger, "this year's show is going to be something special." Industry observers point out that the MOA show has the following for it:

• Renewed record company attention to jukebox operating. This trend has come about during the past year. A vital music industry forum at last years MOA convention and trade show Oct. 28-30, 1965, was the MOA introduction recruiting drive to top its 1966 goal of 250 new members.

"This will be the most concentrated drive in the association's history," announced MOA Executive Vice-President Fred Granger last week. It will be a kick-off plus continuous effort of major proportions." He said special advertising will go out to all district chairmen around the country calling for "a massive, all-out effort to convince a least a hundred more operators, distributors and one-stops that they should support MOA."

MOA show;

CHICAGO—The Music Operators of America membership drive, which commenced Jan. 1, has now reached the 28th week.

Three months to go in the drive, slated to end with the Aug. 17-19 MOA convention and trade show Oct. 28-30, Nicastro says the MOA is launching recruiting drive to top its 1966 goal of 250 new members.

"This will be the most concentrated drive in the association's history," announced MOA Executive Vice-President Fred Granger last week. It will be a kick-off plus continuous effort of major proportions." He said special advertising will go out to all district chairmen around the country calling for "a massive, all-out effort to convince a least a hundred more operators, distributors and one-stops that they should support MOA."

Chairmen

Special дифференцированных in nine areas of the country were appointed to lead the drive: Chairman Jack Bess of Rich- mond, Va., when the drive was launched early this year; three chairmen are Tom Greco (New York), Bernard Miles (New Hampshire, Maine, Massachusetts, Connecticut), Bill Cannon (New Jersey, Pennsylvania, Maryland, Delaware, Washington), Bill An- derson (West Virginia, Virginia, Kentucky, Tennessee, C. C. Bishop (North Carolina, South Carolina, Georgia, Florida), Robert Nims (Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Ted Neiholz (Mis- souri, Kansas, Iowa, Nebraska, Minnesota, North Dakota, South Dakota), Pete Gerzit (Montana). (Continued on page 68)

Can-do Series

Are 'Walking Ads' for Company This Operation's Servicemen

Our business is growing for reasons improving its public image. While much has been said about the difficulty of this task, management, such as that of Hirsh Coin Machine Corp., has discovered that there is much the typical company CAN DO to better its image in the community. Here's the story of a showcase operation.—Ed.

Washington — The most important employee at Hirsh Coin Machine Corp. is not the man who doesn't exist.

He is the imaginary person who is made up of all the hours that Hirsh's more tangible employees devote to serving extra service to customers. As such, he's a symbol of Hirsh's determination and his customers' happiness.

"Nothing that delivering change alone requires the equivalent of an additional employee, when you have a customer involved," says Philip Mason, Hirsh's president. "But we don't begrudge that time. In fact, we think it's one of our most important assets."

Masonic determination to make (Continued on page 69)

Looking Sharp as a New Shuffle Alley

Hirsh Coin Machine Corp. servicemen model new uniforms that are part of company's campaign to make all employees 'walking ads.' Courtesy and service are also stressed by the firm.
By CAMERON DEWAR

BOSTON—Is a shot at winning an air-conditioned Cadillac and five weeks earnings for a music operator to buy a jukebox? Apparently so, for even canny New England operators are taking advantage of this offer when Trimount Automatic Sales Company launched a massive drive to win the nationwide Rowe-AMI phonograph sales contest.

Figuring that the 42-year-old firm had now entered an excellent year, and that the customers deserved a little bonus, Vice-President Donald Good and General Manager Marshall Car- ras decided to take a bold step. They quickly ordered 56 music machines from the factory and the race was on. Two years ago the industry honored President Dave Bond at a huge gathering at the Blue Hill Country Club which also marked the firm's 40th anniversary. The Trimount executives decided to duplicate as the event a win-up to the sales contest, (even which saw gifts for nearly every one and a good time for all.

On the Phones

On Monday morning of the week in which the Trimount sales staff got on the phones to operators and by 4 p.m. on their last call last one of the 50 AMI's had been pur- chased. So far Trimount had sold all its machines, ordered another 50 machines and "Flight II" was under way. To give the project a touch of drama it was decided to label it "Flight I" and "II" for the second 50.

The second "Flight" is now well on its way to completion, with the first prize a Ford Mus- tang. Other gifts in both "Flights" are RCA color TV sets, a trip to Florida for two, two trips to the Concord Hotel in the Cat-

There is only one way you can be convinced that the New GP IMPERIAL Model 533 by ROCK-OLA is a real money maker! Buy one!

Here's How to Sell 50 Jukeboxes in 7 Hours

By CAMERON DEWAR

BOSTON—Is a shot at winning an air-conditioned Cadillac and five weeks earnings for a music operator to buy a jukebox? Apparently so, for even canny New England operators are taking advantage of this offer when Trimount Automatic Sales Company launched a massive drive to win the nationwide Rowe-AMI phonograph sales contest.

Figuring that the 42-year-old firm had now entered an excellent year, and that the customers deserved a little bonus, Vice-President Donald Good and General Manager Marshall Carras decided to take a bold step. They quickly ordered 56 music machines from the factory and the race was on. Two years ago the industry honored President Dave Bond at a huge gathering at the Blue Hill Country Club which also marked the firm's 40th anniversary. The Trimount executives decided to duplicate as the event a win-up to the sales contest, (even which saw gifts for nearly every one and a good time for all.

On the Phones

On Monday morning of the week in which the Trimount sales staff got on the phones to operators and by 4 p.m. on their last call last one of the 50 AMI's had been purchased. So far Trimount had sold all its machines, ordered another 50 machines and "Flight II" was under way. To give the project a touch of drama it was decided to label it "Flight I" and "II" for the second 50.

The second "Flight" is now well on its way to completion, with the first prize a Ford Mustang. Other gifts in both "Flights" are RCA color TV sets, a trip to Florida for two, two trips to the Concord Hotel in the Cat-

![Image](image-url)

**Here's How to Sell 50 Jukeboxes in 7 Hours**

By CAMERON DEWAR

BOSTON—Is a shot at winning an air-conditioned Cadillac and five weeks earnings for a music operator to buy a jukebox? Apparently so, for even canny New England operators are taking advantage of this offer when Trimount Automatic Sales Company launched a massive drive to win the nationwide Rowe-AMI phonograph sales contest.

Figuring that the 42-year-old firm had now entered an excellent year, and that the customers deserved a little bonus, Vice-President Donald Good and General Manager Marshall Car- ras decided to take a bold step. They quickly ordered 56 music machines from the factory and the race was on. Two years ago the industry honored President Dave Bond at a huge gathering at the Blue Hill Country Club which also marked the firm's 40th anniversary. The Trimount executives decided to duplicate as the event a win-up to the sales contest, (even which saw gifts for nearly every one and a good time for all.

On the Phones

On Monday morning of the week in which the Trimount sales staff got on the phones to operators and by 4 p.m. on their last call last one of the 50 AMI's had been purchased. So far Trimount had sold all its machines, ordered another 50 machines and "Flight II" was under way. To give the project a touch of drama it was decided to label it "Flight I" and "II" for the second 50.

The second "Flight" is now well on its way to completion, with the first prize a Ford Mustang. Other gifts in both "Flights" are RCA color TV sets, a trip to Florida for two, two trips to the Concord Hotel in the Cat-

There is only one way you can be convinced that the New GP IMPERIAL Model 433 by ROCK-OLA is a real money maker! Buy one!

Here's How to Sell 50 Jukeboxes in 7 Hours

By CAMERON DEWAR

BOSTON—Is a shot at winning an air-conditioned Cadillac and five weeks earnings for a music operator to buy a jukebox? Apparently so, for even canny New England operators are taking advantage of this offer when Trimount Automatic Sales Company launched a massive drive to win the nationwide Rowe-AMI phonograph sales contest.

Figuring that the 42-year-old firm had now entered an excellent year, and that the customers deserved a little bonus, Vice-President Donald Good and General Manager Marshall Carras decided to take a bold step. They quickly ordered 56 music machines from the factory and the race was on. Two years ago the industry honored President Dave Bond at a huge gathering at the Blue Hill Country Club which also marked the firm's 40th anniversary. The Trimount executives decided to duplicate as the event a win-up to the sales contest, (even which saw gifts for nearly every one and a good time for all.

On the Phones

On Monday morning of the week in which the Trimount sales staff got on the phones to operators and by 4 p.m. on their last call last one of the 50 AMI's had been purchased. So far Trimount had sold all its machines, ordered another 50 machines and "Flight II" was under way. To give the project a touch of drama it was decided to label it "Flight I" and "II" for the second 50.

The second "Flight" is now well on its way to completion, with the first prize a Ford Mustang. Other gifts in both "Flights" are RCA color TV sets, a trip to Florida for two, two trips to the Concord Hotel in the Cat-

The MOA Membership Drive has netted 150 new firms to the rolls since Jan. 1. Among the new members in Billboard magazine, which affiliates with MOA in a new associate member category for trade publications. Here, presenting the Music Operators of America membership plaque to Billboard Publishing Co. vice-president, Maynard Reuter (left), is MOA vice-president, Fred Granger. (See separate story on drive.)
This Operation's Servicemen
Are 'Walking Ads' for Company

*Continued from page 67*

the best possible impression on customers and public alike is one of the factors that has helped Hirsh to grow into the largest operation in the Washington area. Serving a 300-mile circle centered on the nation's capital, Hirsh routes a variety of machines, including cigarette, candy and soft drink vendors, phonographs and games. Its locations range from drugstores and neighborhood taverns to large office buildings and military installations.

"Change Run"

How can delivering change eat up so many man hours? In addition to a regular "change run" each Friday, Hirsh responds as quickly as possible to emergency calls from businesses that need rolls of coins though of course "machine service calls are more important," according to Mason. The amounts of change provided might be anywhere from $20 to $500.

"We even get calls from a restaurant that's located next door to a bank," says Mason. Delivering change is only one of Hirsh's attentions to its customers. Service calls on machines are answered without fail within an hour.

"We use the Bellboy system," says Mason. "When the serviceman nearest the customer gets a buzz, he calls the office and is on his way immediately. A machine that's out of operation for any length of time means a dissatisfied customer, and also means a failure to produce revenue for us. We've been thinking of installing mobile radios as a next step."

Preventive Maintenance

Hirsh's general manager and secretary-treasurer, Roger J. Squitero, directs the running of "service calls from 8:30 a.m. to 5 p.m. After 5, he checks periodically with his answering service and then on the street. Any service calls are answered up until 11 o'clock at night. "After that," says Squitero, "it doesn't matter very much, as a disabled machine won't seriously inconvenience anybody, and we feel it can be fixed first thing in the morning."

Preventive maintenance is, in Squitero's opinion, among the most important aspects of good service. "Service calls are fine, but making service calls unnecessary is better. We try to be like the inner wheel which keeps you well instead of waiting until you're sick to cure you."

Preventive maintenance at Hirsh extends to the machines' revenue as well as to their mechanical operation. The company agrees that when a machine's gross goes stale:

"Our customers' interests are identical with our own," says Squitero.

Neatness

Hirsh's attention to the machines includes their appearance. In recent weeks, for example, they refurbished a large number of machines that had begun to show signs of wear, covering side panels and other surfaces with a new, artificial paneling. The cover-up operation, despite the modest outlay required, not only made the machines look better than anyone had imagined they would, but was reflected in a noticeable spurt in the take. And if the appearance of the machines is important, the appearance of the men is even more so. Neatness is a watchword.

"We want to make a good impression on our customers," says Squitero. "And we want them to feel that we're going to make a good impression on their patrons. When one of our men or servicemen walks into their place of business, he's got to be neat and well-groomed."

Shoes are checked for shine and footwear is as checked for close shaves before the men go out on their morning calls. A shoe-shine kit, blades and razors are kept in the shop, so that if a serviceman feels the need for a shave or shine in the middle of the day, he can take it.

Look Sharp

Uniforms consist of a cotton shirt and blue jacket and trousers made of Wellington Sears Executive, a worsted-like blend of Dacron Polyacrylic and Arvill Rayon. The Hirsh emblem appears over the right breast pocket, and the wearer's name is embroidered at the left. Each man on a service or collection route gets a clean shirt change daily. Trousers are changed three times a week. Between changes, Executive's crease-resistant finish helps the men to look sharp.

Until last year, Hirsh's men wore cotton uniforms in summer, switching over to heavier garments in cold weather. "But we were never happy with the appearance of the cotton uniforms," says Squitero. "And the men sometimes complained that the winter-weight uniforms were too warm for riding around in trucks or working heated places. Then our uniform supply service suggested that we try a year-round uniform of a different type of fabric entirely."

The fabric suggested was the worsted-style mentioned above, just recently developed. Says a uniform supplier spokesman: "For years, due to the climate in our more northerly operations, we had felt that our synthetic garments tended to be too warm in summer, while the cotton garments were too cold in winter. Also, the cotton garments leave much to be desired from an appearance standpoint in certain types of dresser accounts. We feel that the use of Executive has solved this problem, and we can now offer a year-round trouser to the accounts which desire it."

"We want them to look like servicemen, not auto mechanics," he says.

Squitero agrees. "These men are walking ads for Hirsh Coin Machine Corp.," he says. "When they walk into a restaurant or amusement arcade, they're carrying our reputation in that Hirsh emblem on their jackets. We want them neat, and we're willing to pay to keep them neat."

He sums up: "The new uniforms make a much better appearance. We like the way the men look in them."

Measure, Morale

The effort to keep the men looking fresh and well-groomed is pursued energetically. The uniform firm measures Hirsh Coin Machine's employees periodically, to make sure of good uniform fit. Clothes are maintained carefully, and replaced when they show signs of wear.

"We're paying for uniform" (Continued on page 71)

"WORD OF MOUTH IS VERY IMPORTANT in our business," says Hirsh general manager Roger Squitero. "Locations pass the word on to other locations, whether it is good or bad. We must create good will in any way we can—and uniformly clothed servicemen is one way."

JULY 23, 1966, BILLBOARD 69

PLANT CLOSED FOR VACATION
THE LAW SAYS...

'Kangaroo' Councils Jump on Coinmen

By S. JOHN INSALATA

Most people would recognize the term "Kangaroo Court." This denotes a court which is extremely informal and ignores due process and proper procedures to the point of being oppressive or unjust. Sometimes a municipal body can, especially when considering license laws, be so informal and lax in observing their own procedures (and sometimes ignoring the procedures required by their State law) as to amount to a "Kangaroo Council." For some reason yet unexplained, reason, local governments frequently act in a "kangaroo" fashion when they come to considering the passage of a law to regulate or tax coin-operated machines.

INSALATA

While the city council in the case of Vons vs. City of Youngtown (Billboard, July 9, p. 60) could not by any means be described in "kangaroo" terms, the failure of the council to observe formal procedure came literally in the course of the case, in which the amusement machine license ordinance was declared unconstitutional. As the court said in that case, "the passage of Ordinance No. 74596 as amended was sustained by very suspicious circumstances." Among the circumstances described by the court were the insertion of an amendment raising the license fees to an exorbitant amount, the fact that one councilman testified that he did not know of the amendment until after the ordinance was passed, and the strange spectacle of having the mayor remove his name as a sponsor of the license ordinance after he discovered that it had been so amended.

The Old Rule

The Court in the Youngtown case restated the old rule that the initial presumption is in favor of the constitutionality of the coin machine license law and said, "This court cannot make decisions based on mere suspicious circumstances. In fact, the law requires that the court presume the validity of an ordinance."

But these informal procedures and the backing of an amendment neither recommended or known by certain council officials did contribute to the law's being held unconstitutional. The court compared the fees recommended by the mayor as needed for regulation with the fees added in the last-minute amendment. This, combined with other facts, did add up to an exorbitant amount of anything necessary for valid regulation.

"Kangaroo councils" can then be a problem. But, by ignoring their own basic rules of proper procedure, these local governing bodies are merely creating a greater likelihood that the laws they enact will be held invalid in court. No man is above the law, but no law is above man's scrutiny. If municipal government would always give coin machine operators the same full, fair and impartial hearings customarily given other businesses, everyone would stand to gain a great deal.

Should you or your company's attorney desire full particulars and legal citations on the case discussed here, write S. John Insalata, Billboard Magazine, 188 West Randolph Street, Chicago, Ill. 60601.

Color-Sonics Names ACA on West Coast

HOLLYWOOD Color-Sonics, manufacturer of video phonograph equipment, has granted exclusive distribution rights in California to Associated Coin Amusement Co. The contract, completed Wednesday (13), was negotiated by Color-Sonics' president, Stanley Green, and Henry J. Lesyer, president of Associated Coin.

Color-Sonics is currently in production with its new machine and plans to embark on distribution in the immediate future. Although Lesyer has been involved with the coin industry for many years, this will be his first outing in the audio-visual field.

MIDWAY MANUFACTURING CO. engineer Bob Jonesi (pointing) has been conducting familiarization classes around the country on the company's new Premier Shuffle alley. He is shown here at the headquarters of David Rosen in Philadelphia. Pictured, from left, are Rosen staff member Joseph Dimtriyszyn; John Chepresa (rear), Rosen's chief engineer; Joseph Stege; and David Rosen staff member, Jonesi; Stanley Baczynsky of the Rosen staff; and John Insalata of A. J. D. Vending Co. in Allentown, Pa.; Frank Sosa of G. I. Specialty Co. in Philadelphia; Dick Horner of Sportland Arcade in Wildwood, N. J., and Joseph Wasserman, Rosen vice-president in charge of sales. Jonesi also conducted a class at Bob Nims' A.M.A. Distributors in New Orleans.

Los Angeles Cigaret Tax

Continued from page 67

Mayor Samuel W. Yorty, who had requested a 2-cent increase in June to balance the city's budget, said that $25 million in additional revenue could be raised if the city council adopts his recommendation for a 2-cent tax hike on cigarettes and 4 cents on other tobacco products. He urged the city council to reconsider its earlier action and pass the new tax proposal.

Meanwhile retail firms selling cigarettes in Riverside, Calif., have until July 30 to register with the city under the new cigarette tax laws which took effect July 1. Locations and operators are required to post the registrations in their places of business. The city cigarette tax of 2 cents a pack (20 cents a carton) will be collected from the buyer by the merchants. Cigarette taxes will be collected four times yearly beginning Sept. 30.

Daniel O'Connor, Riverside's finance director, said about 350 of the 900 firms or locations selling cigarettes in the city have registered. The city expects to collect $350,000 yearly from the cigarette tax.

FOR IMMEDIATE SALE

SCOPITONE MACHINES

We have a quantity of Scopitones to be disposed of at considerably less than new prices. Film library also available. Favorable terms to right party. Write Box #229, Billboard, 165 W. 46 St., N. Y., N. Y. 10036.

Say You Saw It in Billboard

profits a-go-go...with "Williams'

a-go-go

4 PLAYER FLIPPER GAME FEATURING NEW CAPTIVE BALL SPINNER UNIT

SCORING VALUES

1. EXTRA BALL PLUS 100
2. COLLECT BONUS (100 UP TO 1900)
3. 350 POINTS OR 50 POINTS

HIGH SCORE SKILL LEVEL
UP TO TOP OF PLAYFIELD
4. HIGH POWERED FLIPPERS WIDE OPEN ACTION PACKED PLAYFIELD

1. STANDARD 5 WAY MULTIPLY CHUTE
2. NUMBER MATCH
3. 3 OR 5 BALL PLAY
4. STAINLESS STEEL MOULDPING & TRIM
5. AUTOMATIC BALL LIFT

WILLIAMS 1966 Parts catalog now available

AVAILABLE FOR IMMEDIATE DELIVERY THROUGH YOUR WILLIAMS DISTRIBUTOR

MILE HIGH CITY recently hosted operators for a vending school at R. F. Jones Co. Handling instruction here on the Rowe 1030 cold drink machine and first-in-first-out candy vender is Rowe factory engineer Ralph Phipps. Some of the firms represented at the Denver class were Lee Music Co., Western Vending, Cheyenne Music and Vending Co., Kempf Vending Co. The school was held June 15.
Threat to Family Pool Halls

• Continued from page 68

service, not the uniforms themselves," is the way Squitero sees it.

The new uniforms have made a difference not only in the men's appearance, but in their morale. "The men are more satisfied with the new trousers and jackets," added Squitero. "They like them better than the other ones. After all, we're talking about human beings who want to look their best. Sometimes, for example, the men will ask their wives to tailor their uniforms, or they'll come back in the middle of the day to change a shirt that's gotten soiled. They take pride in their appearance."

Courteys

Making a good impression, of course, means much more than looking good. Hirsh also teaches a few habits of good manners. "We've never lost an account through employee discourtesy, and we don't even think we ever will," says Squitero. "The route men are constantly reminded of the importance of courteous treatment. We bring up the subject at employee meetings. And the visits of our collectors, route men and service people—everyone who represents our own company—can be supplemented from time to time with public relations calls. If neatness and courtesy are two of Hirsh hallmarks, com-}

ence is a third. Hirsh service manager, Earl N. Lowe, goes over problems at a regular monthly meeting, and also runs periodic review classes at night, during which the men attend on their own time.

The "Neatness, Courteys and Service" policy has paid off handsomely for Hirsh during the 27 years of its existence. Retailers traditionally have used a prime method of gaining new customers—are passed along generously by Hirsh's clients.

"Word-of-mouth is very important in this field," says Squitero. "You know the saying. "Once a restaurateur, always a restaurateur." When restaurateur owners in this area get talking about a good operator to do business with, we believe that our reputation gives us an important competitive advantage."

In the Hirsh operation depends so greatly upon judgment of other businessmen, reputation is an important competitive advantage indeed Presi- dent Mason sums it up this way:

"We must create good will in any way, shape or form we can. Service, courtesy, neatness, clean equipment not only increase revenue but create a good image of Hirsh, to enhance our position in the industry, create new business and increase our present business."
INCORPORATED

PORTLAND, ORE.


SAN FRANCISCO


Bank in New York City before that.

Among the programs that Nicostratos inherits from the Gordon era are several ambitious ventures in the area of jukebox programming. Seeburg 'rocked the industry last year when it acquired several thousand musical composition copyrights and established a performance rights society exclusively for operators (CORPS). In conjunction with this, Seeburg began releasing stereo jukebox product for leasing only. Although this release schedule has been arrested, Seeburg officials have assured Billboard that it will be restored.

Seeburg also makes available, with co-operation with record companies, quantities of Little LPs for jukebox programming. New releases under this program have been sparse of late, but again, Seeburg officials say more releases are coming.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

 whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

 Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.

Donald Evanson, ARA Service of New England, was on the go in the Valley recently. Abraham Glassman, State Vendor, Arlington, Mass.; David Hardy, Hartford; Frank Rizza, Seeburg, Boston; John Bole, New York, and George J. C. Guglielmi, Automatic Merchandising Systems, Inc., Stamford, Conn., were also in the Valley.

Whether the Seeburg Little LP program will be continued indefinitely has not been announced.

It is a matter of record that Seeburg has invested millions in its Little LP program.