

Billboard

The International Music-Record Newsweekly

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

WSM Fete Hits Peak With 3,500 Attendance

By PAUL ACKERMAN and LEE ZHITO

NASHVILLE — Station WSM's 39th "Grand Ole Opry" birthday celebration drew an all-time record attendance here last week, attracting throngs from the U. S. and abroad.

The "Opry's" birthday festivities were kicked off with a breakfast Friday morning (6) held in the Municipal Auditorium and was attended by the greats of country music. Station WSM President John H. DeWitt Jr. welcomed the responsive crowd to "the big birthday party for the biggest show in radio," stating that all present were "as welcome as a new sponsor, and as welcome as a new recording contract."

DeWitt reviewed the phenomenal growth of the "Opry" show,

and said that its audience "throughout the United States and Canada is continuing to grow at a rapid rate." More than 400 markets are carrying delayed tape recordings of the "Opry" show, 55 minutes per day, five days a week, DeWitt said.

"Opry" to TV

The "Grand Ole Opry" will go on TV next fall on a regular weekly basis sponsored by the National Life & Accident Insurance Company, Station WSM's parent firm. First disclosure that the "Opry" will enjoy television coverage was made by DeWitt at the breakfast event, and drew an enthusiastic round of applause from the crowd.

During the Friday morning festivities, DeWitt introduced Edwin Craig, chairman of the board of the National Life &

Accident Insurance Company, and Vice-Chairman Eldon Stevenson. DeWitt called Craig "the daddy of WSM, for he was the one who conceived the need for National Life & Accident to own its own station" which resulted in the firm's purchase of WSM.

DeWitt introduced Roy Acuff, who presented a special "Opry" No. 1 Fan Award to baseball's Dizzy Dean. Acuff and Dean then joined in a vocal duet of "Wabash Cannonball."

Dave Overton, WSM's assistant program director, emceed the "Grand Ole Opry's Spectacular," which consisted of a parade of top "Opry" names. Each performer came on stage for a two-minute rendition of a selection with which he or she has been best identified.

(Continued on page 6)

CMA's Ritter Sees New C&W Growth

NASHVILLE—In his address to members of the Country Music Association, meeting here Thursday (5) in conjunction with WSM "Grand Ole Opry's" 39th birthday celebration, President Tex Ritter prophesied that country music would continue its forward strides; that its stature as America's chief musical heritage would become even greater; that its artists and songwriters would receive increasing recognition around the world. He pledged the CMA to maintain this forward progress.

Ritter's address was delivered on the occasion of the organization's fourth quarterly meeting at the Andrew Jackson Hotel here. Ritter thanked the WSM management for extending the use of its facilities to CMA during the WSM celebration.

Reviewing the accomplishments of CMA during the year

and the broadened acceptance of c.&w. music during the year, Ritter noted the following:

An increase of CMA membership to a record high. Total membership is close to the 1,500 figure, including individual, organizational and life memberships. He revealed that CMA has adopted an additional membership concept: The formation of a CMA subsidiary called the Country Music Foundation. Fans may join this for \$5 annually. Such members will not have voting privileges in CMA, but will participate in the growth of the country field. Jockeys on radio programs and artists on personal appearances are expected to promote this type of membership.

C&W's Sales Impact

Ritter reported on gains in educating advertising agencies, (Continued on page 8)

London's \$100 Pkg. to Mark Winnie's Birth

NEW YORK—London Records will celebrate Sir Winston Churchill's 90th birthday on Nov. 30 with the release of a \$100 disk package. The set is a collection of "Sir Winston's private recordings, definitive speeches and historic addresses in the House of Commons.

The package will contain 12 LP's, a 60-page book on Churchill from 1918 through 1955 when he bade farewell to the Queen. The book also contains photographs, some of which have never before been made public.

London will launch the package at a luncheon Thursday (12) at New York's Overseas Press Club. Officiating will be Dudley H. Toller-Bond, executive vice-president of London Records. Anthony Montague Browne, private secretary to Sir Winston, will be present.

Shipping Set-Up Bowed by Mercury

By NICK BIRO

CHICAGO—Mercury is starting a novel drop-shipping arrangement with its Milwaukee distributor that could be the model for an eventual marketing revolution throughout the entire record industry.

Volume Record Sales, Mercury's Milwaukee distributing outlet headed by John O'Brien, will function much like a brokerage house or factory representative.

No inventory will be carried. All shipments will be made by Mercury's pressing plant directly to dealers. The distributing company will file its orders to the plant electronically.

All orders are to be processed and packed the same day. Shipping is by air freight or truck and dealers are guaranteed delivery within three days.

The arrangement is similar to one used by Mercury in several other key areas. It started as an experiment in Texas, with

Mercury opening a branch office in Dallas.

The set-up worked so well that Mercury subsequently opened similar branch offices in Boston, San Francisco and Philadelphia. (Continued on page 8)



RICHARD CHAMBERLAIN will sing his new MGM hit single, "Rome Will Never Leave You" (K-13285), three different times on the NBC-TV show, "Dr. Kildare," in which he stars. The song, which is the title for a three-part series to be shown Nov. 12, 19 and 26, will reach an estimated 90,000,000 viewers. (Advertisement)

Elections Return 'Friends' Of Industry Back to Hill

By MILDRED HALL

WASHINGTON—Music and radio and home entertainment appliance interests will be happy to see most of the legislators sympathetic to their interests back on Capitol Hill when the 89th Congress convenes in January. Biggest feather in the performing arts cap is Vice-President-elect Hubert Humphrey. As a Senator, Humphrey worked to pass legislation setting up the National Advisory Council on the Arts, backing incumbent Sen. Claiborne Pell (D.-R.I.).

Juke box interests will regret the loss of Rep. Roland Libonati (R.-Ill.), champion of juke box performance royalty exemption. Libonati, a familiar figure on the House Copyrights Subcommittee during juke box hearings, retired last summer.

Rep. James Roosevelt (D.-Calif.) will be back to keep an eye on the progress of the Federal Trade Commission's recently issued Trade Practice Rules for the record industry. The rules, which attempt to spotlight unfair practices and discriminatory allowances that favor one segment, (Continued on page 8)

WILL THEY HELP PAY THE RENT? THEY BETTER 'CAUSE VEE-JAY'S ONLY #7 IN SALES

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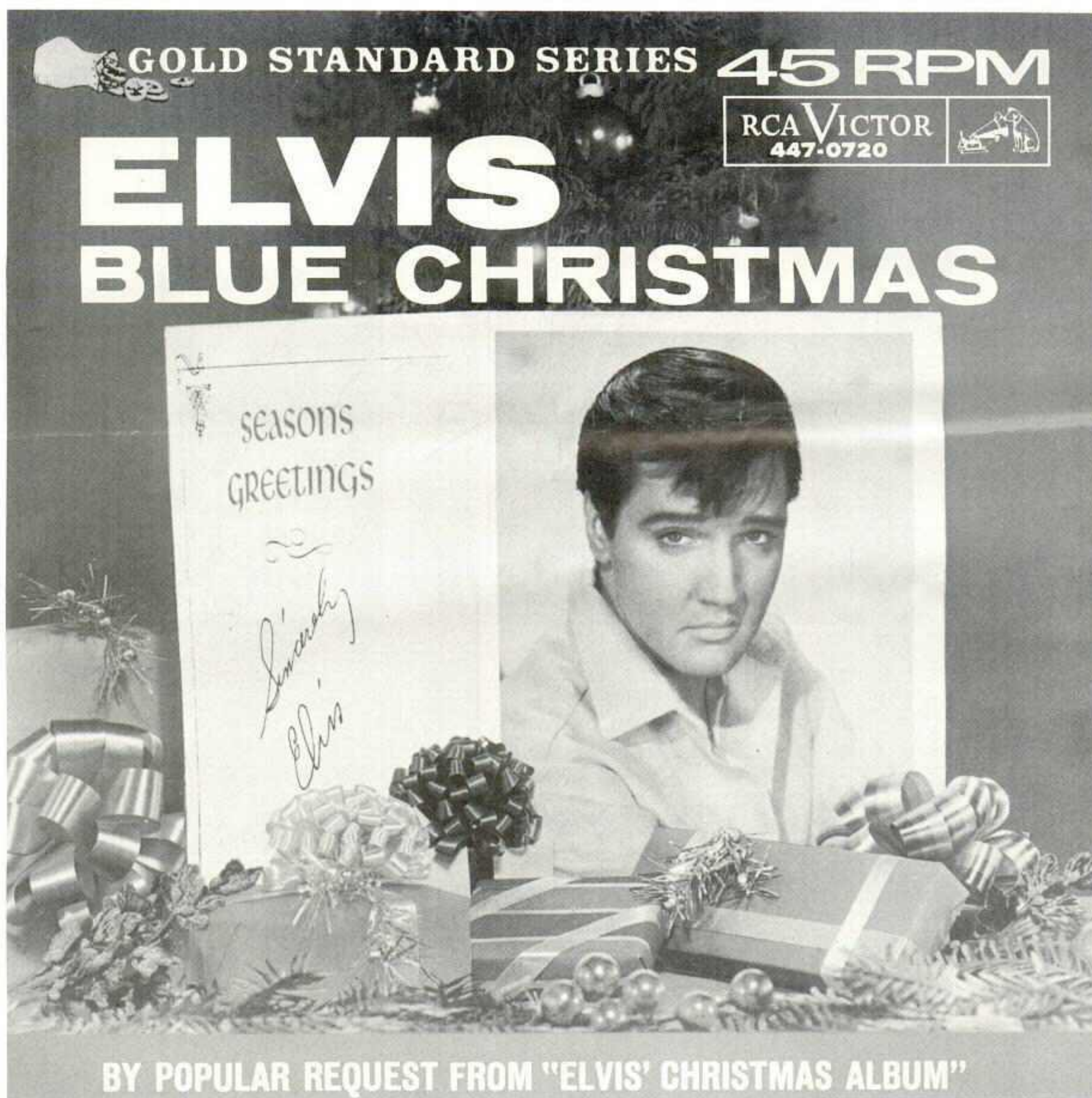
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LET IT BE ME	SUSPICION
STEAL AWAY	SHOOP SHOOP SONG
DUNK OF FAIR	VENUS IN BLUE JEANS
LA BOMBA	SHERRY
THE GIRL'S GONEY CRY	ANGEL BABY



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2 Copyrights of UA Hit Paydirt

NEW YORK—United Artists Music is hitting a hot recording stride with two of its current film score copyrights, "Topkapi" and "Goldfinger." According to Murray Deutch, vice-president of the UA publishing company, "Goldfinger," which has a score by John Barry, already has been picked up in 15 album and single versions, and "Topkapi," which was composed by Manos Hadjidakis, now has six instrumental single recordings as well as the United Artists Records soundtrack album.

United Artists Records has spearheaded the drive on "Goldfinger" with the soundtrack album, a single instrumental version of the title tune by com-

poser-conductor John Barry and a single vocal by Shirley Bassey, who sings the song over the film's titles and is also heard in the soundtrack album. Miss Bassey's single is already a click in England. Also on the UA label is an instrumental version of the title song by Perez Prado.

Other record companies joining the "Goldfinger" parade are Mercury with a single by Teresa Brewer, who also is including song in her new album; RCA Victor will have an instrumental single and album by Marty Gold; Canadian-American recorded the tune in a single and album by Santo and Johnny; Warner Bros. recorded it in an album and single by the Lon-

donderry Strings; other instrumental albums and singles are on the way from Crescendo with Billy Strange, Regina with Jack La Forge, and Ralph Marterie cut the tune, but the label has not yet been set.

The "Topkapi" drive is riding with Jimmy McGriff on Sue in a single and album, a single by Henry Jerome on Decca, a single by the Manhattan Pops Orchestra on Time, as well as singles by Perez Prado on UA and Jorge Renan on Ascot, and Leroy Holmes, also on UA.

As an added fillip for "Topkapi," Deutch has assigned Noel Sherman to write a lyric for the song hoping to repeat the success of an earlier Hadjidakis hit, "Never on Sunday."

Col. 'Age of Reason' Program Opens Door to Age of Order

NEW YORK—The outlay of more than \$500,000 on the part of Columbia Records for supplements to appear in 22 newspapers around the country is viewed by William B. Gallagher, vice-president of marketing, as a re-establishment of the company's faith in its "Age of Reason" policy. (The "Age of Reason" program was launched by Columbia in July 1963 to stabilize prices, to restore sanity to the industry and to aid record dealers in achieving greater sales.)

Columbia's "Age of Reason" program was also cited by members of the Federal Trade Commission during a recent all-industry conference held in Chicago. The Commission members commended Columbia's execu-

tives for their forthrightness and initiative in their effort to bring order to a chaotic industry with its "Age of Reason" program. The set of trade practice rules for the record industry handed down by the FTC last month also re-emphasized the importance of the Columbia program and endorsed many of the policies developed by the company with the "Age of Reason."

"Since the program was launched," Gallagher pointed out, "Columbia has doubled its advertising efforts and pledged its vast resources to motivating the consumer to come into the dealer's store." Gallagher believes that Columbia's unprecedented expenditures in advertising during the next two months is a rededication to its "Age of

Reason" program, which, he said, "has proved to be overwhelmingly successful."

Gallagher also mentioned that Columbia's Sunday supplement last year was applauded by record dealers as their singular most effective promotion to the aid of the Columbia catalog. He added that it stimulated retail sales particularly in the "big ticket" gift items such as the four-LP package of Edward Albee's drama, "Who's Afraid of Virginia Woolf?" and the Legacy series.

"Dealer enthusiasm has been Columbia's prime motive in enlarging the scope of the 1964 supplement," Gallagher added. "This year's publication has an estimated potential readership of over 80,000,000. Its unique design, dedicated to selling through the dealer, assures a dealer support program heretofore unknown in the record industry."

Gallagher also said, "The supplement makes it possible for the record buyer to do his browsing at home — selecting items of interest for the family. When his selections are made he can simply take his supplement to the dealer, thereby avoiding hours of tiresome shopping during the busiest of all retail seasons."

Bill Farr, Columbia's director of merchandising, indicated that all markets will be made aware of the supplement's availability in local record stores through radio, TV and newspaper advertising. In all these stores, special counter dispenser will house the supplement, and large-scale efforts will be made to instruct salesmen and clerks in discussion of the supplement. The 1964 Sunday supplement is scheduled to run Nov. 29.

Decca, Coral Begin 2d Part of Ad Campaign

NEW YORK—The Decca and Coral labels are moving into the second phase of their consumer advertising campaign with a fall-winter merchandising program spearheaded by the re-inclusion of 47 best selling catalog items.

The program, which will run through Nov. 30, has been especially designed for this time of year in the record company's continuing drive to assist the dealer in his pre-holiday merchandising. Details of the program and its incentive plan are now available through all Decca branches and distributors.

Included in Decca's new releases are albums by Rick Nelson, Sammy Kaye, Lenny Dee, Ella Fitzgerald, Vincente Gomez, Elmer Schied and His Hoollerie Band, Leon Kelner and his orchestra and Alfred Apaka. Decca also has an LP called "Lloyd Thaxton Presents," which is tied in with TV's "Lloyd Thaxton Show," which is syndicated in over 50 markets.

Heading Coral's release are albums by Pete Fountain and "Big" Tiny Little.

The new product as well as the 47 catalog items are now being heavily advertised in most important consumer publications in the market today. In further support of the program, full

color litho books highlighting all the new product have been prepared and are now in the hands of the company's field force. In-store and window displays are also available through all local Decca branches to serve as point-of-sale merchandising aids.

Colpix Distrib

NEWARK, N. J. — Colpix Records has named Affiliated Record Distributing, Inc., as distributor here.

EPSTEIN DEAL WITH RIVERS

NEW YORK—Brian Epstein, who manages the Beatles, has wrapped up a representation deal for American singer Johnny Rivers. He'll handle Rivers' appearance in Europe, Australia and Asia. The deal was set with Rivers' manager Bobby Roberts. Epstein already has arranged for Rivers to make a promotional visit to England starting Nov. 15. The deal follows closely on Epstein's representation tie with the New Christy Minstrels, who will begin a promotional tour of England in January.

C&W Hall of Fame Beckons Tex Ritter

NASHVILLE — Tex Ritter, noted country and western artist and newly re-elected president of the Country Music Association, on Friday (6) was named to the Country Music Hall of Fame. The presentation was made onstage at the premiere at Loew's Theater here of the MGM film "Your Cheatin' Heart," which depicts the life of the late Hank Williams, noted country artist and songwriter. Mrs. Frances Preston, chairman of the board of the Country Music Association, made the award.

In being named to the Country Music Hall of Fame—the highest honor which can be achieved in the country and western field—Ritter became the fifth notable to receive this accolade.

The only other living personality to be named to the Hall of Fame is Roy Acuff, pioneer country artist often referred to as "King of Country Music." Other members are Hank Williams, who in his brief life span of 29 years created a priceless heritage of songs and recordings; Fred Rose, noted songwriter and co-founder of the firm of Acuff-Rose, and Jimmie Rogers, "the Singing Brakeman," considered the father of the country and western music field.

During his entire career spanning virtually all phases of show business, Ritter has spread the gospel of country and western music. His records have included such notable hits as "Hillbilly Heaven," "Deck of Cards," "Jealous Heart," "High Noon," "Boll Weevil" and many others. These were all released on the

Capitol label, which Ritter joined in 1940 as the label's first country and western artist. As a great "singing cowboy" in the tradition of Gene Autry, Ritter made some 80 feature films for various picture companies. He figured prominently in the Stanley Kramer Academy Award production of "High Noon," in which he sang the title song on the sound track.

Early in his career he appeared in the New York production of "Green Grow the Lillacs," the forerunner of "Oklahoma," in which he sang four cowboy songs.

In the past 12 months Ritter, as president of the Country Music Association, has spearheaded the drive to acquaint advertisers and advertising agencies with the sales power of country music. In implementing this campaign to increase the use of country music and country artists on radio and television, Ritter and his co-workers in the Country Music Association have presented country music shows to advertising and broadcasting executives in key metropolitan centers.

The Country Music Hall of Fame was founded by the Country Music Association in 1961. Candidates are carefully screened, and the selection is made by a committee of 100 of the foremost figures in the country music field—each with at least 10 years' experience in country music.

The Hall of Fame is temporarily located in the Tennessee State Museum, on the lower floor of the War Memorial Building in Nashville.

CMA Re-Elects Tex Ritter, Mrs. Preston to Top Posts

NASHVILLE — Tex Ritter was re-elected president and Frances Preston chairman of the board of the Country Music Association during the CMA's election of officers here last week.

Other officers elected include Connie B. Gay, first vice-president; Jack Stapp, second vice-president; Harold Moon, third vice-president; Hal B. Cook, fourth vice-president; Jack Burgess, fifth vice-president; Hubert Long, secretary; Bud Brown, assistant secretary; Dick Schofield, treasurer, and Bill Williams, assistant treasurer.

Newly elected board members include Chet Atkins, representing the artist category; Hap Peebles, manager-booker category; Joe Allison, composer; Bill Mack, disk jockey; Wesley Rose,

publisher; Jerry Glaser, Radio-TV; Owen Bradley, record company, and Bob Austin, trade paper. Other new board members are Jack Burgess, Hubert Long, Bud Brown; Bill Williams and Harold Hitt, who was named among the directors-at-large.

Other members of the board of directors who were elected in 1963 and will be serving during the coming year to complete their two-year term are: Johnny Bond, artist category; Hal Smith, manager-booker; Roy Drusky, composer; Bob Jennings, disk jockey; Roy Horton, publisher; George Crump, radio-TV; Jack Loetz, record company, and Paul Ackerman, trade paper.

Directors-at-large similarly remaining for an additional year include Bill Denny, Juanita Jones, Lucky Moeller and Ken Nelson.

RCA Tops Rome Fest Winners

ROME—It was RCA all the way at Rome's first Festival of Roses and Songs—with Gianni Morandi winning both the European awards for his song, "Non Son Degno Di Te" (I Am Not Worthy of You), which is recorded and published by RCA and written by RCA's Migliacci and Zambrini.

RCA, supporter of the new event from the start, landed seven of its entries among the 12 finalists. The others were won by tunes recorded by Ri-

cordi, Decca, Voce del Padrone, Surf and Jolly. Voting was by seven outside juries and a group of European travel office representatives. Because RAI refused to carry the event on radio or TV, the juries on three successive nights were brought to special listening cabins at the Cavalieri Hilton where they voted.

Despite the inexplicable failure of RAI to co-operate, which brought a storm of press criticism following their telecast of the finals of "A Record for the

Summer" the day before the Rome event, Mario Minasi presented an event which may well compete with San Remo and Naples as it grows in experience. Both the setting and organization were outstanding, and the event profited from its co-operation with the Cantagiro (Singing Tour). An agreement was reached that winners of each event will participate by right the following year in the other competition.

(Continued on page 8)

EES, Record Firms Speed Up PX Delivery; Plan Expansion

NUREMBERG — Record manufacturers are co-operating with the Army-Air Force European Exchange System EES to speed delivery time on new disks and reduce warehousing handling.

EES has instituted a direct delivery program with manufacturers for the Army post exchanges in Germany, France and Italy, and will go into the program in the Air Force base exchanges throughout Europe, Africa and the Middle East in the near future.

Previously, bulk shipments of records were received at the EES depot, broken down by store requirements, packaged and distributed. "Considering the millions of records EES handles each year, this cumbersome system was tremendously expensive and very slow," said Morgan d'Etienne, the EES director of information.

"To reduce these expenses and to get current records on PX shelves, we asked manufacturers to poly-bag and pre-ticket records and pre-pack them for direct store delivery."

U. S. manufacturers are now sending drop-shipments of 45 rpm top tunes under this system, and the records arrive on PX shelves at the same time they go on sale in the U. S. In addition, some firms have been giving EES a special return privilege to make sure that when the records are outdated, they can be returned to the manufacturer for full credit.

D'Etienne said all American licensees in Europe are using this time-saving method for 33 1/3 LP's and many companies in the U. S. are expected to follow suit.

Packing Arrangements

The new packing arrangements are an example of the close co-operation prevailing between EES and U. S. record manufacturers with the aim of giving U. S. service personnel the best record service, and U. S. manufacturers the biggest possible cut of the EES orders.

D'Etienne said EES has a "dynamic record program which offers an excellent service to its customers, a tremendous price advantage and a promise of better things to come."

"In effecting our record program," he continued, "the EES

buyer keeps up to date and keeps the hot sellers on our shelves by studying trend reports, market reports, and by reviewing sales personnel and customer requests. In addition he uses both Billboard and Cash Box as bibles in keeping abreast of the most popular numbers throughout the world.

"The highest category of sales—35 per cent—is in the popular category. Sales demand, therefore, that current stocks are in the field. The next most popular are jazz and rhythm and blues which account for 25 per cent of sales; then country and western with 22 per cent; classic with 10 per cent; international with 5 per cent; and the remaining 3 per cent in show tunes."

Over the past few years, the EES buyer has realized tremendous improvements in having the right records at the point of sale. This is done through faster delivery, balanced stocks and curbed warehouse handling.

EES offers incredible disk

bargains, and d'Etienne explained how this is possible:

"The EES selling price for 45 rpm hit tunes is 60 cents. Both stereo and mono 33 1/3 LP's sell for \$2.35. In addition, we run a record of the month special. Our buyer selects a new release from one of the top 15 pop artists. The record goes on sale the first of the month for \$1.50 and remains at that price for as long as stocks last during the month. If any are left over, they revert to a \$2.35 price at the beginning of the next month; and a new record becomes the special.

"Other specials are numbers which manufacturers are eliminating from their catalogs. Such numbers are usually sold for full retail price in the U. S., but here they represent a terrific buy for our customers, selling for \$1 to \$1.50.

"We are able to offer such specials because of our large purchasing power (over \$5 million in sales a year) and because manufacturers prefer to have records at discount prices sold outside the U. S."

ATLANTIC TO HANDLE DISTRIBUTION FOR DIAL

NEW YORK—Atlantic Records will handle national distribution for Dial Records, according to an agreement worked out between Jerry Wexler, Atlantic executive vice-president and general manager, and Jack Stapp and Buddy Killen, both of Dial and Tree Publishing.

All Atlantic distributors will handle Dial product under the terms of the agreement.

Joe Tex's "Hold What You've Got" b-w "Fresh Out of Tears" will be the first single to be distributed.

Teen Movement Is Formed To Hear Pop 'Underground'

HOLLYWOOD — New popular and jazz products stand to benefit from the formation of a "teen-age underground" movement spirited by KMPC and the House of Sight & Sound, an area retailer.

The "teen-age underground" is an idea spawned by the station to emphasize good music to youngsters who enjoy sounds other than rock 'n' roll but feel

social pressures from their rock and surf friends.

Set as co-advocates of the organization are deejays Roger Carroll and Johnny Magnus, who are emphasizing new single and LP products during their back-to-back evening programs. Five weeks ago, the station began airing teaser spots for the organization, with 750 young-

(Continued on page 8)

RCA, Colpix LP's to Mark Slaying of JFK

NEW YORK — Two record companies will observe the first anniversary of the assassination of President Kennedy Nov. 22 with special product marking the tragedy.

RCA Victor Records is releasing "The Kennedy Wit," an album which captures the humor displayed by the late President during the 1960 campaign and during his abbreviated term in office.

Material was selected from the best-selling book of the

same title by Bill Adler. Introduction is by Ambassador Adlai E. Stevenson, and David Brinkley does the narration.

Colpix Records is re-releasing "The Four Days That Shook the World," an album produced earlier this year in association with United Press International. The actual voices and sounds of Nov. 22-25, 1963, are taken from UPI tapes. A booklet, "The Murder of the Young President," written by UPI's White House correspondent, Merriman Smith, accompanies the album.

Mitch Miller Applies for UHF Channel

WASHINGTON — "Sing-along" Mitch Miller, trading as All American Television Features, has applied for UHF Channel 50 in this city. Mitch told the FCC he is aware of stiff competition facing him. There are four VHF stations in the area, one educational and one commercial UHF (WOOK-TV, servicing largely Negro viewers). Mitch hopes to break even on first-year estimated operating costs of \$350,000.

The programming plans will include two Mitch-oriented half-hour special shows: "Evening with Mitch," on Saturday nights, and "Young American Plays and Songs," a live music-education feature in co-operation with schools, will go on daily in the afternoons. Mitch had once hoped to put the children's show on the networks.

The Miller application contains a blast at rating services, in a talk he made to the Pennsylvania Broadcasters' Association only six days after his three-and-a-half-year "Singalong" was cancelled at NBC. Mitch disclaimed "Sour Grapes" attitude, but said ratings didn't give advertiser needed information on quality of shows, and their ability to put over product identity with audiences.

He said today's shows on TV fall far short of the old-style close identity of Jack Benny with "Jello," and Fred Allen with Sal Hepatica. Mitch scorned Nielsen's low rating for shows like Hallmark Hall of Fame which have strong identification and high quality to sell product.

Cameo Parkway Omits Dividend

PHILADELPHIA — Cameo Parkway Records omitted its quarterly dividend to stockholders of record last week.

The record company paid a dividend of 7 cents on Aug. 17. The stock earned \$1.10 per share last year. A deficit of 17 cents per share for the first half of this year has been reported.

During the past six months Cameo has been represented in the top 50 of Billboard's Top 100 with Bobby Rydell's "Make Me Forget," which reached 43 in May. Rydell has recently left the label to join Capitol Records.

Parkway entries hitting in the top 50 of Billboard's singles chart were "Hey Bobba Needle," by Chubby Checker (No. 34 in May), and Checker's "Little Elsie Molly," which climbed to No. 40 in July. She Wants T'Swim," by Checker, hit the 50 mark in September.



AT A RECEPTION for the Dixie Cups, which was held recently at Pye Records' offices in London, are, left to right, Louis Benjamin, managing director of Pye Records; George Goldner, president of Red Bird Records, and Peter Knight Jr., international manager of Pye Records.

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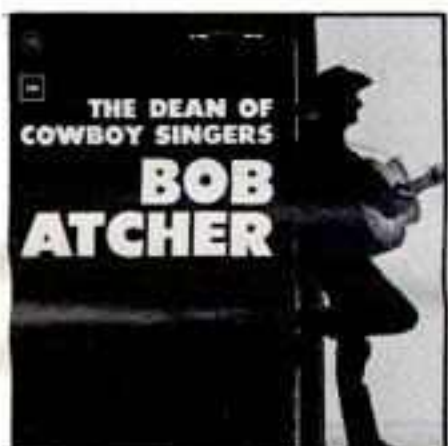
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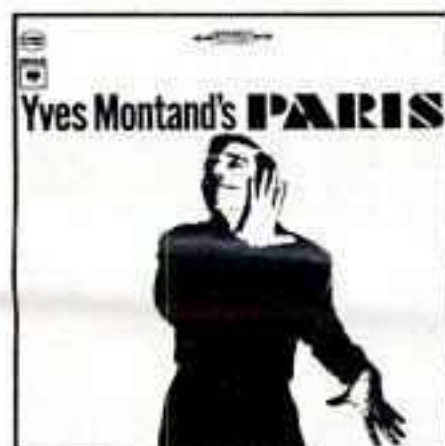
19

The Album Hits for November are on Columbia Records

New Pop Releases:



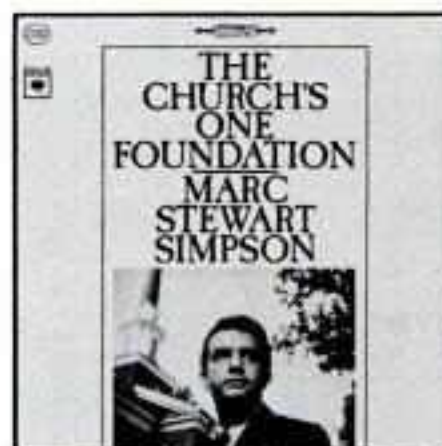
CL 2232/CS 9032*



CL 2234/CS 9034*



CL 2236/CS 9036*



CL 2238/CS 9038*



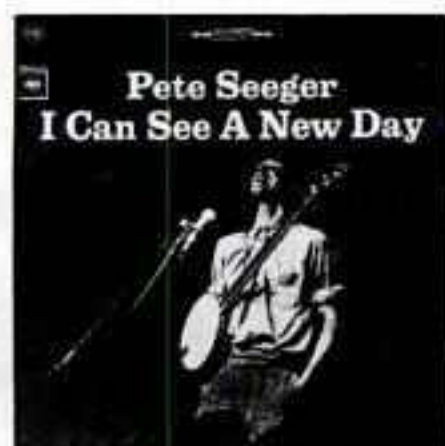
CL 2249/CS 9049*



CL 2250/CS 9050*



CL 2251/CS 9051*



CL 2257/CS 9057*



CL 2266/CS 9066*



CL 2267/CS 9067*



CL 2272/CS 9072*



CL 2281/CS 9081*

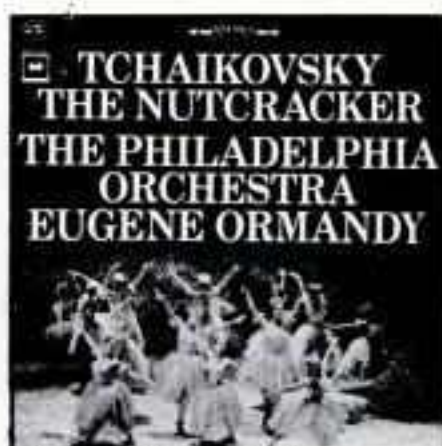
New Masterworks Releases:



ML 6048/MS 6648*



M3L 310/M3S 710*
(A 3-Record Set)



ML 6021/MS 6621*



KL 6091/KS 6691*



LL 1015/LS 1016*

Re-channelled For Stereo Releases:



CL 628/CS 9041*



CL 761/CS 9042*



CL 1289/CS 9044*



CL 860/CS 9045*



CL 1028/CS 9046*

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This One



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Mercury's Program: Part Two

CHICAGO—A whopping 37 albums are included in Mercury's November release which features such artists as Johnny Mathis, the Smothers Brothers, Eddy Howard, Abbe Lane, a host of c&w stars, plus a line-up of classical product and children's Christmas material.

The new release is part two of Mercury's "Out of this World With Mercury" program launched in September. The plan extends through Dec. 31 and offers special discounts on new as well as catalog product.

In the c&w field, Mercury is introducing an artist not usually associated with the field—Cleb-anoff, who leads his lush 47-piece orchestra in "Country Music for People Who Don't Like Country Music." Sharing the

country spotlight are Leroy Van Dyke, Dave Dudley, Faron Young, Roy Drusky and Del Wood.

A pair of children's series are being unveiled, both listed at Wood.

A pair of children's album series are being unveiled, both listed at \$3.98. A Captain Adventure series made up of three LP's, has musical instruments assuming personalities and partaking in adventures.

The Classics for Children series include two albums and consists of age-old children's fairy tales accompanied by symphonic music.

Mercury is adding two new musical "eras" — Baroque and Classical — to its Great Music

series. Each includes four new LP's.

Another highlight of the release is a new "Original Golden Hits" series, featuring a dozen albums of golden hits of the past, done by the artists who originally made them famous.

Merchandising support includes a complete package of promotional aids for the entire "Great Music" series, including attractively printed divider cards and vertical and horizontal banners.

The "Original Golden Hits" series is offered in a complete browser display unit, with divider cards, front apron card listing the entire catalog of the series, back card, and die-cut hanging piece for use above the browser box.

Capitol Mixing Up New Recipe

HOLLYWOOD—Capitol is tying its jazz artists to unusual projects to gain broad pop album acceptance. Two forthcoming products team Julian (Canonball) Adderley's quintet with Jerry Bock's music from the smash Broadway production, "Fiddler On the Roof," set for a Nov. 23 release, and the Stan Kenton Band interpreting music by Wagner, planned for a January release.

Kenton, who has been in and out of the record business as well as the big band field, recently re-recorded an album of

tunes associated with him in vocal style. The package is "Artistry in Brass and Voices," and was produced by Lee Gillette.

Adderley, who said he was eager to get cracking with his new label (Billboard, Oct. 24), recorded the original cast music in New York under the a&r man Dave Axelrod. It is believed the first time Adderley has covered a Broadway property with jazz interpretations. The idea of teaming Adderley with "Fiddler" came from Sunbeam Music, the BMI wing of Valando Music.

Arrangements are by Adderley, his brother Nat, pianist Joe Zawinul and Charles Lloyd.

The Capitol package includes two tracks not heard in the RCA original cast. "Cajvalach," is a dance theme being considered for a single release while "Sewing Machine" was taken out of the play during its Detroit trials. The play's first cover album is Claus Ogerman's instrumental package on RCA, while Adderley's is the first jazz LP.

Ulsyra, New Record Firm, Is Formed

NEW YORK—Composers Ulpio Minucci has teamed with former NBC director Sy Kravitz and literary agent Raoul Ranson in an independent recording venture. The firm is called Ulsyra Productions.

Ulsyra got off to a fast start last week by selling an LP of Christmas songs recorded by organist Fred Swan at the Riverside Chapel organ to Decca Records. Firm also sold its master of vocalist Annette King to the Rust label, a subsidiary of the Laurie group. Upcoming artists on Ulsyra's recording agenda are Patti Austin and Pat Cook.

The new firm also has established two publishing companies, but wants it to be known that its recording activities will not be limited to copyrights in those companies. The publishing subsidiaries are Seesaw Music (ASCAP) and Okra Music (BMI).

Other divisions of the new operation will be a management firm to be known as M.K.R. Management, and a literary agency which is called Daron Enterprises.

Ulsyra and its various divisions will headquarter in New York.

Carlton Files Bankruptcy

NEW YORK—Carlton Records, independent record firm owned by Joe Carlton, filed a petition in bankruptcy in Federal Court here late last week. Liabilities were listed at \$121,130 with assets of \$29,000.

The assets were assigned to Allentown Records, owned by Sanford R. Wartell, which is owed \$45,000 by Carlton. The petition listed many unsecured creditors.

SHERMAN'S 'LOVERS' GETS WB'S SWINGIN' PUSH

HOLLYWOOD—Allan Sherman's "For Swingin' Lovers Only!" Warner Bros. album is getting the golden glove promotion and merchandising treatment. Package is included in the label's five LP November release.

Label is mailing 300 special copies of the album to opinion makers in the U. S. Album features original satires on current life done before a live audience.

The other new releases are "Sex and the Single Girl" soundtrack featuring Neal Hefti compositions; "Softly, the Brazilian Sound" by Joanie Sommers and Laurindo Almeida; "The Insane (But Hilarious) Minds of Coyle and Sharpe," featuring comics Jim Coyle and Mal Sharpe, and "Piccola Pupa," introducing the Italian teen singer.

Jimmy Hilliard produced all but the Sommers-Almeida package which was handled by Joe Smith.

WSM Fete Draws Peak 3,500

• Continued from page 1

Those who appeared consisted of the entire cast of noted "Opry" artists.

A special award was presented to WSM Program Director Ott Devine from the "Opry" cast, and was announced as an award "from his children to their father."

The "Mr. Opry D.J. '64" award was presented to Pappy Tipton, of Station WCNW, Hamilton, Ohio, as the disk jockey who contributed the most for the "Opry" during the year. Sharing the limelight with Tipton was Neal Buckley, of WCNW's management. Award was made by Bill Williams, WSM's promotion director.

BMI Awards

A highlight of WSM's annual Country Music Festival was this year's Broadcast Music, Inc., awards to the writers and publishers of the year's outstanding country songs. Ninety awards were presented by Judge Bob Burton, BMI's president. The awards dinner was held at the fashionable Belle Meade Country Club, and was attended by notables of the music industry, including artists, writers, publishers and record manufacturer top executives. Among the notables attending the awards dinner was Tennessee Gov. Frank Clement. The governor, both at

WSM'S TRUDY WINS AWARD

NASHVILLE—Trudy Stamp, retiring as Station WSM's public relations director after 23 years, was presented a special Billboard award as "Country Music Press Agent of the Year" in recognition of her outstanding contributions to the field. Presentation was made by Hal B. Cook, Billboard's publisher.

the BMI party and at the WSM breakfast celebration the following morning, noted country music's cultural values.

Judge Burton, during the course of the BMI affair, said: "We have a long, hard road to increase copyright protection." Burton also referred to WSM President DeWitt as "the person who put it all together," thus heralding DeWitt's and WSM's contribution to the country music field.

Notables Present

Burl Ives, present among the notables, said, "I'm proud to be a part of the wonderful things happening in Nashville." Also present were movie actor George Montgomery, director of the MGM "Your Cheatin' Heart" film, and the film's producer, Sam Katzman.

A sentimental and dramatic touch to the evening was the presence of Irving Caesar, noted songwriter and a senior board member of the American Society of Composers, Authors and Publishers. Judge Burton, earlier in the evening, treated graciously the rivalry between the two performing rights societies. Other noted ASCAP officers and members were present at the WSM breakfast affair.

During the Friday afternoon agenda, Station WSM staged a sales-artists-programming round-table discussion. More than 200 attended. (Complete report on this session will be carried in next week's issue.)

Talent Agency Bought by GAC

NEW YORK—The General Artists Corporation this week acquired International Talent Associates, a leading booking agency specializing in college concert tours. GAC is one of the nation's largest booking agencies.

Bert Block, president, and Larry Bennett, executive vice-president of ITA, became GAC vice-presidents. They will administer the ITA division of GAC.

Lawrence R. Barnett, GAC chairman and chief executive officer, made the announcement.

Kingston Trio Will Star, Co-Produce in a TV Pilot

NEW YORK—The Kingston Trio will co-produce with Artist, Ltd., an MCA-TV subsidiary, a TV pilot starring themselves.

The group also signed a five-year contract with MCA-TV calling for personal appearances. First guest shot will be on the "Jack Benny Show." It will be taped next month.

The nonexclusive deal allows the group to do outside TV guest appearances.

Last month, the trio signed a contract with Decca Records for the group's Trident Productions. This pact calls for their exclusive services as recording artists.

Frank Werber, Kingston Trio

manager, will serve as the pilot's executive producer.

Mary Wells Due Back in New York

NEW YORK—Mary Wells, who recently signed with the 20th Century-Fox label, returns to the U. S. from a four-week tour of England and Scotland on Nov. 12. The tour, in which she appeared with the Beatles, covered about 30 cities. On tap for Miss Wells when she returns is a series of recording sessions for 20th and some television shows which are now being lined up by her manager, George Scheck. She's currently riding with her first single for 20th, "Ain't It the Truth."

Vee Jay Has Fourth Biggest Sales Month in 12 Years

HOLLYWOOD—Sales of Vee Jay products during October gave the label its fourth biggest month in 12 years, reports Jay Lasker, executive vice-president.

Despite the termination of its leasing agreement to release Beatles material in the U. S., the company has concentrated on expanding its artist roster in all fields. Newest move is in the country and western field through its Tollie subsidiary. Four singles have been released by Ray Smith, Ray Godfrey, Eddie McDuff and Peanut Montgomery II as the initial c&w package with LP's to follow.

Vee Jay's only country artist is Orville Couch, but the parent company has been concentrating on the pop market through products by Betty Everett and

Jerry Butler, the Honeycombs on the foreign release Interphon subsidiary and newly signed Rivingtons and Standells, for representation in the teen market.

Vee Jay's first single by the Rivington's is "All That Glitters," with the Standells set to record shortly. Both groups were formerly on Liberty.

In recent months Vee Jay's talent hunting has secured Ray Walston, John Bubbles, Sam Fletcher, Little Richard, Shelley Fabares, Clinger Sisters, Georgia Carr, Jimmy Boyd, Hoyt Axton, Terry Black, Jimmy Hughes and Joe Simon, all in the pop field.

Working in the jazz area are Victor Feldman, LeRoy Vinnegar, Harry (Sweets) Edison and newly signed consultant Leonard Feather.



His first Capitol single – His first Capitol smash!

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GO ON WITH YOUR DANCING
b/w Halfway

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Frankie sings the blues to Pete King's happy beat
– and the sound is headed high on the charts



Elections Return 'Friends' Of Industry Back to Hill

• Continued from page 1

ment of record distribution and/or retailing over another, are not completely satisfactory to the whole industry. Roosevelt will very likely hear from dissidents. Hearings by the Roosevelt Distribution Subcommittee in 1963 helped jog the FTC into action on the trade rules after long delays.

Roosevelt's Small Business Subcommittee on Distribution will also stay alert to developments in performance royalty distribution in ASCAP, once the subject of lengthy hearings by the subcommittee. Amendments to the ASCAP consent decree resulted.

Befriending the small businessman, record dealer and home entertainment appliance retailer, will be Sen. John Sparkman (D.-Ala.), incumbent who did not have to run this year. Sparkman's Small Business Committee will continue its probe into manufacturers' advertising allowances which are pressured by big retail chain, discount and department stores—but denied to smaller outlets. Sparkman's committee will also watch FTC attempts to deal with this form of discrimination, with an industry-wide experiment among clothing manufacturers, long subject to tough chain-store pressures.

Rack interests will watch the Sparkman committee. During hearings in the 88th Congress, the National Federation of Independent Business asked for legislation to knock out all manufacturers' allowances to retailers for "display, stack and shelf display" and permit only "measurable advertising media" allowances that could not be used to depress prices.

Celler, Mills Back

Rep. Wilbur D. Mills (D.-Ark.) will return to emcee Ways and Means Committee's promised revision of the federal excise taxes. Hearings in the 88th Congress raised strong hopes that manufacturers' taxes on records, phonographs, TV and radio sets and musical instruments may be eliminated or reduced—as would excise taxes on theater, concert tickets and cabaret.

Rep. Emanuel Celler (D.-N.Y.) will be back to

urge that performance royalty on juke box music be retained as proposed, in the revision of the 1909 Copyright Act. Celler's bill to end the juke box performance royalty exemption was the first ever to get through House Judiciary Committee, but it died in Rules committee, and was incorporated in the Copyright law revision bill to be acted on during the 89th Congress. Also re-elected was Rep. Edwin D. Willis (D.-La.), chairman of the House Copyrights Subcommittee who once championed the juke box royalty exemption, but backed the Judiciary Committee Chairman's anti-exemption bill in the 88th Congress.

Radio broadcasters will welcome back Reps. Oren Harris (D.-Ark.) and Walter Rogers (D.-Tex.), chairmen of the House Commerce and Communications Subcommittees, respectively. As a team, they successfully blocked efforts by the FCC to impose limits on the number of broadcast commercials. Harris' Investigations Subcommittee also produced broadcast rating reforms, to give AM and FM stations a fair shake.

On the Senate side, broadcasters will find familiar faces in Sen. John O. Pastore (D.-R. I.), who will almost certainly rule again as chairman of the Communications Subcommittee, while incumbent Sen. Warren Magnuson (D.-Wash.) heads the full Senate Commerce Committee. Commerce Committees in House and Senate have parental role toward FCC and FTC.

Also returning to champion the performing arts are Rep. John Lindsay (R.-N.Y.) whose major victory may set his cap for governorship of the Empire State. Rep. Frank Thompson (D.-N. J.) will again be on hand to work for a National Arts Foundation to provide matching federal funds for local performing arts projects and theaters. Sen. Jacob Javits (R.-N. Y.), who did not have to run the election gauntlet this year, will lend a hand.

However, the performing arts champions will come up against re-elected Rep. John J. Rooney (D.-N. Y.), who as member of the powerful House Appropriations Committee battles any federal spending for the arts, at home or in global exchange.

CMA's Ritter Sees New C&W Growth

• Continued from page 1

broadcasters and industries to the sales potential of country music. In connection with this he recounted the various programs presented in New York, Detroit, Toronto and Nashville, and the likelihood that one would be presented next year in San Francisco.

Complaints

Taking note of complaints by promoters, Ritter warned country artists who have been remiss in showing up on play dates to change their ways: "We are not a policing organization," he said, but he noted that complaints have been increasing. "The board will explore the matter further; such derelictions reflect upon our industry. Maybe it is a matter for the musician's union."

Radio Programming

Ritter reported that country music is now heard in millions of homes every day. Inasmuch as 2,250 radio stations in the United States and Canada program country music for one or more hours daily. In connection with this it was stated that the CMA's radio kit—largely the work of George Crump—has proven a very popular project and is in great demand among stations changing to a country format.

Ritter reported that the CMA is constantly on the lookout to apprehend illegitimate song publishers. "Every member of your board of directors examines lists of applicants for membership to prevent them from slipping into this organization. . . . Also, Jo Walker works closely with the Post Office department . . . and through their efforts several convictions have resulted." Ritter also noted that bootlegged records are being pressed, and urged utmost vigilance.

Other Business

Ritter reported progress on the new building project. He also stated that one of the three major TV networks has entered into negotiations for a new television program series which

would originate in Nashville. Title of the show is "Tin Pan Valley," and it would feature a country music cast. CMA, Ritter said, is co-operating with the network to land this program for country music. Ritter reported the board's approval of a project proposed by Hugh Cherry, KFOX, Long Beach, Calif., deejay, whereby Cherry, with CMA's backing, would seek a fund of \$50,000 from the Ford Foundation. Cherry, a student of c&w music, would secure a sabbatical leave from KFOX and use the fund to document the c&w field with authentic C&W recorded material.

Ritter reported on efforts to broaden the sale of country records in urban markets, such as New York, Chicago and Los Angeles. He reported progress in some areas, and credited board member Roy Horton with being instrumental in persuading the Sam Goody chain to carry country merchandise.

Ritter also reported progress on the premium album project, a package tentatively titled "Country Music All-Time Favorites." He noted that an old-timer's record containing anecdotes of the country field would be produced as a collectors' item—this being possible through Don Pierce's contribution of his Starday recording facilities, and he reported on CMA's sponsorship of the Nashville premiere of "Your Cheatin' Heart," wherein proceeds above the regular admission price will go to the Country Music Hall of Fame and building fund.

Teen Movement

• Continued from page 4

sters mailing in requests for memberships in three days.

The organization will offer members albums and concert tickets at special discounts at Sight & Sound. Each applicant gets a key chain with a "secret" number plus membership card. Plans are for a contest to be held during Christmas with the prize an automobile.

"We're working on the angle of keeping the organization a secret," explained Roger Carroll, who handles the pop things while Magnus enters the jazz field. "We're telling the kids 'don't tell your rock 'n' roll friends that you listen to the good music things.'" Carroll said the initial mail revealed many youngsters don't dig rock 'n' roll and are thought of as being square for this by their friends.

"The psychology behind the idea is that kids want to belong to something and we give them an organization to belong to which advocates good music. We're not out to convert anyone and we're not knocking other products. We just want to make the teen-agers aware of our programming and the mail has proven to us that there are large numbers of teen-agers who enjoy the Nancy Wilson, Jack Jones, Barbra Streisand, big band, George Shearing, Glen Gray re-creation things."

Correction

NEW YORK—The "Hot Pop Spotlight" of the Drifters' "Saturday Night at the Movies" in last week's Billboard inadvertently put the record on the MGM label. The disk is Atlantic Records release 2260. It hit the "Hot 100" chart this week at 82.

Cap's Yule Singles Product

HOLLYWOOD — Christmas singles merchandise from Capitol will include four new titles, three culled from new holiday albums, plus eight records previously released.

The new products are "I'd Like to Have an Elephant for Christmas," Hank Thompson; "You're All I Want for Christmas," Al Martino; "The Man With the Toys," the Beach Boys,

and "Great Day in Bethlehem" by Sebastian Temple.

The other singles scheduled for Nov. 9 release are "The Christmas Song," Nat Cole; "Yingle Bells," Yogi Yorgesson; "Silver Bells," Margaret Whiting; "Do You Hear What I Hear?" Bing Crosby; "That's What I Want for Christmas," Nancy Wilson; "What Is Santa Claus," Stan Kenton; "Little

Saint Nick," Beach Boys, and "Santa Caught a Cold," Dick and Richard.


RCA Tops Rome

• Continued from page 3

Morandi, winner of the Cantagiro with "In Ginocchio Da Te" (On My Knees Before You), also won the Pesaro International singing contest with this number which topped Italian sales for 15 weeks throughout the summer. RCA said that it sold 930,000 copies. They feel the record would have topped the million mark if the many forgeries which have appeared on the market had been controlled.

RECORDS ARE FOR 'RICH' RED CHINESE ONLY

ROME — Antonio Cifariello who scored his three-part program "Voyage in China," for Italian TV with records obtained in the Communist-controlled countries, reports that disks are relatively cheap but out of reach of most Chinese whose monthly income in cities runs about \$40. LP's sell for \$1.75 and 45 r.p.m. disks for 60 cents. Western tunes are available in limited quantities, most of the records, all on a single government label, being Chinese music. Cifariello is under contract to Walt Disney as an actor, but has arranged his contract so that he can alternate his film work with adventure documentaries for RAI-TV.



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***BROKE FIRST IN PITTSBURGH**

Greco on Country Kick; to Wax LP of Williams' Songs in Nashville

NEW YORK—Buddy Greco, an authentic Broadway hipster, has caught the country music fever. It will manifest itself this week (Nov. 11 to Nov. 14) when Greco will be in Nashville to record an album of the late Hank Williams songs which has a working title of "The Swinging World of Hank Williams."



BUDDY GRECO

The main reason for the pairing of Greco and Williams is to tie in with the release of the Metro-Goldwyn-Mayer film biography of Williams titled "Your Cheatin' Heart," but Greco also feels that his hip singing-instrumental style and Williams' country style aren't really that incongruous. After listening to about 62 Williams' compositions, from which he picked 12 for the Epic Records album, Greco is sure that Williams' musical form lends itself perfectly to a swinging or jazz treatment. "In fact," Greco pointed out, "Williams' religious song, 'I Saw the Light,' is constructed along similar lines to 'The Preacher,' a jazz standard.

Although Greco's recording session in Nashville will be his first there, he has already figured out just how he's going

to approach the date. Going along with him to Nashville will be Epic's director of artists & repertoire Bob Morgan to oversee the sessions, his pianist-conductor Dick Palumbi and his drummer Bobby Bennett. The rest of the recording cast will be made up of Nashville-based musicians and singers. In addition to his two permanent staffers, Greco will use from

Nashville, three guitars, one bass, four horns and the Anita Kerr Singers.

Greco, who also plays piano, and Palumbi have boned up on the Nashville-piano style for this album. "You shouldn't do a date in Nashville unless you know how to play a Floyd Cramer-type piano," Greco said. In his casing of the Nashville scene, Greco learned to admire the musicians there as well as the Anita Kerr Singers. Greco elaborated on his admiration: "You do your arrangement once, they listen to it and then record it on one take. It's fantastic."

Before going into the recording studio Greco will have meetings with Audrey Williams, Hank's widow, and Wesley Rose, who publishes Williams' songs, to discuss their ideas on his plans for the album.

The LP will include vocal and instrumental treatments of such Williams' standards as "Jambalaya," "Hey Good Lookin'" and, of course, "Your Cheatin' Heart." Epic plans to have the album ready for market in conjunction with the national release of the Metro movie later this month.

Signings

Columbia Records has signed the Ned Odum Boys, a pop-folk group. The trio (Bill Chastaine, Danny Pike and Denny Van) will be recorded by Teo Macero.

Billy and Lillie, who had two million-selling records with "La Dee Dah" and "Lucky Ladybird" on the Swan label, have signed an exclusive contract with RIC Records. The deal was made by RIC with independent producer Frank Slay, who produced and co-authored their Swan hits. Slay will produce all of Billy and Lillie disks for RIC. Their first single for RIC is "Coconut Cake," backed by "Tic Tac Toe."... The Fleetwoods move from Dolton to Liberty.... Actor Mickey Callan signed with World Artists.... Standells and Rivingtons to Vee Jay.



SIW MALMKVIST accepts a three-quarter gold disk for 750,000 single sales of "Liebeskummer Lohnt Sich Nicht" (It Does Not Pay to Be Lovesick) from Lief E. Kraul, executive vice-president of Metro-nome Records, Germany, in honor of the label's 10th anniversary.

PEOPLE AND PLACES

By MIKE GROSS

The management team of Scandore and Schayne have just added the Kingsmen, the Dovells, and Dick and Dee Dee to their client roster.... Bob Dylan pulled in \$11,500 at his Oct. 31 concert at New York's Philharmonic Hall.... Paul Tannen, producer of singer Johnny Tillotson's records for MGM, is touring Europe, setting deals for Ridge Music (BMI) and Natson Music (ASCAP)... The Soul Sisters, who record for the Sue label, are on a personal appearance tour of Europe accompanied by the label's President Juggy Murray.... Comedian George Kirby will appear at the Variety Dinner for Johnny Carson at the Shoreham Hotel in Washington Nov. 21.... Earl Bostic is now appearing at the Plush Horse, Redondo Beach, Calif.... Comedian Bill Cosby will co-star with singer Jack Jones at the Latin Casino in Camden, N. J., from Nov. 11 to 22.... Danny Meehan, now at the Greenwich Village's Bitter End, will appear on the Nov. 21 session of "Show Street" on WABC.

Julie Rogers, the English singer whose recording of "The Wedding" on Mercury is beginning to click here, is on a quickie U. S. tour with label's promotion head Morris Diamond.... Dick Dia, mandolinist at New York's Roma di Notte restaurant, has just released an album for Audio Fidelity entitled "International Guitar."... Hypnotist Pat Collins and comedian Lou Alexander are currently at Hollywood's Interlude.... The Platters are currently on a tour of the college circuit.... Cannonball Adderley and His Sextet are now at New York's Village Gate.... Capitol Records' singers from England, Peter and Gordon, are on another tour of the U. S.... Burl Ives was in Nashville last week to cut another album for Decca under the supervision of Milt Gabler.

Paramount Like Old Times As Dave Clark Five Perform

NEW YORK—The venerable Paramount Theater on Times Square, which is soon to be razed, was literally a shambles on the inside on Oct. 31 during what was billed as the Theater's "final concert," top-billed by the Dave Clark Five. Also featured in the program were Murray the K, WINS disk jockey; Hal Jackson, WNJR disk jockey; the Keystone Four, Gale Nobel, Little Anthony and the Imperials, and the Chiffons.

The audience, made up mostly of teen-age girls who paid from \$7.50 down to \$2 for their tickets, started screaming and shrieking at the outset and reached fever pitch when the British singers, who record for Epic Records, came on. During the group's 24 minutes on stage all that could be heard were Clark's drums, the organ and a

guitar. They used a battery of amplifiers and assorted microphones, but not one word of the vocals was distinguishable over the never-ceasing screaming and it was impossible to tell what was being performed, and because of some dark lighting effects, the group could hardly be seen. The group went from number to number without interruption, without introduction and without audience applause—just screams. When they left the stage, many in the audience weren't sure that the concert was over and the screams ran on for almost another 10 minutes until the worn-out girls began to drag themselves out of the theater with several fainting along the way.

It was a wild way for the Paramount to go.

Kay Has The Right Last Name

NEW YORK—Rarely, if at all, would a reviewer be caught at a closing night. This reporter planned it that way in an effort to observe the audience record of Kay Starr who closed here in New York's elegant Persian Room Saturday (31).

To some, Capitol Records' Kay Starr is an "old-timer" Well, the so-called "old-timer" had no difficulty filling the Persian Room each night during her four-week run.

The audience on closing night responded enthusiastically to Kay's highly polished belting. Her repertoire ranged from very early Starr, "I'm the Lonesome Gal in Town," to contemporary Starr, "Nobody's Business."

She is a vibrant and stimulating performer who gets the audience snapping, tapping and clapping along. One of the formidable rousers of the evening was "Bonaparte's Retreat." Few can quite get the same zesty flavor from the tune as she does.

Backed by a male quartet, she offered a fine rendition of "Someday You'll Want Me to

(Continued on page 40)

RCA's Jones Believes Image Goes a Long Way

NEW YORK—"John Gary is alive and bubbly—Al Hirt is warm and exuberant." That's the way Bob Jones, manager of art and production at RCA Victor, views two of the label's artists when preparing jacket covers for their new album releases.

"In today's record market," said Jones, "It's important to

create an image for the disk performer and then sustain it." Jones also believes in the continuity of identity to establish the "picture" of the performer in the record-buying public's mind. "It's all done," Jones pointed out, "to get the LP in the retail store out of the browser box and into the hands of the buyer."

The "cult of personality" is taking over in the classical field as well. Many artists on Victor's Red Seal line are now asking that their pictures be used on the album jacket covers instead of art work so that their identity can be established more firmly.

As an example of how strong a hold on the consumer an identity image can be, Jones mentioned that for years all of the albums made by the Boston Symphony were packaged in the same way with five basic colors and the same basic stock. When Erich Leinsdorf took over the Boston Symphony early in 1963, however, it was necessary to create a new image and a new idea in packaging to establish Leinsdorf with the Boston and to separate him from the past Boston Symphony image. It was done through portraits of Leinsdorf on some albums, art work of Leinsdorf on others and photos of Leinsdorf on still others.

The packaging of album product is considered to be so important at Victor that Jones now reports directly to Harry Jenkins, vice-president in charge of marketing. Jones' department now handles in excess of 600 pieces a year.

Jones, who has been working with record companies since 1945, the last 12 of which have been with Victor, has formulated what he calls a "3-1" purpose to album art—to Interest, to Inform and to Influence.

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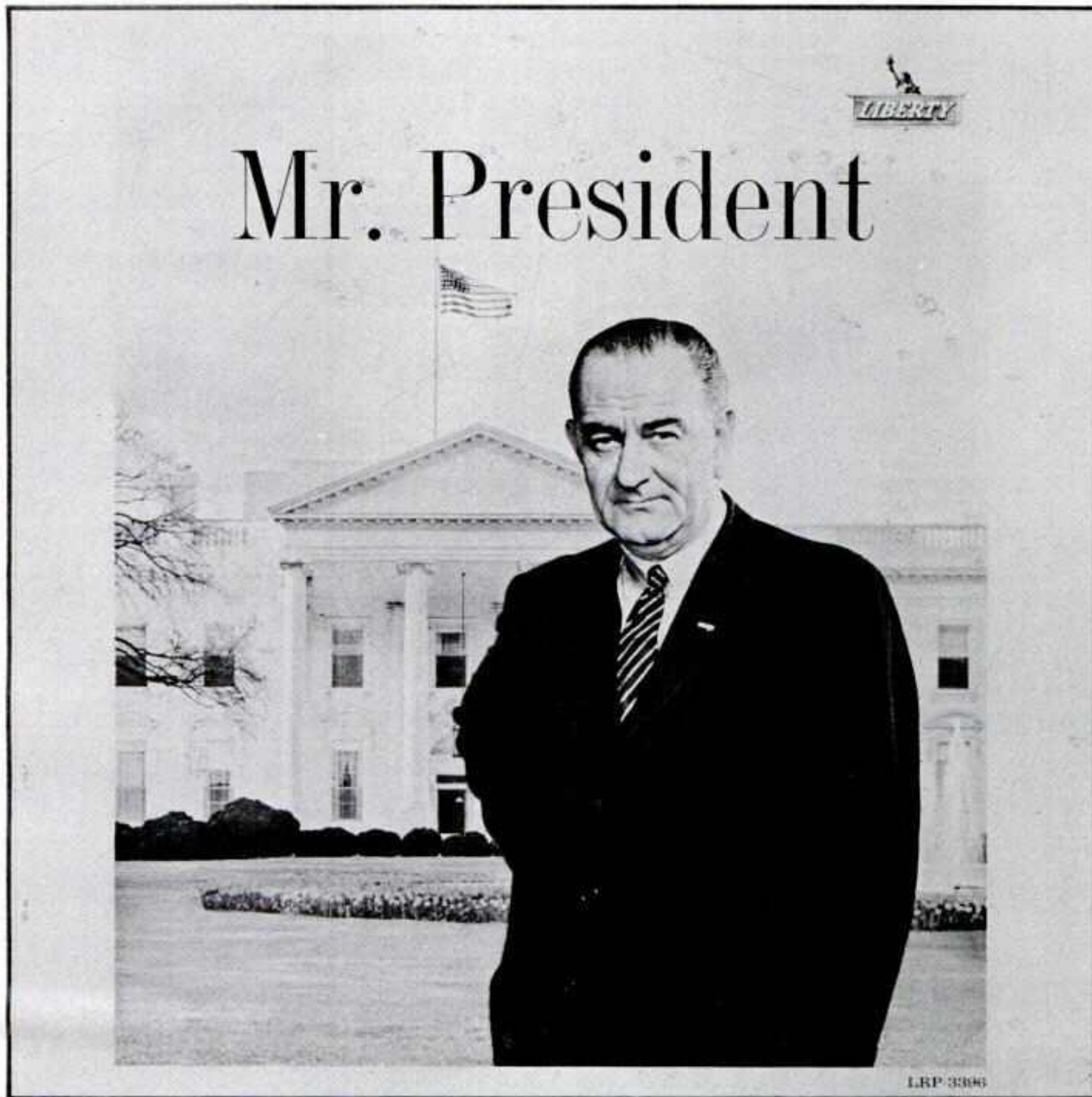
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LIBERTY  **RECORDS**

Mercury Expands 'Great Music' Series; Bows Eight More LP's

NEW YORK—Mercury expanded its "Great Music" series this week with the impressive addition of eight LP's, divided four each between the Baroque

and Classical Era categories. All are new releases with the exception of several sides in the releases. The latter represent previously issued recouplings

but suit the requirements of Mercury's "Great Music" historical period concept.

The repertoire is standard, well established material, true to the label's earlier selections on its "Great Music" library. For the most part, the performances are creditable and not paled from an artistic standpoint when compared with most of the competitive versions of the same selections.

The packages are tastefully designed with eye-arresting art covers aimed to attract the customer and lend a quality feeling to the collector's shelf. Liners are written with a knowledgeable hand, toned to a program notes level rather than hard-sell copy.

The recordings themselves follow Mercury's opulent "Living Presence" sound characteristics, and their stereo versions show a desire to please the twin-channel buffs.

From a marketing standpoint, Mercury is aiming at the library-conscious collector, arranging its release so as to provide within the "Great Music" series a collection of recordings devoted to specific eras within the history of music. This would appear to lend itself well to schools, in addition to those collectors who may like to have someone pre-select for them the notable examples of the various music periods.

The baroque release is well toned to feed the present-day appetite for the earlier school of music. The releases in the classical era are the popular war-horses which seem to be greeted by an insatiable market, no matter how many versions appear.

To buttress this release, Mercury is launching a selected consumer magazine campaign. Furthermore, it is allowing a special discount, said to be the most generous to date offered by the label on behalf of classical product (details on discount available from distributors).

The aforementioned sides which had been issued earlier and now recoupled to go into the Great Music series, include the LP pairing Mozart's "Eine Kleine Nachtmusik," and his "Serenade No. 10," and the Haydn "Military Symphony." Both recordings were first issued by Mercury in monaural form in 1959. Their stereo counterparts were released in 1960.



MERCURY DIVIDER CARDS designed to highlight the label's Great Music Series are aimed at attracting the customer's attention to its releases. Each card, in addition to serving as a divider, also lists other releases in the series.

ALBUM REVIEWS

SPECIAL MERIT PICKS

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

SPOKEN WORD SPECIAL MERIT

CLAIRE LUCE: "A CONCERT READING—WOMAN (2-12")
Folkways FL 9650/2

Miss Luce gives a touching and delightful performance in this two-record package. She enacts the many challenging Bard's portrayals with skill and versatility. She is equally at home as the vain Olivia in "Twelfth Night," or as Lady Anne in "Richard III." The reading was recorded in performance at Florida State University.

CLASSICAL SPECIAL MERIT

MOZART: CORONATION MASS/SPARROW MASS
Vienna Choir Boys. Philips PHM 500-057 (M); PHS 900-057 (S)

A good combination. The well-known "Coronation" Mass is featured with the rare recording of "Sparrow," as a companion piece. The beautiful music is sung with dignity and grace by the renowned Vienna Boys Choir accompanied by the Vienna Chorus and the Vienna Cathedral Orchestra. The album takes on added significance commercially with the Christmas season buying in mind.

OTHER ALBUMS REVIEWED

CLASSICAL
THE STORY OF BACH
Famous Theater Co. & Holly Studio
Ork. United Artists UAC 11048
DER BETTELSTUDENT
Berlin Stadtische Opera (Schmidt-Boelcke). Bruno BR 50195L (M); BR 41001L-S (S)

Seattle Orch Waxes 1st LP

SEATTLE—The Seattle Symphony Orchestra has recorded its first album on its own label commemorating its 10th anniversary season. The LP features conductor Milton Katims and the orchestra performing Dohnanyi's "Suite for Orchestra in F-Sharp Minor" and Hindemith's "Symphonic Metamorphosis."

The LP is offered in both mono and stereo versions for \$5.5 through mail-order forms. The taping took place in the Seattle Opera House and is offered as a special limited edition collector's item.

DGG Service In Michigan

NEW YORK — Deutsche Grammophon dealers in Michigan will be serviced from the DGG Chicago branch, according to an announcement made this week by Jerry Schoenbaum, general manager of MGM's classical division.

Schoenbaum said that the branch carries a complete DGG and Archive inventory as well as ample promotional material for Michigan dealers.

DGG representatives are now calling on Michigan dealers.

Vanguard Price Policy Pays Off

NEW YORK — Vanguard's new price policy on its budget classical line has resulted in a sharp sales increase, according to Herb Corsack, the label's sales manager.

The new policy, in effect for one month, has a \$1.98 price

BEST SELLING CLASSICAL LP'S

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

This Week

- 1. VAUGHAN WILLIAMS**—Symphony No. 2 (London); Halle Orch. (Barbirolli); Vanguard SRV-134 SD (S), SRV-134 (M).
- 2. MAHLER**—Symphony No. 8; Utah Symphony (Abravanel), Utah U. & Children's Cho.; Vanguard (2-12") 71120/1 (S), 1120/1 (M).
- 3. IVES**—Quartets Nos. 1 and 2; Kohon Quartet, NYU; Vox 501120 (S), 1120 (M).
- 4. STRAUSS**—Ein Heldenleben; Chicago Symph. (Reiner); RCA Victrola VICS 1042 (S), VIC 1042 (M).
- 5. HAYDN**—Symphonies Nos. 6 (Morning), 7 (Noon) & 8 (Evening); Chamber Orch. of the Sarre (Ristenpart); Nonesuch H 71015 (S), H 1015 (M).
- 6. FESTIVAL OF RUSSIAN MUSIC**; Chicago Symph. Orch. (Reiner); RCA Victrola VICS 1068 (S), VIC 1068 (M).
- 7. THE BAROQUE TRUMPET**; Various Chamber Orchestras; Nonesuch H 1002 (M).
- 8. AN 18TH CENTURY CONCERT WITH THE LONDON HARPSICHORD ENSEMBLE**; Nonesuch H 71004 (S), H 1004 (M).
- 9. BEETHOVEN**—Symphony No. 5/**SCHUBERT**—Symphony No. 8; Boston Symph. Orch. (Munch); RCA Victrola VICS 1035 (S), VIC 1035 (M).
- 10. MOZART**—Concerto in A for Clarinet; Michaels, Westfaelisches Symph. (Reichert); Vox 51110 (S), 1110 (M).
- 11. ORFF**—Carmina Burana; Czech Phil. (Smetacek); Parliament S 161 (S), 161 (M).
- 12. TCHAIKOVSKY**—Concerto No. 1 in B flat for Piano & Orch.; Richter, Czech Phil. (Ancerl); Parliament S 120 (S), 120 (M).
- 13. PUCCINI**—Madama Butterfly; Moffo, Elias, Valletti, Corena, Cesari, Rome Opera House Orch. & Cho. (Leinsdorf); RCA Victrola (3-12") VICS 6100 (S), VIC 6100 (M).
- 14. MENDELSSOHN**—Midsummer Night's Dream/**SCHUBERT**—Rosamunde; Vienna Philharmonic Orch. (Monteux); RCA Victrola VICS 1023 (S), VIC 1023 (M).
- 15. FRENCH ORGAN MASTERPIECES** of the 17th and 18th Centuries; Froidebise; Nonesuch H 71020 (S), H 1020 (M).

Marilyn Horne Wins Rave Notices in Debut in London

LONDON — Local reviewers are impressed with Marilyn Horne, American soprano who recently made her Covent Garden debut in "Wozzeck."

According to the Daily Mail, the 30-year-old Long Beach, Calif., singer "made a striking debut."

The Daily Express said she projected the English words "with splendid clarity and dra-

matic meaning, giving the role forceful intensity as well as pathos."

"The Manchester Guardian termed Miss Horne as "firm voiced and accurate."

Other highly favorable reviews came from the Sun and Telegraph.

Miss Horne is married to Henry Lewis, associate conductor of the Los Angeles Philharmonic.

West earlier this month, leave next week for appearances in Florida, Georgia and Alabama.

Hi Records' Willie Mitchell, who usually plays full time at a club in Memphis, yielded to promoter Ray Brown and is on a tour of the Midwest plugging his new album, "Hold It—It's Willie Mitchell."... J. Frank Wilson, Josie Records star, injured in a crash Oct. 23 near Kenton, Ohio, is playing a 15-day tour of the Midwest with a cast on his leg.

Travis Wammack of Memphis, whose "Scratchy" is climbing, is on tour with English duo Peter and Gordon and will appear with them on the Ed Sullivan show Nov. 15. . . . Smiley Burnette and Rufe Davis entertained a crowd on the riverfront at Memphis, one of their stops aboard the Delta Queen on its trip from Cincinnati to New Orleans. Burnette and Davis star on TV's "Petticoat Junction."

ELTON WHISENHUNT

Hall Is Speaker

NEW YORK—Roger Hall, manager of Red Seal a&r for RCA Victor, last week addressed the Armed Forces Communications and Electronic Association in Omaha.

CARNEGIE HALL A LANDMARK

NEW YORK—Carnegie Hall has been designated as New York's eighth historic landmark. In ceremonies here Friday (6), Mayor Robert F. Wagner accepted a plaque from Ronald F. Lee, regional director National Park Service, U. S. Department of the Interior. The plaque, which says that Carnegie Hall has been so designated, will be affixed to the front of the building.

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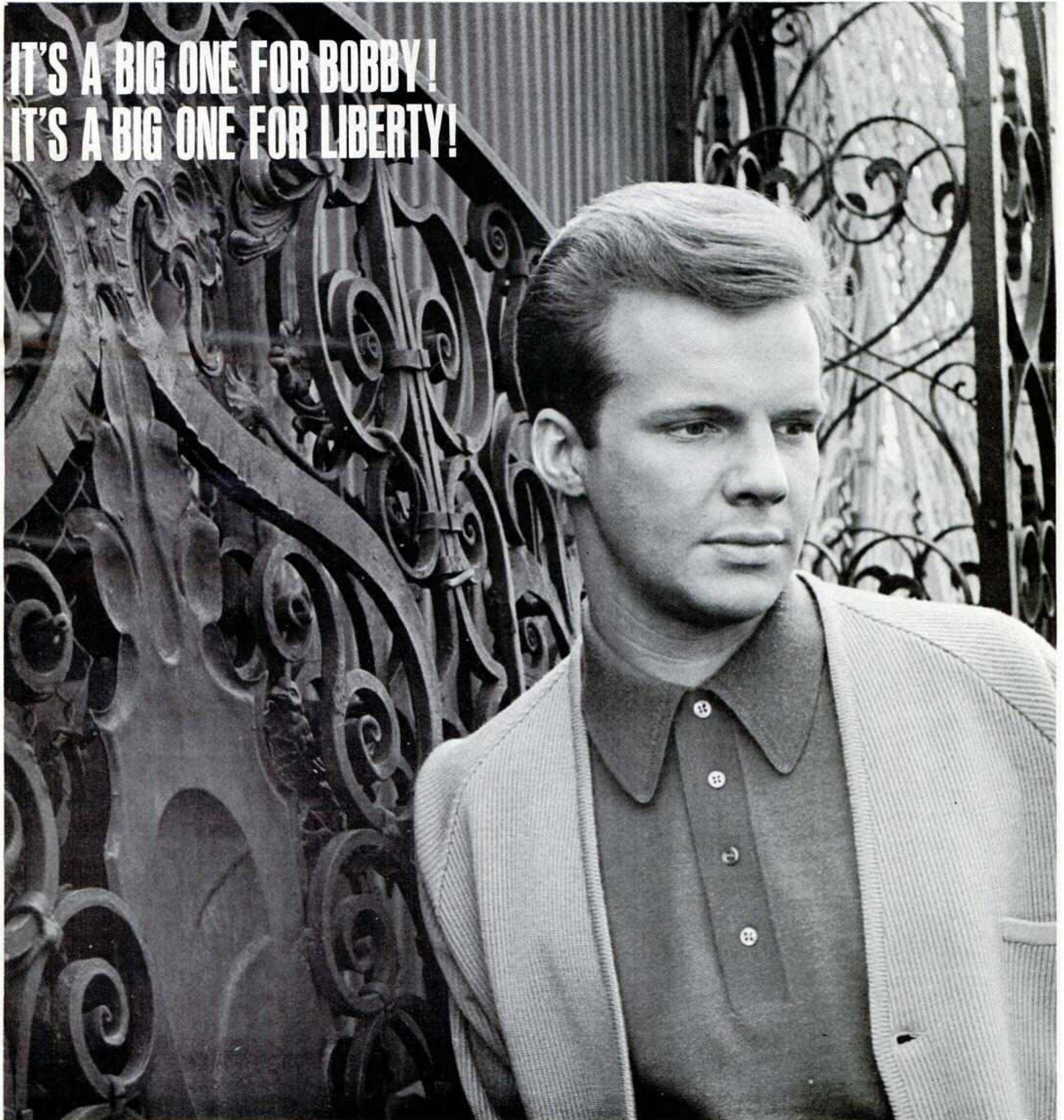
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SINGLES

REVIEWS



ACROSS THE BOARD

Singles With Top 50 Chart Potential Suitable for Most Radio Station Formats.

JACK JONES—DEAR HEART (Northridge-Witmark, ASCAP) (2:41)—The coupling of a beautiful movie theme written by Livingston, Evans and Mancini; the voice of Jones and a Don Costa arrangement all add up to a powerhouse of a record. Heavy air exposure means sales. Flip: "Emily" (Miller, ASCAP) (3:13). **Kapp 635**

AL MARTINO—YOU'RE ALL I WANT FOR CHRISTMAS (Porgie, BMI) (2:33)—Done in his current fine and commercial style. This could be the big Christmas ballad this year. Flip: "Silver Bells" (Paramount, ASCAP) (2:34). **Capitol 5311**



HOT POP

SPOTLIGHTS

Singles with Top 50 chart potential suitable primarily for contemporary music formats. (Positions 1 through 50.)

RICK NELSON—A HAPPY GUY (Blackwood, BMI) (2:09)—Rick lays the word down in no uncertain terms. Great dance beat with effective lyric line. Flip: "Don't Breathe a Word" (Cricket, BMI) (2:09). **Decca 31703**

MARVIN GAYE — HOW SWEET IT IS (TO BE LOVED BY YOU) (Jobete, BMI) (2:57)—Steady hand-clappin' Detroit beat featuring educated chanting by Gaye backed by high-register chorus. A smash all the way around. Flip: "Forever" (Jobete, BMI) (2:23). **Tamla 54107**

RAY PETERSON—ACROSS THE STREET (IS A MILLION MILES AWAY) (January-Pitfield, BMI) (2:34)—Potent commercial entry. Good lyric delivered with pathos by Peterson. Tex-Mex brass fills background. Flip: "When I Stop Dreaming" (Acuff-Rose, BMI) (2:28). **MGM 13299**

MILLIE SMALL—DON'T YOU KNOW (Melody Trails, BMI) (1:52)—Try and keep your feet still while listening to this calypso punctuated entry. Millie's distinctive vocalizing is supported by great brass instrumentation. Flip: "Tom Hark" (Beechwood, BMI) (1:40). **Smash 1946**

DIANE RENAY—WATCH OUT, SALLY! (Saturday, ASCAP) (2:34)—Teen aimed rapid-paced delivery by thrush. Finger snapping college cheer whisper will reach the kids. Socko, gutsy guitar and beat riff add to over-all excitement. Flip: "Billy Blue Eyes" (Saturday, ASCAP) (2:20). **MGM 13296**

BOBBY RYDELL—I JUST CAN'T SAY GOODBYE (Screen Gems-Columbia, BMI) (2:16) — Bobby's first waxing for label is medium-tempo dramatic dual-tracked vocal with good beat. Flip: "Two Is the Loneliest Number" (Gil, BMI) (2:55). Excellent reading on sentimental love ballad. Bobby has never sung better! **Capitol 5305**

FOUR TOPS — WITHOUT THE ONE YOU LOVE (LIFE'S NOT WORTH WHILE) (Jobete, BMI) (2:51)—Here's a hot group right in the commercial groove with wailing hot-pop, r&b song. Tremendous beat and excellent performance. Flip: "Love Has Gone" (Jobete, BMI) (2:50). **Motown 1069**

BARRY MANN—TALK TO ME BABY (Screen Gems-Columbia, BMI) (2:25)—It's that Auto City beat coupled with British style vocal. Side really moves. Great hop record (sorry we're a little late, folks). Flip: "Amy" (Screen Gems-Columbia, BMI) (2:00). **Red Bird 10-015**

REVIEWED THIS WEEK, 119—LAST WEEK, 146

GUEST PANELIST OF THE WEEK

GEORGE KLEIN

WHBQ, Memphis
WHBQ-Radio,
6-10 p.m., M-Sat.
WHBQ-TV, 5-6 p.m. Sat.

WALK SOFTLY

Joanne Touchstone

Sound Stage 7



Each week a program director and/or deejay is invited to sit-in and help Billboard's Review Panel select Spotlights. When unable to come to the New York office, guest panelists listen and vote via special WATS long-distance speaker-telephone hook-up. An opportunity is also given the guest to publicize his own or station "Pick of the Week."

SANDY SHAW — (THERE'S) ALWAYS SOMETHING THERE TO REMIND ME (Jungnickel Blue Seas-Jac, ASCAP) (2:42)—Seems we've heard this great tune before. Exciting pop-r&b entry cut by Lou Johnson a while back. Current in Top 5 on British chart. Sounds like a smasher. Flip: "Don't You Know" (Glissando, BMI) (2:08). **Reprise 0320**

THE BARBARIANS — YOU'VE GOT TO UNDERSTAND (Joy, ASCAP) (2:07)—Basic British soul but American group. Patterned after Animals, Dave Clark Five et al., group features drummer with mechanical hand. Side is raw rocker. Group will appear in forthcoming Electronovision production. Flip: "Hey Little Bird" (Drury Lane, BMI) (2:21). **Joy 290**

CHRISTMAS

FOUR SEASONS — I SAW MOMMY KISSING SANTA CLAUS (Harman, ASCAP) — and this mommy is a swinger! Hit sound of Seasons with the high-pitched vocal of oldie Christmas tune. Boys give it a rockin' twist. Flip "Christmas Tears" (Lois, BMI) **Vee Jay 626**

BEACH BOYS—THE MAN WITH ALL THE TOYS (Sea of Tunes, BMI) (1:30)—Yes, mother, there is a surfin' Christmas. Boys give expected harmonic treatment to cutie up-tempo Christmas-type tune. Flip: "Blue Christmas" (Bibo, ASCAP) (3:07). **Capitol 5312**



PROGRAMMING

SPOTLIGHTS

Outstanding singles for radio station programming, but not necessarily Top 50 chart potential.

MIDDLE ROAD

NANCY WILSON—AND SATISFY (Kacy, ASCAP) (2:34)—Class and commercialism blend as Nancy sells a fine bluesy tale about the man in her life. Swings all the way. Flip: "Take What I Have" (Roosevelt, BMI) (2:17). Same strong potential as above. **Capitol 5319**

DON COSTA—IF I HAD A HAMMER (Ludlow, BMI) (1:54)—Could be the third go-round for this hit evergreen. Stirring, powerful arrangement. Great for air play and strong sales appeal as well. Flip: "Put Your Head on My Shoulder" (Spanka, BMI) (2:39). **DCP 1121**

JUNE VALLI — EMPTY ROOMS (Zeller, ASCAP) (2:49) — A country flavored tear-jerker tenderly rendered by Miss Valli in fine style. It's simplicity and beauty make it a good bet for the charts as well as spins. Flip: "I'm Made for Love" (South Mountain, BMI) (2:45). **DCP 1120**

SHIRLEY BASSEY — GOLDFINGER (Unart, BMI) (2:48)—Fine performance from the soundtrack of the new James Bond film. Already a hit abroad, will draw much attention here. Other outstanding performances of this theme are done by Marty Gold on RCA Victor, John Barry on UA, and Billy Strange on Crescendo. Flip: "Strange How Love Can Be" (Gallahad-Chappell, ASCAP) (2:19). **United Artist 790**

Album Reviews on Page 56



COUNTRY & WESTERN SPOTLIGHTS

CLAUDE KING—THIS LAND OF YOURS AND MINE (Cedarwood, BMI) (2:12)—Strong patriotic rouser that could possibly hit the pop market after it hits the c&w charts. Flip: "Whirlpool" (Gallico, BMI) (2:26). Same commercial appeal as above. **Columbia 43157**

RAY PRICE—A THING CALLED SADNESS (Pamper, BMI) (2:43)—Sad, plaintive tale of loneliness tenderly rendered in the fine Price style. Flip: "Here Comes My Baby Back Again" (Tree, BMI) (2:40). **Columbia 43162**

GEORGE JONES—I WOULDN'T KNOW ABOUT THAT (Glad-Starday, BMI) (2:07) — His own catchy, rhythmic tale about what's goin' on behind his back while he's out of town! Chalk up another hit for George! Flip: "You Better Treat Your Man Right" (Lois, BMI) (2:29). **Mercury 72362**

KITTY WELLS — KILL HIM WITH KINDNESS (Acuff-Rose, BMI) (2:34)—Good advise to the girls smoothly read by the hard to beat, Kitty Wells! Plenty of sales here! Flip: "I'll Repossess My Heart" (Wells, BMI) (2:00) **Decca 31705**
(Continued on page 44)

MIDDLE ROAD

VIC DANA—Frenchy (April, ASCAP) (2:35). **DOLTON 301**
FRANCES FAYE—Sweet Georgia Brown (Remick, ASCAP) (2:05). **REGINA 1322**

JOHN FROMAN—Quizas, Quizas, Quizas (Perhaps, Perhaps, Perhaps) (Southern, ASCAP) (2:01). **EPIC 9735**

RHYTHM & BLUES

THE JIVE FIVE—United (Pollard, BMI) (2:47). **SKETCH 219**
HANK BALLARD—Let's Get the Show on the Road (Ha-La, BMI) (2:33). **KING 5954**

COUNTRY & WESTERN

DEL WOOD—I Walk the Line (Hill & Range, BMI) (2:02). **MERCURY 72351**

MARGIE SINGLETON—Don't Be Good to Me (Four Star, BMI) (2:15). **MERCURY 72363**

LEROY VAN DYKE—Anne of a Thousand Days (Bandshell, BMI) (3:05). **MERCURY 72360**

ROY CLARK—Down Yonder (LaSalle, ASCAP) (1:52). **CAPITOL 5300**

CHRISTMAS

SEBASTAIN TEMPLE—The Perfect Family (Eureka & Bob White, ASCAP-BMI) (2:08). **CAPITOL 5313**

CHART SPECIAL

(Bottom 50 Chart Potential & "Bubbling Under")

HOT POP

FREDDY CANNON—Too Much Monkey Business (Arc, BMI) (2:15)—Little Autograph Seeker (Claridge-Halseon, ASCAP) (2:03). **WARNER BROS. 5487**

TIMI YURO—I'm Movin' On (Parts I & II) (Hill & Range, BMI) (2:11 & 2:32). **LIBERTY 55747**

BOBBY VEE—Pretend You Don't See Her (Rosemeadow, ASCAP) (2:18). **LIBERTY 55751**

THE PREMIERS — So Fine (Eldorado-Wildcat, BMI) (2:25). **WARNER BROS. 5488**

CLIFF RICHARD—I Don't Wanna Love You (Screen Gems-Columbia, BMI) (2:30). **EPIC 9737**

JILL JACKSON—I Just Don't Know What to Do With Myself (December, BMI) (2:25). **REPRISE 0323**

THE ASTRONAUTS—I'm a Fool (Atlantic, BMI) (2:16). **RCA VICTOR 8463**

SHELLEY FABARES—I Know You'll Be There (Trousdale, BMI) **VEE JAY 632**

BARRY AND THE TAMBERLANES—Gee (Patricia, BMI) (2:03). **VALIANT 6059**

SUE THOMPSON — Paper Tiger (Acuff-Rose, BMI) (2:25). **HICKORY 1284**

THE LULLABIES — My Heart Cries for You (Massey-Ross Jungnickel-Gladys, ASCAP) (2:40). **DIMENSION 1039**

THE CHARIOTS—Tiger in the Tank (RSVP, BMI) (1:56). **RSVP 1105**

CHRISTMAS

GLORIA LYNNE—On Christmas Day (Suffolk, BMI) (2:24). **EVEREST 2051**



SPOTLIGHT WINNERS OF THE WEEK

SINGLES REVIEW POLICY

Every single sent to Billboard is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlights only. No listing is printed of records receiving a 3 Star rating or under.

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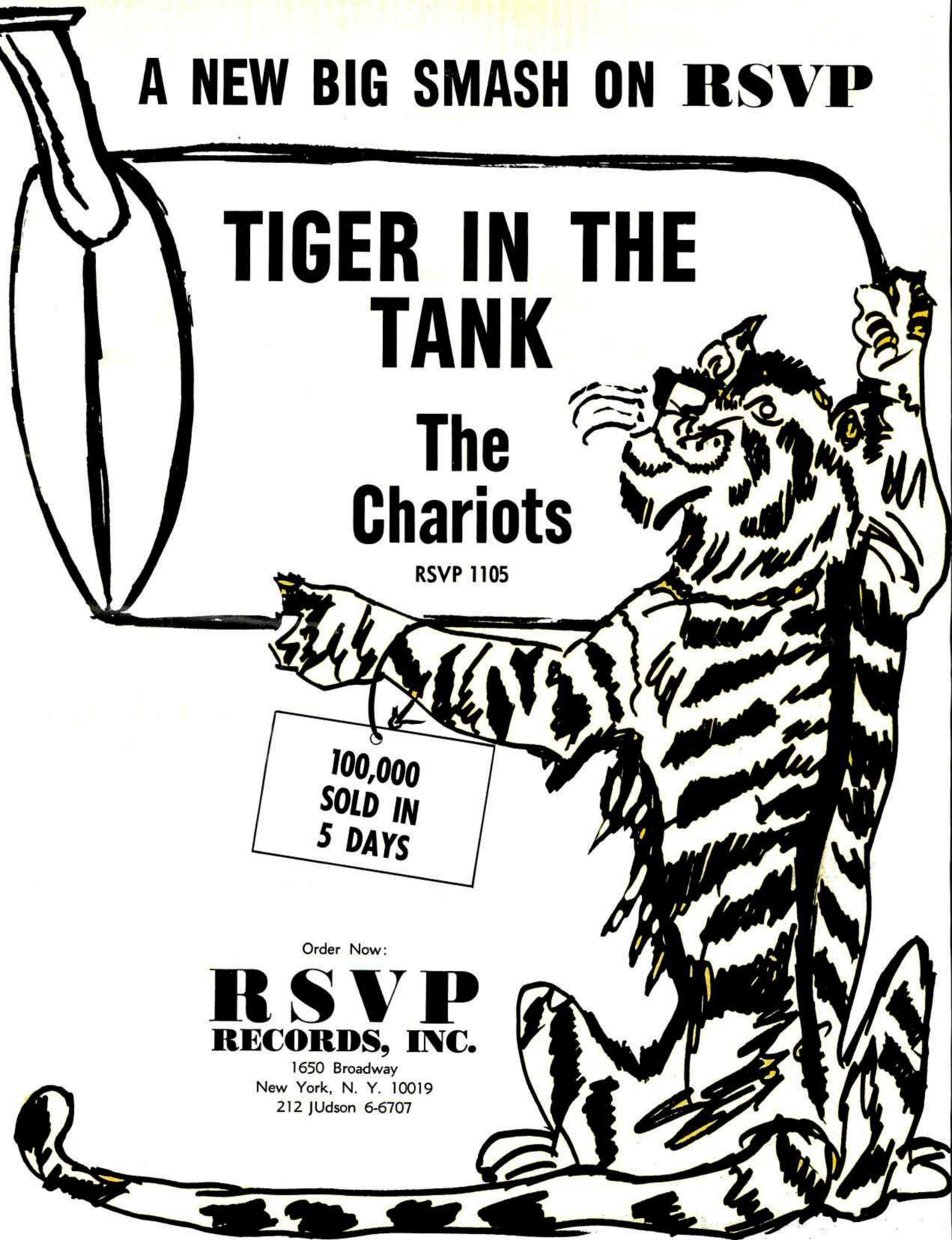
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JACK JONES SINGS DEAR HEART



THE TITLE SONG FROM THE NEW
WARNER BROS. PICTURE WHICH COULD
BE AN ACADEMY AWARD WINNER

(45 RPM)

Jack Jones records exclusively for Kapp Records



C & S Gala Set Nov. 15

NEW YORK — The sweet sounds of nostalgia will fill the nation's airwaves Sunday, Nov. 15, as the Chase & Sanborn 100th Anniversary Radio Show gets set for NBC Radio's Monitor.

The 55-minute spectacular will recall the programs of the '30's and '40's when everyone gathered around the Atwater Kent every Sunday night to hear the great names in show business.

These names will be back, to be heard as they were originally broadcast. Edgar Bergen with Charlie McCarthy and Mortimer Snerd, veterans of many a Chase & Sanborn Hour, will introduce the bits culled from old electrical transcriptions. The show will be broadcast. *(Continued on page 40)*

KHJ-TV Theme

HOLLYWOOD — KHJ-TV's "9th Street West" show theme has been recorded by Barry Young on the AM label. This is probably the first time in history that a local TV show's theme song has been put on wax. Host Sam Riddle's guests this past week were Bobby Vinton, Lou Johnson, Roosevelt Grier, the Rip Chords and Lou Christie.

Radio-TV PROGRAMMING

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

THERE'S TIGER IN THEIR LP

TORONTO — "Garbage" is one of the liner note quotes on an album. "The World's Worst Jokes," just released on the Arc label. The jokester is Al Boliska, morning man on CKEY, Toronto, who started his "world's worst jokes" radio feature on a Kingston station 11 years ago and carried it with him through CKSL, London, CHUM, Toronto, to CKEY. Straight man on the disk is Bill Brady, wake-up man on CFPL, London.

There are 29 cuts on the album, each one with three or four quick and corny jokes, with music intro and hysterical laughter included, and it lives up to its title. E.g. "Let's play some love songs." "How about 'Hold That Tiger'?" "That's no love song." "It is—to a tiger."

SESAC Offers Yule Package

NEW YORK—A special collection of holiday production aids containing five SESAC LP albums is being made available to broadcasters on an outright sale basis for \$9.95.

"The Christmas Package" features a "Harp Moods and Interludes" production disk plus four additional LP programming aids of Christmas carols and pop holiday songs. The disk consists of 25 selections ranging from "Just a Minute!" moods for themes and backgrounds to incidental harp effects—dramatic interludes, endings, modulations and arpeggios.

Completing the basic package are holiday selections by the Anita Kerr Singers, Don Janse Chorale, William Dawson Chorale, plus the Elliot Lawrence Orchestra in a special yuletide "Just a Minute!" album.



"FRIENDSHIP, friendship, just a perfect friendship" . . . WERE radio's morning man, Bob Neal, registers surprise as he receives vocal birthday greetings from two old singer friends. Singing up a storm are: left, Mike Douglas, host of afternoon syndicated television show taped live at KYW-TV, Cleveland; and Johnny Desmond, in Cleveland for a public appearance.

KMLA Bought By Sonderling

LONG BEACH, Calif.—The Sonderling Group which owns country-western outlet KFOX here, has purchased KMLA, leading FM station in an expansion move to blanket the Los Angeles area with c&w sounds. Organization is currently awaiting FCC approval. KFOX's general manager Dick Schofield would not announce the purchase price.

Take-over is planned for Jan. 1 with the outlets simulcasting KFOX's programs. KMLA is a 60,000-watt station and is Los

Angeles' pioneer stereo station. KFOX with only 1,000 watts from Long Beach, has found it difficult to cover the large Los Angeles market because of a weak signal problem.

Schofield said it was the first time a c&w AM station had bought into the Los Angeles FM market. The purchase was made by Egmont Sonderling from Jack Jeifer, head of the organization owning KMLA.

Schofield added that KMLA's air personalities would be let *(Continued on page 40)*

MORE RADIO NEWS ON PAGE 40

PROGRAMMING NEWSLETTER

Comments on Record Business

By BILL GAVIN
Contributing Editor

WE SELDOM COMMENT in this column on various details of the record business, interesting though they are. It is our belief that observations about the producing and selling of phonograph records should be reserved to those who have more first-hand knowledge and experience than we do. The following comments about the record business are offered simply because certain current developments strongly effect radio programming practices and policies. From what we have heard and read about the record business it would appear (1) that singles sales by retail outlets are constantly declining, (2) that a growing share of total singles volume is being accounted for by the racks, (3) that a growing number of retail outlets are being serviced directly by one-stops rather than by distributors and (4) that some large rack operators obtain some of their stock directly from manufacturers or from distributors in other cities, which may be owned or controlled by the rack jobber himself through complex and interlocking corporate setups.



Whether these are good things or bad things, we leave it for others to determine. From radio's point of view they may be neither good nor bad, but they present some special problems. One of the biggest problems is the growing difficulty being experienced by many stations in determining which records are hits.

IN THE OLD, PRE-TELEVISION DAYS, hits were determined by the sale of sheet music. Then the old Lucky Strike "Hit Parade" announced that its hits were determined by a combination of record sales, sheet music sales and juke box play. With the advent of "top 40 radio," a hit was determined by a survey of retail record sales in individual markets. Most of pop format radio today continues to be based on weekly reports by retailers of their best selling singles. It seems to follow, then, that as the retailers' share of the singles market continues to diminish, retail sales statistics offer a progressively smaller degree of reliability for the guidance of programmers.

This, of course, does not apply to the top five hits, or to the top 15 or 20 in the larger cities. What it does is to make it increasingly difficult to determine which new records on a station's playlist are being favorably received by the listening audience.

The record retailer has a special problem. The amount of space and the size of inventory that he allocates to singles must be in some relationship to his total volume of singles sales. As this volume

declines, he becomes more reluctant to stock new releases, no matter how heavily they are being featured by local radio stations. Obviously, if the variety of his new product is limited, his weekly reports to the stations can hardly reflect an accurate cross section of customer demand.

THE COMPETITION from the racks is another retail problem which tends to bias the accuracy of his reports. The racks, as a standard procedure, stock only the proven hits that will provide the fastest turnover. This siphons off a considerable volume of potential retail sales for an established hit. As a result, it is quite possible for a retailer to drop a record completely from his reports while it continues to sell in large volume on the racks.

Some stations try to compensate by expanding their surveys to include one-stops and distributors. This is not always so satisfactory as it might seem. Many of the locations serviced by the one-stops have 100 per cent return privileges, the same as the one-stops themselves. It is sometimes not possible to know how well a record has sold through the one-stop channels until all returns are in. Purchase by operators from one-stops, while often indicative of popularity trends, are frequently influenced by the locations of the various boxes; which in turn determine the kind of records that can or cannot be used.

Theoretically, the distributor himself should be the fastest and best source of information on record popularity. His sales should be a week or more ahead of action on the retail level. Unfortunately, this is no longer so true today as it used to be. Not a few distributors have told me that their total volume on a hit record has been drastically reduced below its anticipated potential, simply because of trans-shipping into their areas. On the reverse side, we occasionally receive tips from manufacturers to look for a big take-off for a record from a certain city, because the distributor has ordered heavily. It turns out that there is no retail sale at all in that city because the big order was trans-shipped elsewhere.

MANY RECORD PEOPLE bewail the present tendency of pop format stations to curtail their playlists and their charts. The radio people reply that "There just aren't 40 real hits anymore." As far as their surveys show, they are right. As the racks emphasize top hits almost exclusively, as the retailer has to exercise greater caution in stocking new material, and as the distributor is less inclined to take chances with new releases, the interest of record buyers in new hits tends little by little to ebb away.

Record people can hardly expect radio to expose a wide variety of new product when current trends in record merchandising are pointed toward greater concentration on proven material.

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time:

POP—5 Years Ago November 16, 1959

1. Mr. Blue, Fleetwoods, Dolton
2. Mack the Knife, B. Darin, Atco
3. Don't You Know, D. Reese, RCA Victor
4. Put Your Head on My Shoulder, P. Anka, ABC-Paramount
5. Heartaches by the Number, G. Mitchell, Columbia
6. Lonely Street, A. Williams, Cadence
7. Teen Beat, S. Nelson, Imperial
8. Deck of Cards, W. Martindale, Dot
9. So Many Ways, B. Benton, Mercury
10. Primrose Lane, J. Wallace, Challenge

POP—10 Years Ago November 13, 1949

1. I Need You Now, E. Fisher, RCA Victor
2. Hey, There, R. Clooney, Columbia
3. This Ole House, R. Clooney, Columbia
4. Papa Loves Mambo, P. Como, RCA Victor
5. If I Give My Heart to You, D. Day, Columbia
6. Hold My Hand, D. Cornell, Coral
7. Shake, Rattle and Roll, B. Haley, Decca
8. Teach Me Tonight, DeCastro Sisters, Abbott
9. Mr. Sandman, Chordettes, Cadence
10. Skokiaan, R. Marterie, Mercury

RHYTHM & BLUES—Five Years Ago—November 16, 1959

- So Many Ways, B. Benton, Mercury
Dance With Me, Drifters, Atlantic
Don't You Know, D. Reese, RCA Victor
Mr. Blue, Fleetwoods, Dolton
Poison Ivy, Coasters, Atco

- Always, S. Turner, Big Top
The Clouds, Spacemen, Alton
Smooth Operator, S. Vaughan, Mercury
I Don't Know, R. Brown, Atlantic
Misty, J. Mathis, Columbia

MIDDLE-ROAD SINGLES

Not too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	Last Week	TITLE, ARTIST, LABEL	From this week's Hot 100	Weeks on Hot 100
1	3	THE DOOR IS STILL OPEN TO MY HEART, Dean Martin, Reprise 0307	8	8
2	—	RINGO, Lorne Greene, RCA Victor 8444	4	3
3	1	WE'LL SING IN THE SUNSHINE, Gale Garnett, RCA Victor 8388	14	14
4	2	A SUMMER SONG, Chad Stuart & Jeremy Clyde, World Artists 1027	14	14
5	7	WHO CAN I TURN TO, Tony Bennett, Columbia 43141	7	7
6	5	SOFTLY, AS I LEAVE YOU, Frank Sinatra, Reprise 0301	11	11
7	6	I DON'T WANT TO SEE TOMORROW, Nat King Cole, Capitol 5261	9	9
8	—	SHE UNDERSTANDS ME, Johnny Tillotson, MGM 13284	3	3
9	—	WE COULD, Al Martino, Capitol 5293	2	2
10	15	MY LOVE FORGIVE ME (Amore, Scusami), Robert Goulet, Columbia 43131	4	4
11	14	LISTEN LONELY GIRL, Johnny Mathis, Mercury 72339	4	4
12	—	FOUR STRONG WINDS, Bobby Bare, RCA Victor 8443	3	3
13	—	ONE MORE TIME, Ray Charles Singers, Command 4057	1	1
14	—	WILLOW WEEP FOR ME, Chad & Jeremy, World Artists 1034	1	1
15	—	ALMOST THERE, Andy Williams, Columbia 43128	1	1

BILLBOARD, November 14, 1964

THE HULLABALLOOS

Recorded in England by



THE HULLABALLOOS

A Smash in England and Clear Across the U.S.A.

THE HULLABALLOOS

Now on Roulette

ENGLAND'S NEWEST SINGING SENSATIONS

**I'M GONNA
LOVE YOU TOO**



The Hullaballoos



Copyrighted material

WE WENT **BIG** FOR NOVEMBER.



SANTA ORDERS are already in—enough sure-fire Mercury hits to keep his elves loading up the sleigh from here to Christmas. Santa's learned you can't go wrong with Mercury when it comes to satisfying your customer. The November list has a host of favorites for every taste. Don't worry about how to fit an LP into a stocking. Take a tip from Santa: "Throw away the stocking and stock up on Mercury." Good advice, especially now that the big releases are ready, breaking just in time to capture the Christmas rush.

POPULAR From the Smothers Brothers to Abbe Lane, from Johnny Mathis to Quincy Jones, we have a release that reaches into every important market.



THE MANY SIDES OF ABBE LANE—The beautiful and versatile Abbe swings through the many moods of love lyrics—from caressable to combustible.



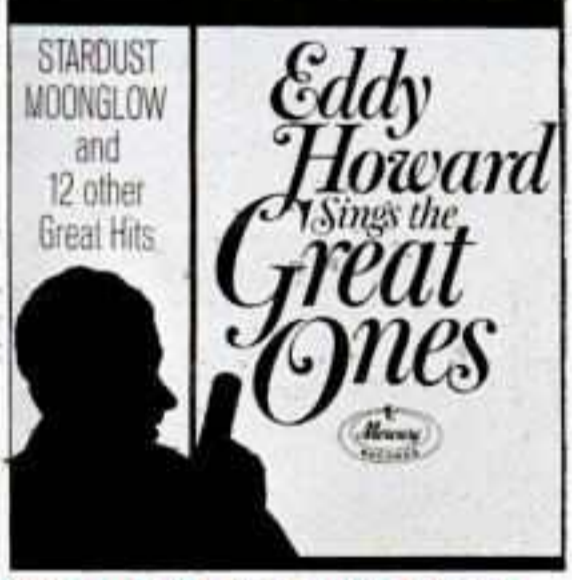
GOLDEN BOY—Quincy Jones and his big band, running the spectrum of orchestral skills—from the title song of Broadway's latest hit to the Beatle-born "A Hard Day's Night."



TOUR DE FARCE—The Smothers Brothers' very own brand of hilarious history. Undeniably their funniest album yet.



COUNTRY MUSIC FOR PEOPLE WHO DON'T LIKE COUNTRY MUSIC—The Clebanoff strings bring an exciting big orchestra sound and sophisticated new dimension to great country hits like "Big Mamou," and "I Walk The Line." Interesting idea. Intriguing album.



EDDY SINGS THE GREAT ONES—Golden hits from the American pop library, performed by Eddy Howard, the great singer who died too young.



ROLL OUT THE PIANO—Del Wood. The down-yonder gal of the piano, the grand lady of the eighty-eight.



ALLEN & ROSSI—A laughing live recording from The Sands in Las Vegas.



OLE—All the stirring passion and exciting rhythms of Latin-American music performed by one of the greatest of America's popular singers, Johnny Mathis.

GREAT MUSIC SERIES Everyone can have a complete collection with this brilliantly compiled series.



VIVALDI CONCERTOS—Soloists & Orch.—A. Dunamel



COUPERIN Les Nations; **RAMEAU** Concerts en Secteur; Stuttgart M. Couraud



OBOE CONCERTOS—Handel, Telemann, Dittersdorf, J. S. Bach.



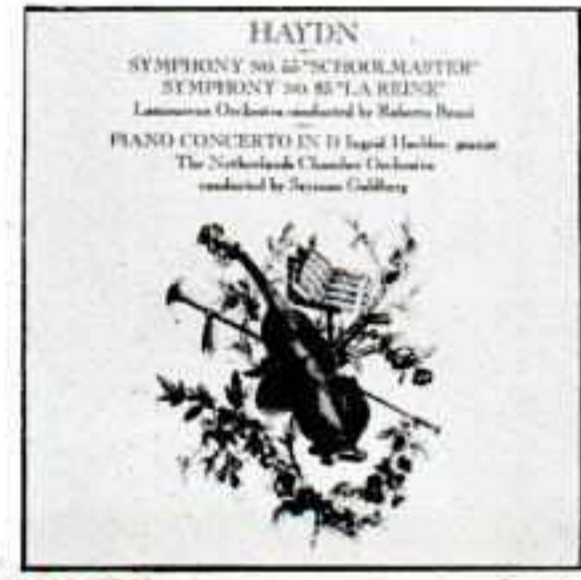
BAROQUE DANCES & DIVERSIONS by Corelli, Parcell, Vivaldi, Albinoni, and others—Barbaum



MOZART Serenades, Eine Kleine Nachtmusik; Wind Serenade No. 10; London Sym.—Dorati; Eastman Wind Fennell



MOZART Piano Concerto No. 20; Clara Haskil, Pianist; Vienna Sym.—B. Paumgartner



HAYDN Symphony No. 55—"Schöpfung"; Symphony No. 85—"La Reine"; Piano Concerto in D Major; Lamoureux Orch.—Benzi-Ingrid Haebler, Pianist



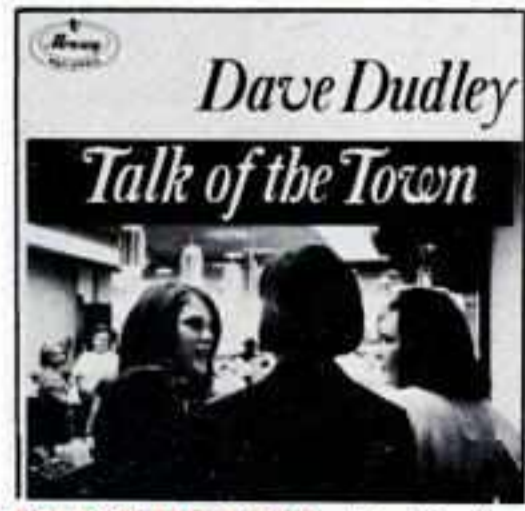
HAYDN Symphony No. 94 in G Major "Surprise"—Philharmonica H. Hungarica—A. Dorati

SANTA'S ORDERS

COUNTRY & WESTERN It's sure to be a country Christmas for many gift-givers with these new albums.



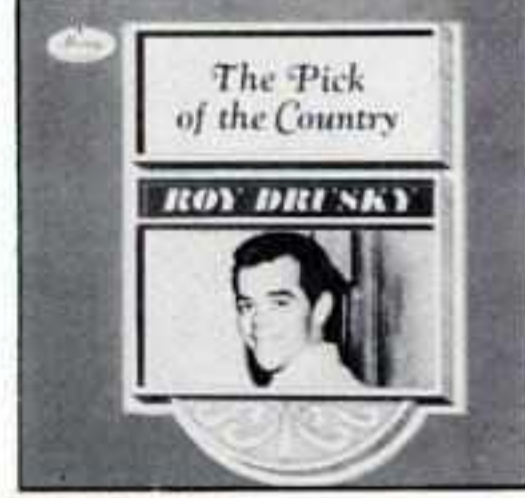
LEROY VAN DYKE AT THE TRADE WINDS—The electric and exciting highlights of Leroy Van Dyke's "in person" Ft. Lauderdale performance.



TALK OF THE TOWN—Dave Dudley, the fastest rising star in the Country field sings the plight of love gone wrong.



STORY SONGS OF MOUNTAINS AND VALLEYS—The fantastic follow-up to Faron Young's big hit "Country Dance Time" gives Faron beautiful songs with melody and meaning. Nothing but great.



THE PICK OF THE COUNTRY—12 of the all-time great country numbers turned into all-new listening experiences by the tremendous talent of Roy Drusky.

CAPTAIN ADVENTURE SERIES Albums that educate in a manner that is fun for all children.



PICCOLO & SAXO AND THE LITTLE STORY OF A BIG ORCHESTRA—A child's introduction to the wonderful world of music.



PICCOLO & SAXO AND THE JOLLY TIME CIRCUS—Specially designed to inform the child through entertainment.



AROUND THE WORLD WITH PICCOLO & SAXO—An entertaining and educational tour of foreign lands and foreign music.

CHILDREN'S CLASSICS

Children can listen to the story as well as hear the music played by important orchestras in these unique albums.



THE STORY OF THE NUTCRACKER PRINCE, THE STORY OF THE TWELVE DANCING PRINCESSES. Tchaikovsky—Minneapolis Orch.



THE STORY OF THE SORCERER'S APPRENTICE, THE STORY OF TILL EULENSPIEGEL'S MERRY PRANKS. Minneapolis Orch.—Dorati, Detroit Orch.—Paray

GOLDEN HIT SERIES 144 of the all-time golden favorite hits now in this twelve album series, sure to be remembered by buyers from 15 to 30.



Original Golden Hits of the Great Groups—Volume II

Original Golden Rhythm Blues Hits—Vol. 1

Original Golden Instrumental Hits—Volume I

Original Golden Hits of the Great Groups—Vol. III

Original Golden Hits of the Great Blues Singers—Volume II

Original Golden Town and Country Hits—Vol. I

Original Golden Hits of the Great Blues Singers—Vol. III

Original Golden Teen Hits—Volume III

Original Golden Teen Hits—Volume I

Original Golden Hits of the Great Groups—Volume IV

Original Golden Teen Hits—Volume II

Original Golden Hits of the Great Blues Singers—Volume IV

HE ALSO ASKS THAT YOU FILL OUT THIS ORDER FORM SO NO ONE WILL BE DISAPPOINTED THIS CHRISTMAS

	QUANTITY	QUANTITY
	STEREO	STEREO
	MONO	MONO
MANY SIDES OF ABBE LANE—Abbe Lane SR 60930 MG 20930	—	—
GOLDEN BOY—Quincy Jones & His Orch. SR 60938 MG 20938	—	—
TOUR DE FARCE (American History & Other Unrelated Subjects)—Smothers Bros. SR 60948 MG 20948	—	—
COUNTRY MUSIC FOR PEOPLE WHO DON'T LIKE COUNTRY MUSIC—Clebano SR 60949 MG 20949	—	—
LEROY VAN DYKE AT THE TRADE WINDS—Leroy Van Dyke SR 60950 MG 20950	—	—
TALK OF THE TOWN—Dave Dudley SR 60970 MG 20970	—	—
STORY SONGS OF MOUNTAINS AND VALLEYS—Faron Young SR 60971 MG 20971	—	—
EDDY SINGS THE GREAT ONES—Eddy Howard SR 60972 MG 20972	—	—
THE PICK OF THE COUNTRY—Roy Drusky SR 60973 MG 20973	—	—
ROLL OUT THE PIANO—Del Wood SR 60978 MG 20978	—	—
ALLEN AND ROSSI IN PERSON AT THE SANDS—Marty Allen & Steve Rossi SR 60979 MG 20979	—	—
"OLE"—Johnny Mathis SR 60988 MG 20988	—	—
GREAT MUSIC OF THE BAROQUE ERA		
VIVALDI CONCERTOS—Soloists & Orch.—A. Dunamel SR 90401 MG 50401	—	—
COUPERIN Les Nations; RAMEAU Concerts en Sectuour; Stuttgart M. Couraud SR 90402 MG 50402	—	—
OBOE CONCERTOS—Handel, Telemann, Dittersdorf, J. S. Bach SR 90403 MG 50403	—	—
BAROQUE DANCES & DIVERSIONS by Corelli, Purcell, Vivaldi, Albinoni, and others—Barbaum SR 90404 MG 50404	—	—
GREAT MUSIC OF THE CLASSICAL ERA		
MOZART Serenades, Eine Kleine Nachtmusik; Wind Serenade No. 10; London Sym.—Dorati; Eastman Wind Fennell SR 90412 MG 50412	—	—
MOZART Piano Concerto No. 20; Clara Haskil, Pianist; Vienna Sym.—B. Paumgartner SR 90413 MG 50413	—	—
HAYDN Symphony No. 55—Sym. No. 85. Piano Concerto in D. Lamoureux Orch.—Benzi-Ingrid Haebler, Pianist SR 90414 MG 50414	—	—
HAYDN Symphony No. 94 in G Major "Surprise"—Philharmonica H. Hungarica—A. Dorati SR 90415 MG 50415	—	—
CAPTAIN ADVENTURE SERIES		
PICCOLO, SAXO AND A LITTLE STORY OF A BIG ORCHESTRA CCM-200	—	—
PICCOLO, SAXO & THE JOLLY TIME CIRCUS CCM-201	—	—
AROUND THE WORLD WITH PICCOLO & SAXO CCM-202	—	—
CHILDREN'S CLASSICS		
THE STORY OF THE NUTCRACKER PRINCE. THE STORY OF THE TWELVE DANCING PRINCESSES. Tchaikovsky—Minneapolis Orch. CCM-250	—	—
THE STORY OF THE SORCERER'S APPRENTICE. THE STORY OF TILL EULENSPIEGEL'S MERRY PRANKS. Minneapolis Orch.—Dorati, Detroit Orch.—Paray CCM-251	—	—
GOLDEN HITS SERIES		
ORIGINAL GOLDEN HITS OF THE GREAT GROUPS—VOL. 2 MGH 25000	—	—
ORIGINAL GOLDEN INSTRUMENTAL HITS—VOL. 1 MGH 25001	—	—
ORIGINAL GOLDEN HITS OF THE GREAT BLUES SINGERS—VOL. 2 MGH 25002	—	—
ORIGINAL GOLDEN HITS OF THE GREAT BLUES SINGERS—VOL. 3 MGH 25003	—	—
ORIGINAL GOLDEN TEEN HITS—VOL. 1 MGH 25004	—	—
ORIGINAL GOLDEN TEEN HITS—VOL. 2 MGH 25005	—	—
ORIGINAL GOLDEN RHYTHM & BLUES HITS—VOL. 1 MGH 25006	—	—
ORIGINAL GOLDEN HITS OF THE GREAT GROUPS—Vol. 3 MGH 25007	—	—
ORIGINAL GOLDEN TOWN & COUNTRY HITS—Vol. 1 MGH 25008	—	—
ORIGINAL GOLDEN TEEN HITS—Vol. 3 MGH 25009	—	—
ORIGINAL GOLDEN HITS OF THE GREAT GROUPS—VOL. 4 MGH 25010	—	—
ORIGINAL GOLDEN HITS OF THE GREAT BLUES SINGERS—VOL. 4 MGH 25011	—	—

NAME _____
 COMPANY _____ TITLE _____
 ADDRESS _____
 CITY _____ STATE _____



RADIO RESPONSE RATING

SEATTLE SECOND CYCLE

TOP STATIONS

Rank	Call Letters	% of Total Points
★ POP Singles		
1.	KJR	64%
2.	KTW	36%
★ POP LP's		
1.	KVI	47%
2.	KING	23%
3.	KIRO	14%
Others (KOMO, KOL, KIXI) 16%		
★ R&B		
(No R&B Stations in the Seattle area)		
★ C&W		
1.	KAYO	100%
★ CONSERVATIVE		
1.	KIXI	100%
★ CLASSICAL		
1.	KXA-AM	69%
2.	KING-FM	14%
3.	KIXI-AM	10%
4.	KLSN-FM	7%

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

FORMAT GLOSSARY: "Contemporary"—Stations that play primarily singles and LP's of a "rock-n-roll" and rhythm and blues nature. "Pop Contemporary"—Stations that feature rock-n-roll and rhythm and blues music, as well as current singles and LP's of a non-rock nature. "Pop-Standard"—Stations programming current and stock singles and LP's, excluding rock-n-roll and rhythm and blues. "Standard-Pop"—Same as "Pop-Standard" with stations emphasizing standards to current pop singles. "Standard"—Stations programming current or stock versions of the old standards culled primarily from LP's. Rock-n-roll and "teen sound" excluded. "Conservative"—Stations featuring primarily LP music of a subdued nature in tone and performance. Background instrument music. "Classical," "Country & Western," "Jazz," "Rhythm & Blues," "Ethnic"—Stations programming more than 50 per cent of their music in the above mentioned particular categories.

STATIONS BY FORMAT

SEATTLE, WASH. AREA — 14 AM; 10 FM. 2 country western, 1 general, 1 conservative, 3 standard-pop, 3 contemporary, 2 standard, 1 pop-standard, 1 classical.

KAYO: 5,000 watts days, 1,000 watts night. Independent. Mutual affiliate. Music format: Country Western. Highly identifiable air personalities. Editorials aired regularly. Station sponsors 4 to 5 one-night country shows each year featuring top artists from 3,500-seat World's Fair Opera House. 2-man news operation 5-min. news on hr. Mutual news on half-hour. Exclusive 250 member "CB Minute-Men" 2-way radio news stringer force. Gen'l mgr., John R. Dimeo. Records should be directed to Chris Lane, prog. dir., 2939 4th Ave. S.

KBLE: 5,000 watts day. Independent. Music format: Religious-Country Western. Separate FM broadcasting from 4 to midnight featuring international music and foreign language programs. Station mgr., George W. Boucher. Records should be directed to the attention of Anita Busek, FM mgr., 114 Lakeside Ave.

KBVU: 1,000 watts. Independent. Music format: General (standards, classical, jazz.) Block programming from 6 p.m. on. King Conference H. S. football, basketball, baseball carried. Special programming: "Open Window," with Helen Mitchell, women's editor, 10:05-10:20, M-W-F. Complete original cast or soundtrack album featured 7:30 p.m., M-Sat.; complete major classical work, 9:30-

11 p.m., M-Sat.—both segments hosted by Neil Richards. "Purist" jazz all night with Jim Hartt. 15-min. newscasts 7:45, 11:45 a.m.; 5:45 p.m. Pres. & gen'l mgr., Merton Glant. Records should be directed to Les Williams, 3136 Arcade Bldg.

KETO: 5,000 watts. Independent. Music format: Conservative. Popular album music featured in 10-min. segments. FM stereo duplicates AM, 2 p.m.-1 a.m. H. S. football, basketball, golf tournaments carried. "The Breakfast Club" aired from ABC Net along with various Mutual Network programs. "Featurescope," women's show emceed by Fred Johnson, daily 10:30-10:45 a.m. Carlton Fredericks nutrition syndicated program daily 9:55 & 11:30 a.m. Stock reports every hr. on hr. 10-min. newscasts 6:30, 8:30 a.m.; noon; 5:30 p.m. Gen'l mgr., Jack L. Links. Records should be directed to George A. Edgar, Sta., mgr., Suite 600 1417 4th Ave. Bldg.

KFKF: 5,000 watts days. Independent. Music format: Standard-Pop. Special programming "Zingo," remote from supermarket (game). Fashion show remote from local restaurant sponsored by Rhodes Dept. Store, 12:30-1 p.m. Thurs. School lunch menus aired 5 times daily. 15-min. newscasts 7:45 a.m., noon, 4 p.m. Gen'l mgr., Kemper Freeman. Records should be directed to Dick Stokke, Box 908 307 Bellvue Sq.

KING: 50,000 watts. A Crown Station (KGM, Portland, KREM, Spokane). NBC affiliate. Music format: Standard-Pop. Highly identifiable air personalities. Editorial aired. U. of Washington exclusive sports outlet. Special programming: "Irving Clark Show," telephone audience call-in-discussion, 9-midnight, M-F. "Total Report," news, sports, weather, business, commentary, news analysis with Herb Altschull, hunting and fishing news, 5-6:30 p.m., M-F. Combo 5-man news dept. headed by News dir. Al Wallace. 2 tele-radio equipped news wagons. 10-min. newscasts 7-8 a.m. Sta. mgr., Bill Clark. Prog. mgr., Dan Shannon. Records should be directed to Kathy Barry, music dir., 320 Aurora Ave.

KIRO: 50,000 watts. Independent. CBS affiliate. Music format: Standard-Pop. Editorials aired regularly. Highly identifiable air personalities. Special programming: "Public Pulse," guest expert and telephone audience participation with Don Riley, 8:15-9:15 p.m., M-F. "Roundtable," guest expert and telephone audience participation with Ron MacDonald, 1-1:30 p.m., M-F. Women's show with Judith Lane, 9:30-10 a.m., M-F joined by KIRO Personalities who comment on listener's problems on Mon. use live phones on Fri. "Party Line," audience telephone discussion, with Bill Carter, 11 p.m.-3 a.m. Sam Sharkey, news dir., 75-min. solid news block from 5 p.m., M-F. 10-min. newscasts every hr. 15-min. news 7:30, 8 a.m.; 30-min. 10 p.m. VP & gen'l mgr., W. F. Tucker. Records should be directed to Ron MacDonald, 1539 Queen Anne Ave., N. Seattle.

KIXI: 1,000 watts. Independent. Music format: Standard-Conservative. Classical music from 8-10 p.m., M-F. "Reflections," poetry and music, 10-11 p.m., M-F. 10-min. newscasts 7:30 a.m., noon,

5:30 p.m. Station produces 90 per cent of commercials aired on station. Records should be directed to Pres. & Gen'l Mgr., Wally Nelskog, 1305 Third Ave.

KJR: 5,000 watts. Owned by Dina Products (Danny Kaye) and Alexander Broadcasting. Music format: Contemporary-Pop. Highly identifiable air personalities. Editorials aired. Special programming: "Backstage," interviews with celebrities, record artists, etc., with Lan Roberts, 9:15-9:20 p.m. Public service block 7-11 p.m., Sun. 3-man news dept. with 2-man newscasts. 10-min. newscasts 6:55, 7:55, 8:55 a.m., M-F. "Name It & Claim It," audience invited to call in and name record played on air for prize. Wide variety of pop singles and albums featured on station throughout day. Gen'l Mgr., Lester M. Smith, Sta. Mgr., Gaylen S. Blackford. Records should be directed to Pat O'Day, program dir., Box 3726.

KOL: 5,000 watts. Owned by Goodson - Todman. Independent. Music format: Pop-Contemporary. Station switched format 3 months ago. Editorials aired. Hydra-Plane racing, Big 10 football, Metro League H. S. football and college & Jr. college basketball carried. Audience telephone — call-in discussion show hosted by "Fenwick," 9-midnight, M-F. 5-man news dept. under direction of Frank Roberts. 10-min. newscasts 6:55, 7:55 a.m.; 4:55, 5:55 p.m. V-P, Robert H. Forward, Gen'l Mgr., Herschel Cary. Records should be directed to attention of Robert D. Cooper, asst gen'l mgr., 1100 S.W. Florida.

KOMO: 50,000 watts. Independent. ABC affiliate. Music format: Standard. Seattle U. basketball, Seattle Rainier baseball, Washington State U. football, Notre Dame football and other special sporting events carried. Special programming: Women's program with Katherine Wise, 9:30-9:40 a.m. & 11:50-noon. Agriculture program, 5:05-5:30, M-F with Greg Click. "Theater 5," ABC Network drama, M-F, 10:05-10:30 p.m. 2-man news dept. under direction of Bryan Johnson. 10-min. newscasts coupled with ABC West, 6 & 7 a.m. 15-min local news 7:45 a.m. Solid news block "Sunset Northwest" 5-7:30 p.m., M-F. ABC news five minutes to hr., local news on hr. Air patrol traffic service. Station Mgr., John Behnke. Operations Mgr., Jay Ward. Records should be directed to Nick Lacy, music director, 100 4th Ave., N. Seattle.

KTW: 5,000 watts. Independent. Music format: Contemporary. Staged formats after sale recently. Heavy promotion and on-air contests. All public service spots personalized. 5-min. newscasts every hr. on hr. Gen'l Mgr., David M. Segal, Sta. & Sales Mgr., Arthur (Art) H. Jacobsen. Records should be directed to Dick Jones, music dir., 710 Madison St.

KVI: 5,000 watts. Golden West Broadcasters (KMPC, Los Angeles; KSFO, San Francisco; KEX, Portland). Music format: Pop-Standard. Highly identifiable air personalities. Editorials aired. Western Hockey League games carried. Special programming features: "Con Man Out," rackets exposed by State Attorney General, 4 min., 5 times daily. Locally produced comedy vignettes. Mystery dramas aired Sun, 4 to 6:30

p.m. 6-man news dept. under direction of Lou Gillette. 10-min. newscasts 7 & 8 a.m., noon. 15-min news & sports, 5:56 p.m. 2 radio-equipped news wagons. V-P & Gen'l Mgr., Bert S. West. Prog. dir., Buddy Webber. Records should be directed to LaVerne Drake, music dir., Tower Bldg.

KXA: 1,000 watts days. Independent. Music format: Classical. Editorials aired. Station specializes in Broadway Show Original Cast albums, classical & concert tunes. Uninterrupted symphony featured for past 10 years, 9-10 a.m. M-F. 15-min. newscasts 6, 7, 8 a.m.; noon, 4, 6 p.m. Records should be directed to Roman W. Wassenberg, V-P & Gen'l Mgr., 320 2d Ave., W.

KLEF Is Newest in FM Field

HOUSTON — FM each year is becoming a more formidable communications medium with new stations inaugurating broadcast schedules and offering the public an even greater and varied musical menu to choose from.

This year two new FM stations debuted in New York City alone, WABC-FM, featuring live stereo concerts and the three-week-old WPIX (see Billboard, Nov. 7).

Houston's newest radio station began broadcasts last week and will broadcast 6 a.m. to midnight throughout the week in FM multiplex stereo.

KLEF, headed by Ronald G. Schmidt, vice-president and general manager, will concentrate strictly on classical music programming. Well-known Houstonians from the world of music and culture will perform as hosts on the station.

"The people who talk about the music are experts in the field and lend their personal observations," Schmidt said.

Schmidt, like the current manager and program director of WPIX-FM, New York, is an executive of KODA AM-FM in Houston. Program director Ray A. Landers has moved to the new FMer from KBRE, Houston, where he served in a similar capacity for four years.

KLEF musical hosts are Al Urbach, Robert Boyd, Les Avery, and Ray G. Hickman. Hickman, Steve Geron, Paul Henry and Jim Carroll will handle staff announcer responsibilities including news.

The station is to be the key outlet of the Apollo network, which reportedly is seeking licenses in seven major cities. A sister station, KBRG, San Francisco, is currently in operation.

Focus on the DeeJay Scene

Western Pennsylvania or no Western Pennsylvania, Big Steve Rizen is creating quite a stir in Pittsburgh with his 10-gallon hat trademark. When Steve is not walking or driving around the area he may be seen doing his 11 a.m. to 3 p.m. show from KQV's picture window studios in downtown Pittsburgh. Rizen, who is nicknamed Hoss by his fellow deejays, comes to Pittsburgh from KONO, San Antonio. He's done stints at KBOX, Dallas, and KTSA, San Antonio. The native Texan has brought his deep-voiced twang to the Steel City airwaves with measurable effect since slipping into the KQV saddle June 1. Rizen was among the 20,000 persons who took health tests at the fifth annual Health-O-Rama in Pittsburgh last month. His hitch, however, was done right on the air while broad-



STEVE RIZEN

casting from the KQVehicle on location. Big Steve got the once over for anemia and diabetes from a medical technician but it was impossible to remove the big guy's Texas twang.

DJ's Host TVers

HOLLYWOOD — The skills with which deejays communicate with teen-agers are being tapped by TV producers. Latest DJ joining the TV ranks is KFNB's Wink Martindale, who debuted as host of the NBC afternoon game show, "What's This Song?," Oct. 26.

Martindale, who changes name to Win at NBC's insist- (Continued on page 26)

THE KENNEDY WIT NOW AVAILABLE ON RECORD



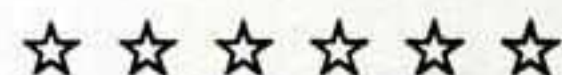
"HIS MASTER'S VOICE"
RCA VICTOR
RED SEAL



THE KENNEDY WIT

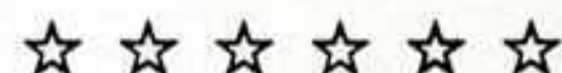


*Selections
from famous Speeches,
Press Conferences
and Off-the-Cuff Remarks—
Edited by BILL ADLER*



DAVID BRINKLEY



Narrator



Spoken Introduction by

ADLAI E. STEVENSON

RCA VICTOR

 The most trusted name in sound 

HOT 100

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

Record Industry Association of America seal of certification as million selling single.

Table with columns: THIS WEEK, 1 Wk. Ago, 2 Wks. Ago, 3 Wks. Ago, TITLE, Artist, Label & Number, Weeks on Chart. Includes songs like 'BABY LOVE', 'LEADER OF THE PACK', 'LAST KISS'.

Table with columns: 33, 34, 35, 36, 37, 38, 39, 40, 41, 43, 44, 45, 46, 48, 49, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66. Includes songs like 'MOUNTAIN OF LOVE', 'WHO CAN I TURN TO', 'BABY DON'T YOU DO IT'.

Table with columns: 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 79, 80, 81, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Includes songs like 'S-W-I-M', 'OH NO, NOT MY BABY', 'WHAT GOOD AM I WITHOUT YOU'.

HOT 100—A TO Z—(Publisher-Licensee)

BUBBLING UNDER THE HOT 100

Table listing songs and artists under 'HOT 100—A TO Z' starting with 'Ain't Doing Too Bad'.

Table listing songs and artists under 'HOT 100—A TO Z' starting with 'I Had a Talk With My Man'.

Table listing songs and artists under 'HOT 100—A TO Z' starting with 'Saturday Night at the Movies'.

Table listing songs and artists under 'BUBBLING UNDER THE HOT 100' starting with 'ONCE A DAY'.

Another Top 10 for
THE NASHVILLE TEENS



Already a smash
in England!

Here's their follow-up smash to "Tobacco Road"

GOOGLE EYE *LONDON*
RECORDS

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"Frogman"
Henry

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with his **GREATEST EVER!**

**HAVE YOU
EVER BEEN
LONELY?**

PARROT
RECORDS



#45004

VOX JOX

By GIL FAGGEN

KQV's (Pittsburgh) Dex Allen showed me the postcard winners of a recent contest he conducted on the ABC-owned station inviting his listeners to write "Frank Sinatra Sings for the Young at Heart" as many times as possible on a post card. It's amazing to see how industrious some listeners can be. A few of the cards I saw had the phrase written 656 and 417

times. The winners received a set of 10 Sinatra albums.

Sandy Lesberg left for Europe to tape interviews for his WEVD celebrity show. Among those scheduled for on-location interviews are Kim Novak and Sir Alec Guinness.

Radio KING's Al Cummings worked a full 24-hour shift as an apprentice deckhand aboard the tub Carol Foss while his lis-

teners received regular reports direct from the tug as she cruised Seattle waters.

Stations are to be on the alert for Phil Chess, currently on an 80-city record promotion junket. Phil makes the whole scene by auto and zeros his car in on every radio tower he sees along the way.

Big A Collins and Jim Lange have been busy pecking away at the typewriter lately when not doing their air stints on KSFO (San Francisco). Al wrote the introduction to Jimmy Smith's Verve album "The Cat." Lange contributed the notes to the wacky Mercury Smothers Brothers album.

Recently on Jack McDermott's all-night show on WKAT (Miami), Jackie Gleason's musical director, Sammy Spear, had a reunion with Charlie Spivak, who is appearing at the beach.

KVI (Seattle) deejays "paid off" a debt to McChord Air Force Base recently by serving as "Airmen Basics" for the day. The pay-off was a result of a bet made by KVI's Hardwick on the University of Washington-AFC football game. The KVImen broadcast for 12 hours from four different locations at the air base.



The Munsters TV show is now firmly established. Recently, a new musical group was formed called the Munsters, all of whom perform while wearing the masks of their TV counterparts. To call attention to their initial album on Decca, one of the musical Munsters donned the mask of Herman Munster, one of the stars of the TV show, and paid a visit to Los Angeles deejays in the unusual car that provides the TV family's transportation, the Munster Coach. Pictured above, left to right, are KFVB's Bill Slater, Munster, Sam Riddle, Larry McCormick, Roger Christian and Wink Martindale. Standing on Coach: Jim Hawthorne, Crowell-Collier VP and Bill Ballace. Peering over the windshield is Gene Weed. Pictured in photo at left are KRLA deejays (l-r) Dave Hull, you-know-who, Bob Eubanks and Bob Hudson.



KBLA Pow'r Hike

HOLLYWOOD — KBLA, Burbank-based station, has passed all equipment tests to the FCC's satisfaction and is shooting for its power increase and new format change around Nov. 15. Station management is gearing its new operation for that date, but says it could get the green light one week on either side of that date.

Station will begin with a new roster of air personalities which general manager Mel Leeds has assembled. He is still keeping the format and deejay line-up secret although speculation is that the programming will be middle-of-the-road. Current sound is top 40 hits. Deejays already announced are Paul Worth, Sid Wayne, Tom Clay, Dick Wittington and Sebastian Cabot, who will do a taped mystery show. It is known Leeds is still talking to deejays about other spots.

DJ's Host TVers

• Continued from page 22

ence, joins fellow KFVB DJ Sam Riddle and ex-KFVB DJ Jimmy O'Neill as a TV host. Riddle is seen on "Ninth Street West," a local teen dance show on KHJ, and O'Neill is seen briefly on ABC-TV's "Shindig," weekly half-hour rock 'n' roll outing. Martindale and Riddle continue with their KFVB stints.

WCRQ Program

NEW YORK—"The World of Adventure in Music," produced by La Brie Associates, Ltd., New York, for Trans-World Airlines, will now be heard on WCRQ, Providence, R.I. The program is heard on 18 AM and FM stations in 11 markets.

WCAO Moves

BALTIMORE — WACO, the Plough-owned radio station in Baltimore, has moved to new studios adjacent to its transmit-

ter site at 8001 Park Heights Avenue. Executives offices are at 40 W. Chase Street.

Cash In!

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Ed Hider, WINS (New York) morning man, reportedly received 30 days' notice from Group W station. . . . Fred Crocker, formerly with WZUM (Pittsburgh) and WUFO (Buffalo), joins air staff of Negro-

BIG NEW HIT . . .

"SAM HILL"

Jimmy Dean

on Columbia #4-43159



Published by:

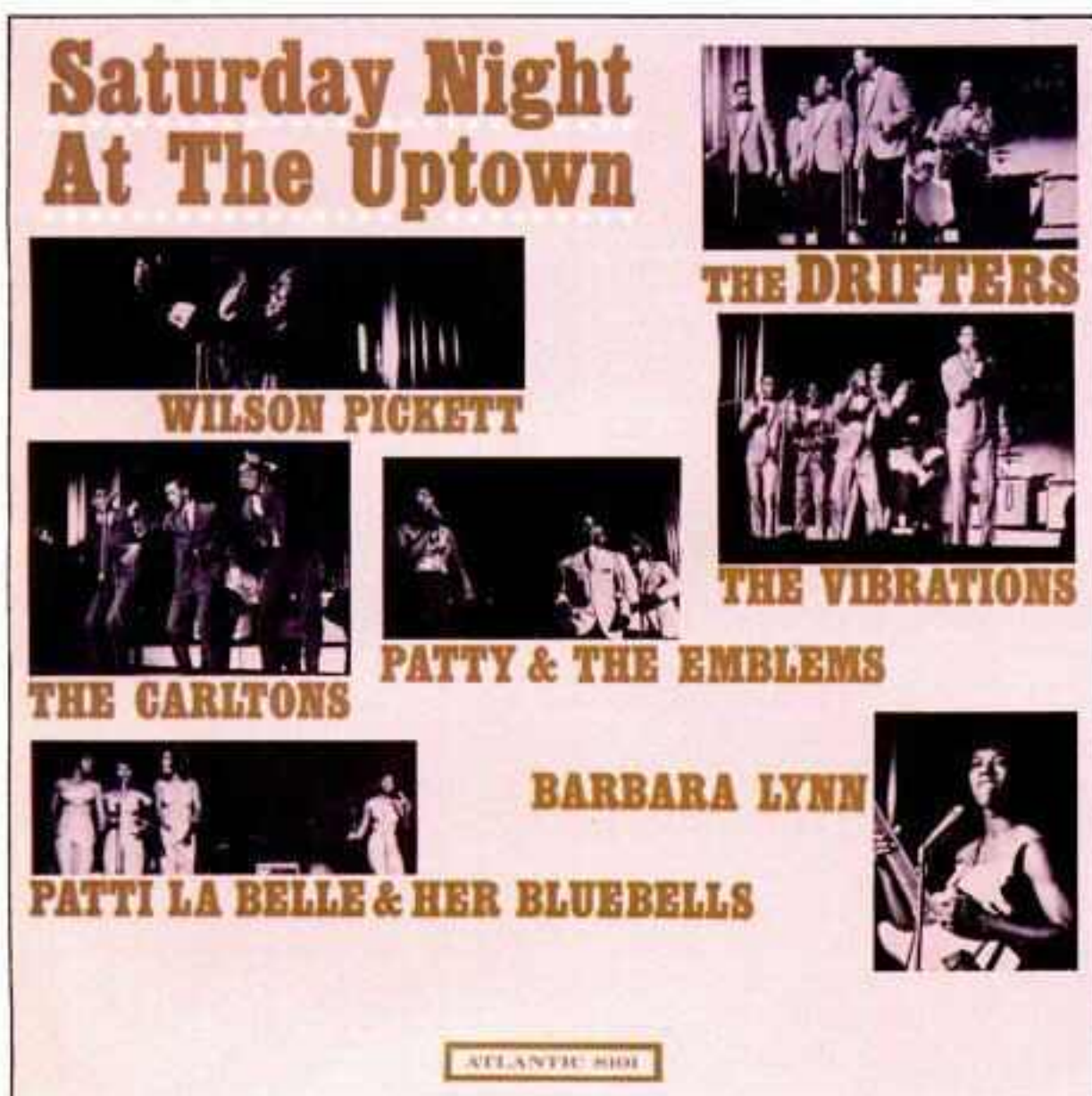
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Written by:

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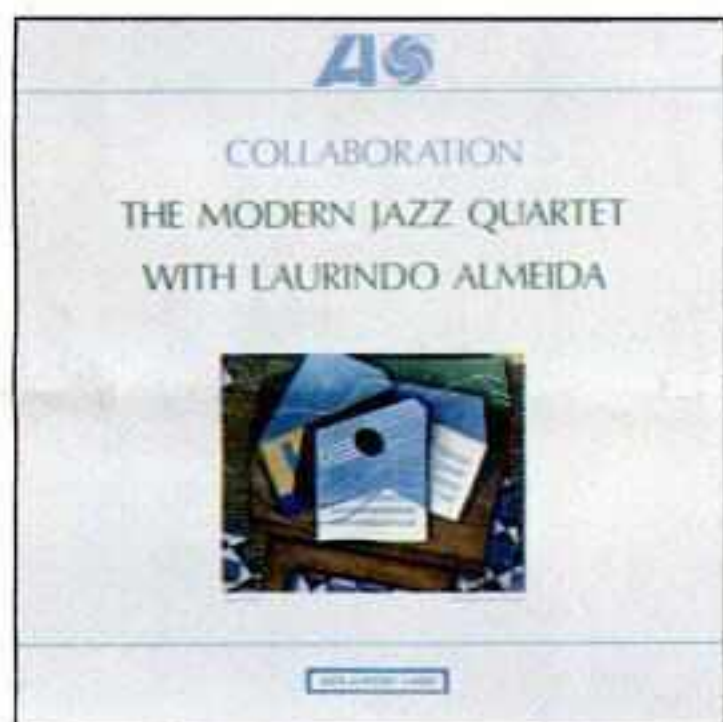
THE DRIFTERS – Under the Boardwalk • PATTY & THE EMBLEMS – Mixed Up, Shook Up, Girl • WILSON PICKETT – If You Need Me • THE VIBRATIONS – The Watusi • PATTI LA BELLE & HER BLUEBELLS – Down The Aisle • THE CARLTONS – Can't You Hear The Beat • BARBARA LYNN – (O Baby) We Got A Good Thing Goin' • AND MANY MORE HITS.

Atlantic 8101/SD 8101

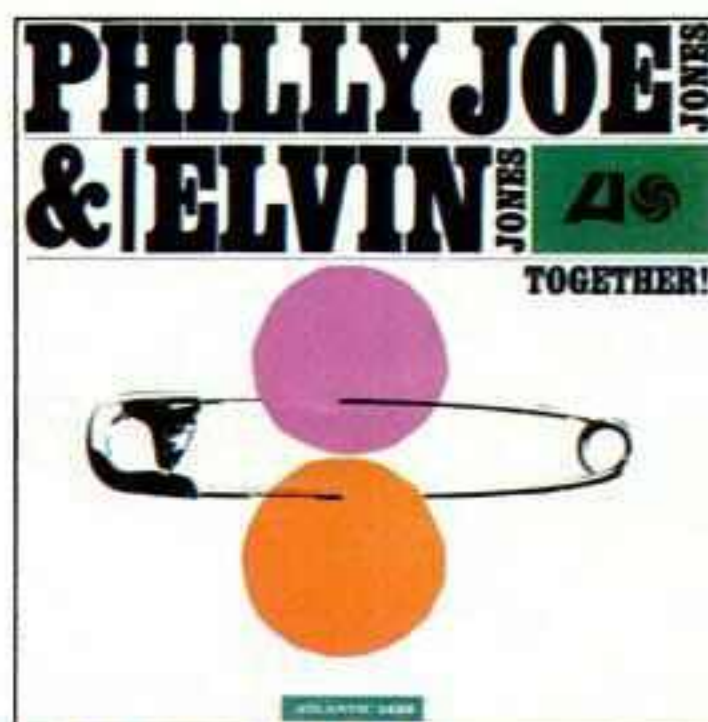
The most played...



HERBIE MANN & THE BILL EVANS TRIO
NIRVANA Atlantic 1426/SD 1426



THE MODERN JAZZ QUARTET WITH LAURINDO ALMEIDA
COLLABORATION Atlantic 1429/SD 1429

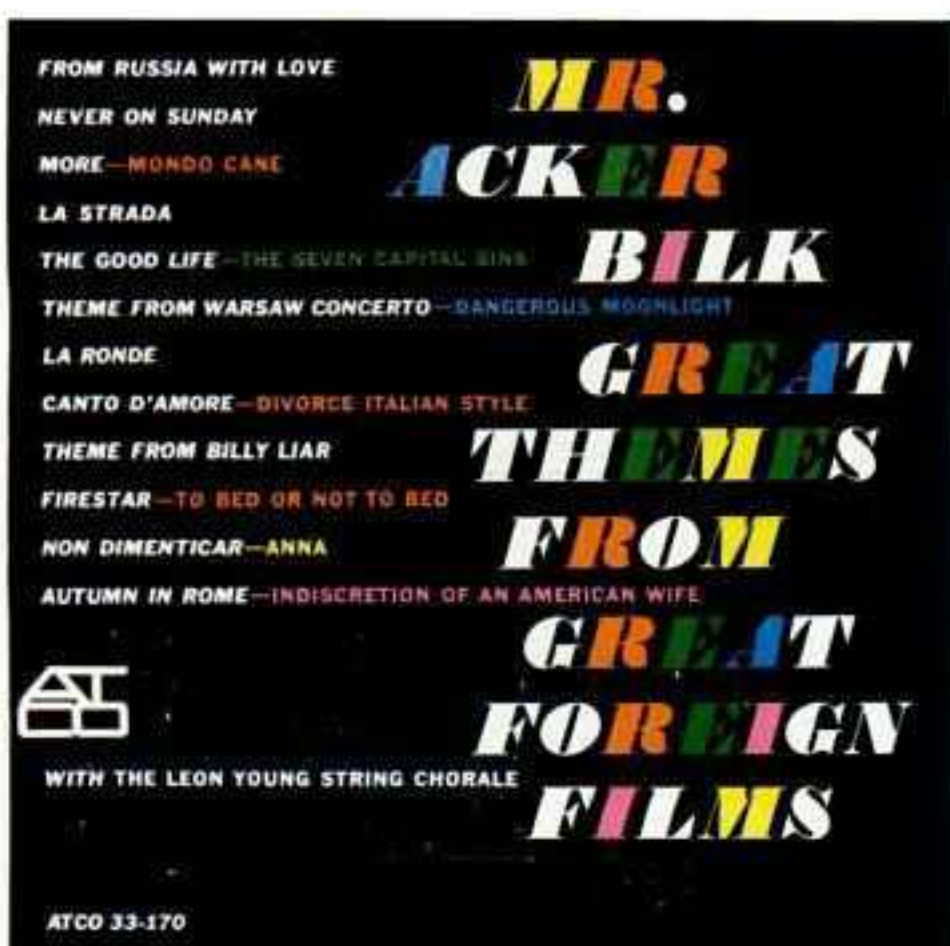


PHILLY JOE JONES & ELVIN JONES TOGETHER
Atlantic 1428/SD 1428



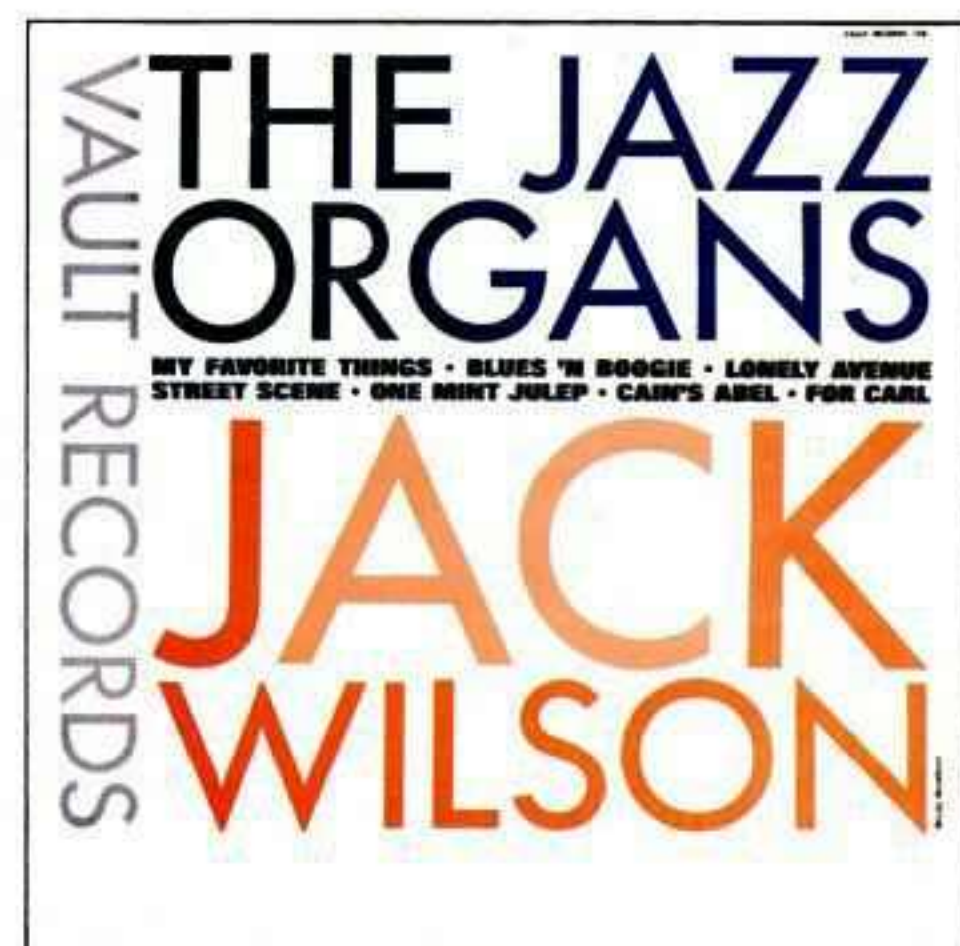
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Atlantic 1427/SD 1427

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DINAH SHORE * FRANK SINATRA

KEELY SMITH * JO STAFFORD

STARRING IN:

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SOUTH PACIFIC * FINIAN'S RAINBOW

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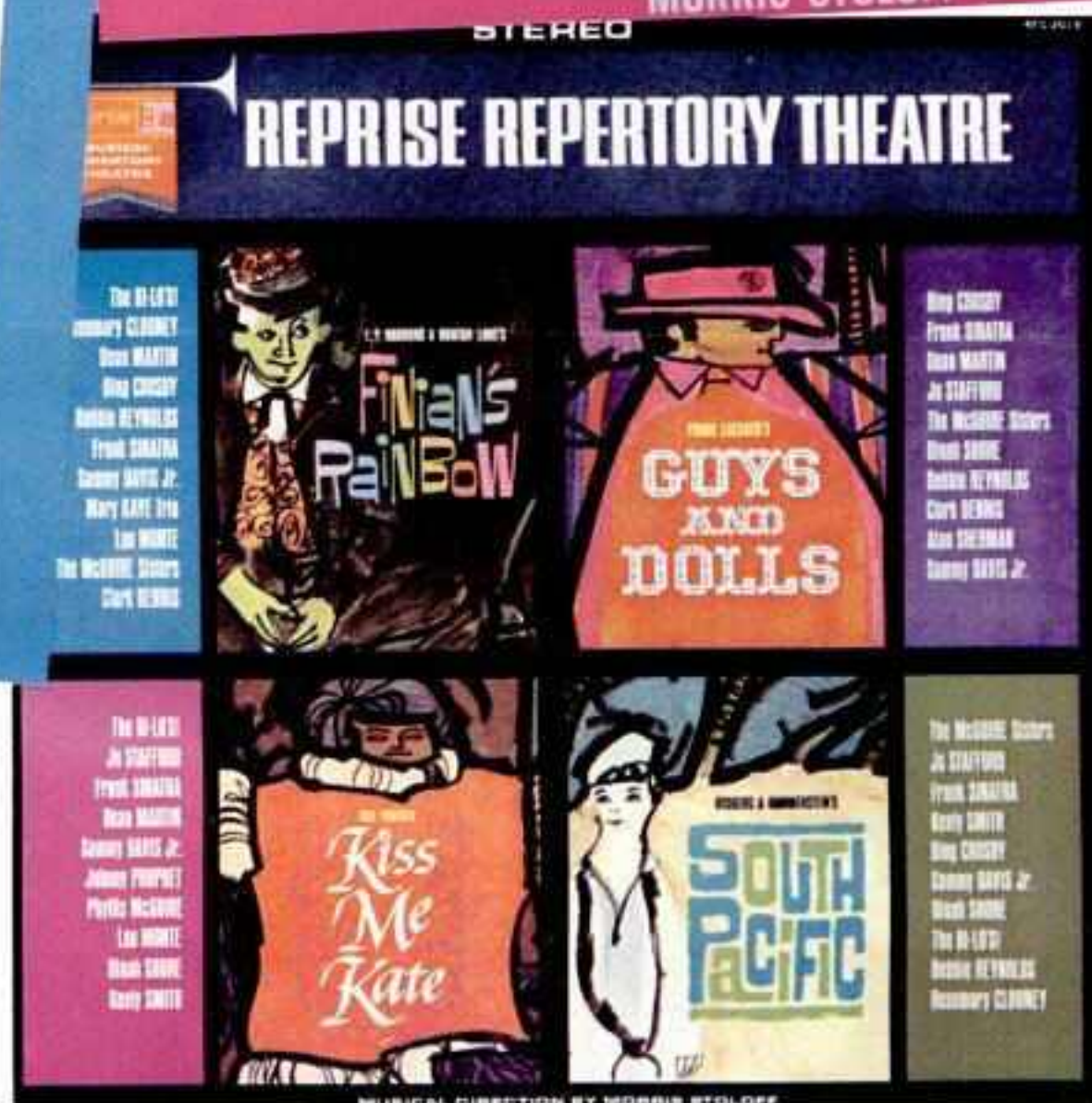
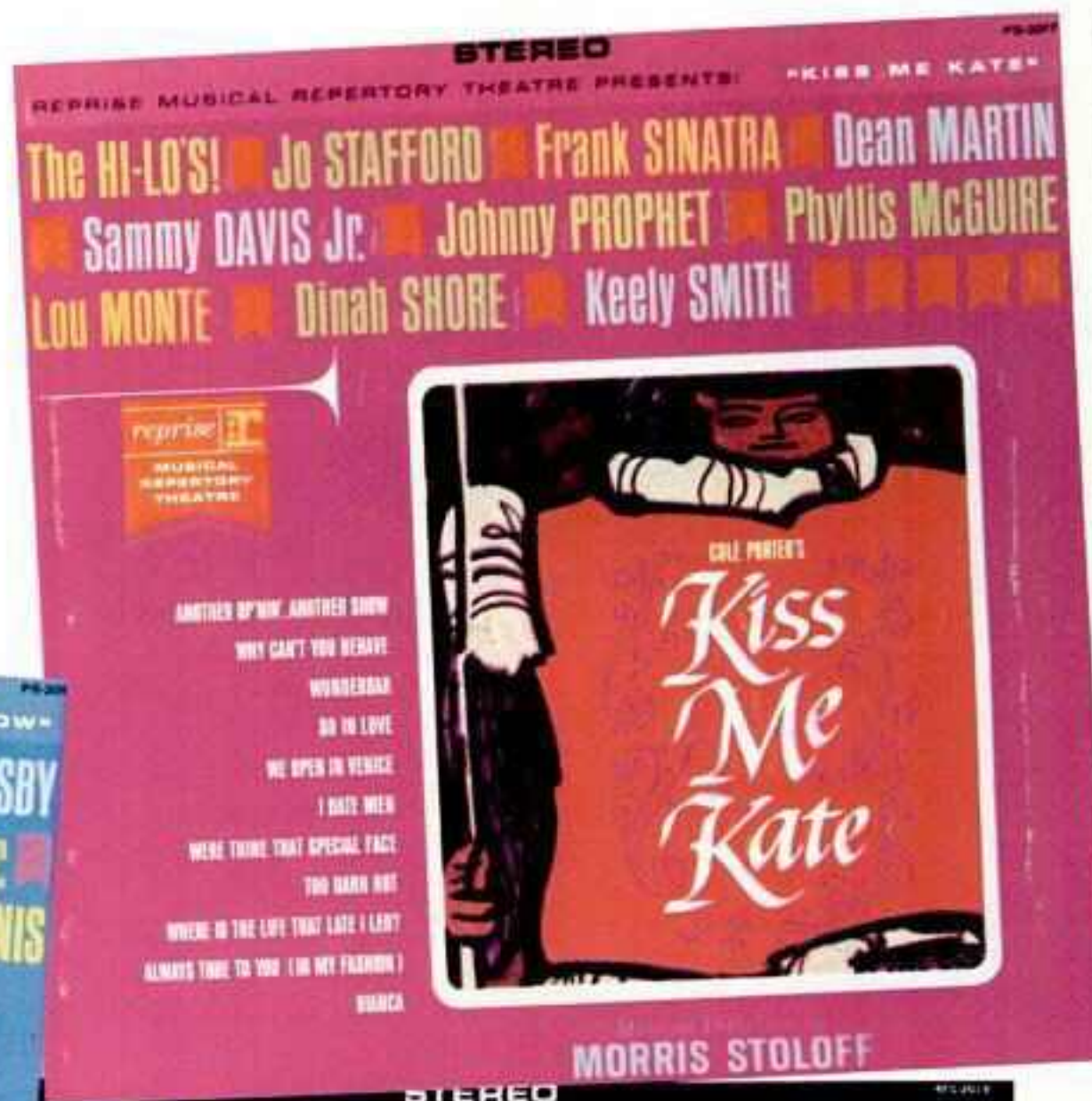
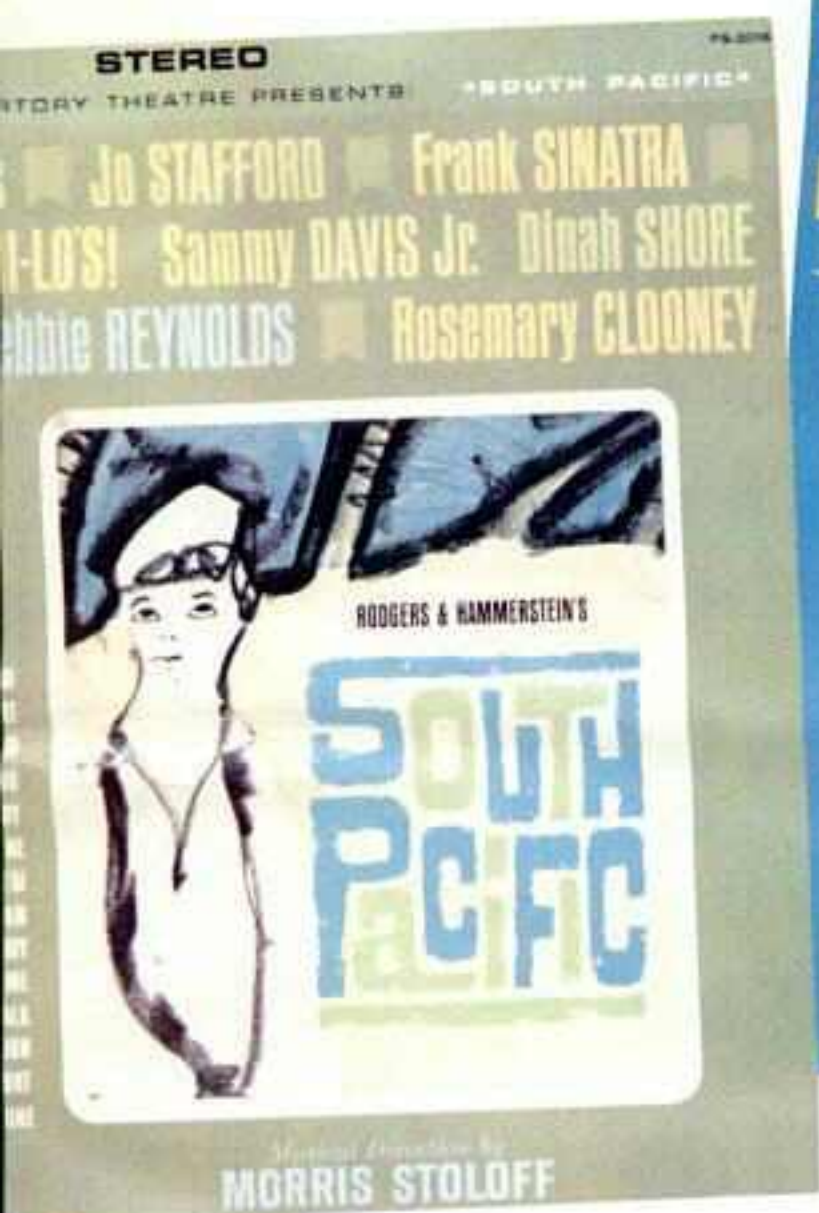
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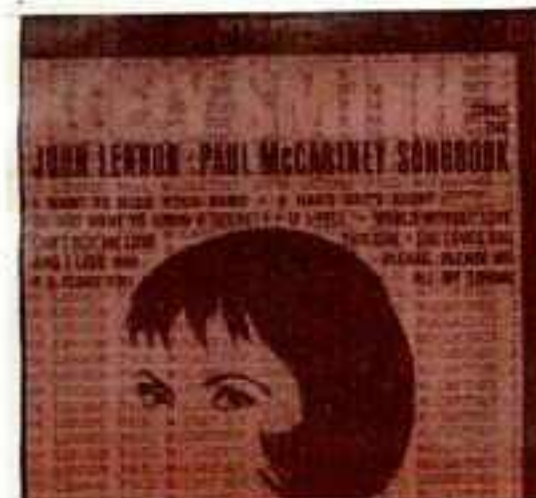
Available through selected independent Record Distributors (see Billboard's 1964-1965 BUYER'S GUIDE) or direct. Use the order form today.

ALBUM REVIEWS (continued)



POP SPOTLIGHT
HAPPINESS IS A WARM SUE RANEY
 Phillips PHM 200-160 (M); PHS 600-160 (S)

Sue is a talented swinger. She can project excitement and originality with a mature and well-disciplined voice. It is fair to mention that Sue is just as adept with the ballad as with the belters. Ralph Carmichael's arrangements and music gives her a fine showcase within which to show her vocal wares. Give a listen to the interpretations of "Beautiful Friendship," "My Future Just Passed," "I'm Painting the Town Red" and others. We're sure you will not regret a note of it.



POP SPOTLIGHT
KEELY SMITH SINGS THE JOHN LENNON-PAUL McCARTNEY SONG BOOK
 Reprise R 6142 (M); RS 6142 (S)

Keely takes on a challenge here by singing the songs made ever so popular by the Beatles and other groups. And her distinct handling of the specially arranged tunes makes her come through with flying colors. She excels in "She Loves You," which should come out as a single. Lennon and McCartney will love her for this.



POP SPOTLIGHT
EDDIE CANTOR SINGS SONGS HE MADE FAMOUS
 Decca DL 4431 (M)

Eddie Cantor's recent death served to remind many of the songs made popular by the great performer. Decca has gathered together 12 memorable performances, including "Makin' Whoopee"; "Yes Sir, That's My Baby"; "Dinah"; "Now's the Time to Fall in Love" and "Margie." Nostalgic Americana.



ALBUM REVIEW POLICY
 Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all other LP's are listed under their respective categories.



POP SPOTLIGHT
HERE ARE THE HONEYCOMBS
 Interphon 88001 (M)

The English group, riding singles charts in various countries, including the U. S. A., turn in a solid performance with lots of teen appeal. Their most recent hit, "Have I the Right," is included. Recorded in England by Pye, U. S.-released through Vee Jay.



COUNTRY SPOTLIGHT
THE JUDY LYNN SHOW
 United Artists UAL 3390 (M); UAS 6390 (S)

Judy Lynn is a bright star in the c&w field but she has a repertoire and a style that gets to the sophisticated city slicker as well. It all comes out in this package which recaptures one of her "live" performances along the night club circuit. She makes her song repertoire fresh and alive and constantly appealing.



SPOKEN WORD SPOTLIGHT
THE COMMITTEE
 Original Cast. Reprise F 2023 (M); FS 2023 (S)

Good satire is the truth with only a slight exaggeration. The Committee measures up to this definition with gentle spoofs on sex, folk singing, politics and campus life with wit and good taste. The result is humor without shock. It's a gas.



SPIRITUAL SPOTLIGHT
SONGS OF FAITH AND INSPIRATION
 Robert Shaw Chorale. RCA Victor-LM 2760 (M); LSC 2760 (S)

The Robert Shaw Chorale takes effective hold of any music idiom. In this case it is a package of songs of faith and inspiration and it is quite moving. The songs are of varied nature such as "Ave Maria" and "Kol Nidre," which gives it wide appeal. The arrangements by Robert Russell Bennett give the LP an additional edge.

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

ROUSTABOUT
 Elvis Presley, RCA Victor LPM 2999 (M); LSP 2999 (S)

THE ROLLING STONES 12 X-5
 London LL 3402 (M); PS 402 (S)

IT HURTS TO BE IN LOVE
 Gene Pitney, Musicor MM 2019 (M); MS 3019 (S)

SHE CRIED
 Lettermen, Capitol T 2142 (M); ST 2142 (S)

★ NEW ACTION LP's

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

WELCOME TO THE PONDEROSA . . .
 Lorne Greene, RCA Victor LPM 2843 (M); LSP 2843 (S)

A NEW KIND OF CONNIE . . .
 Connie Francis, MGM E 4253 (M); SE 4253 (S)

SANDY NELSON LIVE! IN LAS VEGAS . . .
 Imperial LP 9272 (M); LP 12272 (S)

THE HOLLYRIDGE STRINGS PLAY HITS MADE FAMOUS BY THE FOUR SEASONS . . .
 Capitol T 2199 (M); ST 2199 (S)

EXCITEMENT ON PARK AVENUE . . .
 Paul Anka, RCA Victor LPM 2966 (M); LSP 2966 (S)

GLORIOUS GLORIA LYNNE . . .
 Everest 5228 (M); 1228 (S)

I STARTED OUT AS A CHILD . . .
 Bill Cosby, Warner Bros. W 1567 (M); (No Stereo)

AFTER HOURS/GLORIA LYNNE . . .
 Everest 5230 (M); 1230 (S)

DEL SHANNON—HANDY MAN . . .
 Amy 8003 (M); (No Stereo)

LIZA! LIZA! . . .
 Liza Minnelli, Capitol T 2174 (M); ST 2174 (S)

THE MANFRED MANN ALBUM . . .
 Ascot AM 13015 (M); ALS 16015 (S)

FAMILY ALBUM OF HYMNS . . .
 Roger Williams, Kapp KL 1395 (M); KS 3395 (S)

G.T.O. . . .
 Ronny & the Daytonas, Mala 4001 (M); (No Stereo)



SPECIAL MERIT PICKS

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

POP SPECIAL MERIT

50 FABULOUS WALTZ FAVORITES
 Leroy Holmes Ork. United Artists UAL 3395 (M); UAS 6395 (S)

Fifty favorite waltzes are packaged into one album with the deft touches of maestro Leroy Holmes. Some songs were originally written as waltzes and others, also popular favorites, have been set to waltz tempo. Five bands on each side each contain a medley of five songs.

POP SPECIAL MERIT

BROADWAY . . . BLUES . . . BALLADS
 Nina Simone. Philips PHM 200-148 (M); PHS 600-148 (S)

Miss Simone, who had been identified primarily with down-to-earth blues and jazz, both as a vocalist and pianist, has been striking out for new horizons, and effectively too. This album is an example of the silky tenderness and genuine emotional feel of Simone with pop ballads as well as some of her great blues renditions. She's supported by chorus and large orchestra. Great listening.

POP SPECIAL MERIT

PICK HITS OF THE RADIO GOOD GUYS, VOL. II
 Various Artists. Laurie LLP 2026

Some more contemporary nostalgia for radio station programming and the record buyer who wants to remember "the good old days" before the Beatles. Tunes included: "Sailor Boy," the Chiffons; "Teenager in Love," Dion and the Belmonts; "School Is Out," Gary (U. S.) Bonds; "Ivory Tower," Cathy Carr, and others.

POP SPECIAL MERIT

SMALL WONDER
 Rita Pavone. RCA Victor LPM 2996 (M); LSP 2996 (S)

A few months ago his vivacious little Italian gal took the country by storm with a hit single. She has since made several appearances on net. TV shows—the Sullivan Show a few weeks ago—which is doing much (along with RCA's heavy promotional push) to win her permanent acceptance here among rock 'n' roll enthusiasts. With accent on rock, she belts out such favorites as "Lipstick on Your Collar," "Splish Splash,"

POP SPECIAL MERIT

AND NOW! THE THRILLING NEW VOICE OF TONY DALLI
 London LL 3394 (M); PS 394 (S)

A versatile, virile voice brings new delight to performances of "People," "Mack the Knife," "Stranger in Paradise" and "Falling in Love With Love," to mention just four of the dozen included in this first London album by Italian tenor Tony Dalli.

POP SPECIAL MERIT

BURL IVES SINGS PEARLY SHELLS AND OTHER FAVORITES
 Decca DL 4578 (M); DL 74578 (S)

The title songs of this album had a good run on the charts as a single. The rest is standard lves—which is a pretty good standard. Ives is backed by a strong vocal group, and Owen Bradley's direction is effective.

POP SPECIAL MERIT

OLDIES BUT GOODIES, VOL. 7
 Various Artists. Original Sound OSR-LPM 5012 (M); OSR-LPS 8857 (S)

The very fact that this is the seventh volume of contemporary pop hits of the recent past denotes the acceptability of these albums among record buyers and disk jockeys. This time the LP is available in stereo too. Memory janglers include "Handy Man," Jimmy Jones; "Tequila," the Champs; "Teen Angel," Mark Dinning.

POP SPECIAL MERIT

THE PETER DUCHIN DISCOTHEQUE DANCE PARTY
 Decca DL 4579 (M); DL 74579 (S)

For the young dancing crowd who can afford the tab, New York's terping season officially opens when Peter Duchin opens at the St. Regis. This album backs up that attitude. It's a slick package pegged for dancing and Duchin keeps it going through all the current temp fashions.

JAZZ SPECIAL MERIT

SHAKESPEARE AND ALL THAT JAZZ
 Cleo Laine. Fontana MGF 27531 (M); SRF 67531 (S)

Jazz has always been great as a means of innovation and high level musical creativity. Here, without any irreverence, Johnny Dankworth has added some cool bars to the words of the Bard. Cleo Laine fuses the two into one of the most interesting jazz sets to hit the scene. The intricate phrasing and tone range requirements needed to effectively perform such an undertaking are adroitly handled by the clean, clear voice of Miss Laine.

COUNTRY SPECIAL MERIT

JIM NESBITT SINGS YOUR FAVORITE COMEDY AND HEART SONGS
 Chart CLP 6500

Here is a grab bag of what Jim Nesbitt, a South Carolina boy, calls "Comedy and Heart Songs." The flavor and point of view is strictly in the rural idiom and the country devotees will go for it. Included are a couple of his single hits, "Looking for More in '64" and "Mother-in-Law."

FOLK SPECIAL MERIT

THE YOUNGFOLK
 United Artists UAL 3402 (M); UAS 6402 (S)

A new folk group with freshness of spirit and lyric that is plenty commercial.



FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stop and rack jobbers handling that category.

POPULAR

BILL JUSTIS—12 OTHER INSTRUMENTAL HITS
 Smash MGS 27043 (M); SRS 67043 (S)

YEAH, YEAH, YEAH!
 Gary Chester. DCP DCL 3803 (M); DCS 6803 (S)

FANTASTIC STRINGS
 Felix Slatkin. Liberty LRP 3376 (M); LST 7376 (S)

STRICTLY SENTIMENTAL
 Arthur Prysock. Decca DL 4581 (M); DL 74581 (S)

THE SWINGING HERMAN HERD RECORDED LIVE
 Woody Herman. Phillips PHM 200-131 (M); PHS 600-131 (S)

COLLECTORS SHOWCASE, VOL. IV—THE SHEPPARDS
 Constellation CS 4

SEE ALBUM REVIEWS ON BACK COVER

TOP LP's

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Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains chart entries 52-101.

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HITS OF THE WORLD

ARGENTINA

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	VESTIDA DE NOVIA	*Palito Ortega (RCA)—Korn
2	2	A HARD DAY'S NIGHT	The Beatles (Odeon)—Fermata
3	3	ESTO RUBIECITA	*Leo Dan (CBS)—Melograf
4	4	SANTANDER DE BATUNGA	—Charanga del Caribe (CBS)
5	5	INOLVIDABLE	Tito Rodriguez (Surco)—Edami
6	—	COLLAR DE CARACOLAS	*Julio Molina Cabral (Music-Hall); *Luis Ordonez (CBS)
7	10	TE LLEVARE	*Beto Fernan (Music-Hall)—Korn
8	8	CONTIGO EN LA PLAYA	Nico Fidenco (RCA); *Hector Eduardo (RCA)
9	6	CUMBIA SOBRE EL MAR	Cuarteto Imperial (CBS)
10	9	CHANGUITO CANERO	*Palito Ortega (RCA)—Korn
11	—	SI YO CANTASE	Sylvie Vartan (RCA); Cinco Latinos (Music-Hall); Ricardo Roda (CBS)
12	7	VOLVERE VOLVERE	*Indio Gasparino (CBS)
13	14	PIEL CANELA	Eydie Gorme y Trio Los Panchos (CBS)
14	15	SCRIVI	Rita Pavone (RCA)
15	—	ME RECORDARAS	Luis Dimas (Philips); Los Iracundos (RCA); Tony Vilar (CBS); Claudio (Odeon); Los Dukes (Music-Hall)

AUSTRALIA

*Denotes local origin

This Week	Last Week	Title	Artist
1	2	WHEN YOU WALK IN THE ROOM	The Searchers (Astor)

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2	1	WILLIAM TELL OVERTURE	—Sounds Incorporated (Columbia)—Leeds
3	—	TWELFTH OF NEVER	Cliff Richard (Columbia)—Chappells
4	6	PRETTY WOMAN	Roy Orbison (London)—Acuff-Rose
5	—	ABOUT LOVE	*Billy Thorpe & the Aztecs (Parlophone)
6	3	HAVE I THE RIGHT?	The Honeycombs (Astor)—Essex
7	9	SHE'S A MOD	Ray Columbus (Philips)—Leeds
8	13	COME A LITTLE BIT CLOSER	Jay & the Americans (United Artists)—Belinda
9	15	IF I FELL	The Beatles (Parlophone)—Leeds
10	—	RIDE THE WILD SURF	Jan and Dean (Liberty)—TuCon
11	—	SHE'S NOT THERE	The Zombies (Parlophone)
12	—	THE HONEY WIND BLOWS	—Glean-Yarborough (RCA)
13	11	RHYTHMS AND GREENS	The Shadows (Columbia)
14	—	IT HURTS TO BE IN LOVE	—Gene Pitney (United Artists)—TuCon
15	—	BREAD AND BUTTER	The Newbeats (Hickory)—Acuff-Rose

BRITAIN

This Week	Last Week	Title	Artist
1	2	ALWAYS SOMETHING THERE TO REMIND ME	Sandie Shaw (Pye)
2	1	OH, PRETTY WOMAN	Roy Orbison (London)
3	5	THE WEDDING	Julie Rogers (Mercury)
4	6	WALK AWAY	Matt Monro (Parlophone)
5	7	WHEN YOU WALK IN THE ROOM	Searchers (Pye)
6	18	BABY LOVE	Supremes (Stateside)
7	13	SHA LA LA	Manfred Mann (HMV)
8	3	TWELFTH OF NEVER	Cliff Richard (Columbia)
9	8	WE'RE THROUGH	Hollies (Parlophone)
9	12	HOW SOON	Henry Mancini (RCA)
11	4	WHERE DID OUR LOVE GO	Supremes (Stateside)
12	11	ONE WAY LOVE	Cliff Bennett and the Rebel Rousers (Parlophone)
13	20	UM, UM, UM, UM, UM, UM	—Wayne Fontana and the Mindbenders (Fontana)
14	9	I'M INTO SOMETHING GOOD	Herman's Hermits (Columbia)
15	10	I'M CRYING	Animals (Columbia)
16	22	HE'S IN TOWN	Rockin' Berries (Piccadilly)
17	—	DON'T BRING ME DOWN	Pretty Things (Fontana)
18	—	AIN'T THAT LOVING YOU BABY	Elvis Presley (RCA)
19	—	TOKYO MELODY	—Helmut Zacharius (Polydor)
20	—	GOOGLE EYE	Nashville Teens (Decca)

By arrangement with "New Musical Express"

21	21	GOLDFINGER	Shirley Bassey (Columbia)
22	14	I WOULDN'T TRADE YOU FOR THE WORLD	Bachelors (Decca)
23	16	I WON'T FORGET YOU	Jim Reeves (RCA)
24	28	REMEMBER (WALKIN' IN THE SAND)	Shangri-Las (Red Bird)
25	19	EVERYBODY LOVES SOMEBODY	—Dean Martin (Reprise)
25	26	ANY WAY YOU WANT IT	—Dave Clark Five (Columbia)
27	25	THREE LITTLE WORDS	Applejacks (Decca)
28	15	RAG DOLL	Four Seasons (Philips)
29	—	ALL DAY AND ALL OF THE NIGHT	Kinks (Pye)
30	24	MAYBE I KNOW	Lesley Gore (Mercury)
30	—	WALK TALL	Val Doonican (Decca)

EIRE

This Week	Last Week	Title	Artist
1	1	FROM THE CANDY STORE ON THE CORNER	—Dickie Rock and Miami (Piccadilly)—Victoria
2	2	OH PRETTY WOMAN	Roy Orbison (London)—Acuff-Rose
3	4	MY WEDDING DRESS	Cadets (Pye)—Acuff-Rose
4	6	THIS WORLD IS NOT MY HOME	—Jim Reeves (RCA—Victor)—Copyright Control
5	3	I WOULDN'T TRADE YOU	—Bachelors (Decca)—142 Music
6	5	I'M INTO SOMETHING GOOD	Herman's Hermits (Columbia)—Dominion

7	8	THE ANSWER TO EVERYTHING	—Joe Dolan (Pye)—West One
8	10	SHE WEARS MY RING	Sean Fagan (Pye)—Acuff-Rose
9	—	THE WEDDING	Julie Rogers (Mercury)—Peter Maurice
10	7	RAG DOLL	—Four Seasons (Philips)—Ardmore & Beechwood

FRENCH (WALLOON)

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	THE HOUSE OF THE RISING SUN	The Animals (Columbia)—World
2	2	MA VIE	—Alain Barriere (RCA)—Tutti/Primavera
3	3	CE MONDE	—Richard Anthony (Columbia)—Belindamusic
4	4	J'Y PENSE ET PUIS J'OUBLIE	Claude Francois (Fontana)—Belgolux
5	5	ZORRO EST ARRIVE	—Henri Salvador (Rigolo)—Belindamusic
6	6	OBSESSION	—Jackie Delmono (CBS)—Belindamusic
7	7	UNA LACRIMA SUL VISO	—Bobby Solo (CBS)—Bens
8	8	SUR TON VISAGE UNE LARME	—Bobby Solo (CBS)—Bens
9	9	LA FERME DU BONHEUR	—Claude Francois (Fontana)—Southern
10	10	I SHOULD HAVE KNOWN BETTER	—The Beatles (Odeon)

HOLLAND

This Week	Last Week	Title	Artist
1	3	PRETTY WOMAN	Roy Orbison (London)—World Music-Brussels
2	2	HAVE I THE RIGHT?	—Honeycombs (Pye)—Basart-Amsterdam
3	1	I SHOULD HAVE KNOWN BETTER	—Beatles (Parlophone)—Basart-Amsterdam
4	4	IT'S ALL OVER NOW	—Rolling Stones (Decca)—Basart-Amsterdam
5	5	LIEBESKUMMER LOHNT SICH NICHT	—Siv Malmkvist (Metronome)—Anagon Music—Heemstede
6	7	I WON'T FORGET YOU	—Jim Reeves (RCA)—Altona-Amsterdam
7	9	HUP, HUP, HUP	—Cocktail Trio (Imperial)—Schwartz Music-USA
8	6	A HARD DAY'S NIGHT	—Beatles (Parlophone)—Basart-Amsterdam
9	—	WHERE DID OUR LOVE GO	—Supremes (Motown)—Belinda-Amsterdam
10	8	DO WAH DIDDY DIDDY	—Manfred Mann (HMV)—Belinda-Amsterdam

HONG KONG

This Week	Last Week	Title	Artist
1	1	I SHOULD HAVE KNOWN BETTER	The Beatles (Parlophone)—Northern Sounds Inc.
2	2	FROM RUSSIA WITH LOVE	—Al Caiola (UA)
3	3	IF I FELL	—The Beatles (Parlophone)—Northern Sounds Inc.
4	10	PROMISES	—Patti Page (CBS)
5	—	OH PRETTY WOMAN	—Roy Orbison (London)
6	8	12th OF NEVER	—Cliff Richard (Columbia)
7	—	YOU BETTER MOVE ON	—The Rolling Stones (Brittish Decca)
8	6	IT'S ALL OVER NOW	—The Rolling Stones (British Decca)
9	9	SUCH A NIGHT	—Elvis Presley (RCA Victor)
10	—	THINGS WE SAID TODAY	—The Beatles (Parlophone)—Northern Sounds Inc.

ITALY

(Courtesy Musica e Dischi, Milan)

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	LA MIA FESTA	—Richard Anthony (Columbia)
2	2	IN GINOCCHIO DA TE	—Gianni Morandi (RCA)
3	3	NON ASPETTO NESSUNO	—Little Tony (Durium)
4	4	E PIU' TI AMO	—Alain Barriere (RCA)
5	11	IO SONO QUELLO CHE SONO	—*Mina (Ri Fi)
6	9	QUELLI CHE HANNO UN CUORE	—Petula Clark (Vogue)

7	7	UNA ROTONDA SUL MARE	—*Fred Bongusto (Primary)
8	8	TU SI' NA COSA GRANDE	—*Ornella Vanoni (Ricordi)
9	5	IL PROBLEMA PIU' IMPORTANTE	—*Adriano Celentano (Clan)
10	6	ERAVAMO AMICI	—*Dino (Arc)
11	—	LE TUE NOZZE	—*Eduardo Vianello (RCA)
12	—	BAMBINI MIEI	—*Adriano Celentano (Clan)
13	10	TI RINGRAZIO PERCHE'	—*Michele (RCA)
14	13	E ADESSO TE NE PUOI ANDARE	—Les Surfs (Festival)
15	12	AMORE SCUSAMI	—*John Foster (Style)

JAPAN

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	OZASHIKI KOUTA	—*Mahina Stars & Matsuo Kazuko (Victor)—JASRAC
2	2	KOI O SURUNARA	—*Hashi Yukio (Victor)—JASRAC
3	3	ORE WA OMAE NI YOWAINDA	—*Ishihara Yujiro (Teichiku)—JASRAC
4	4	OSAKA GUROSHI	—*Frank Nagai (Victor)—JASRAC
5	8	UNA SERA DI TOKIO	—*Mahina Stars (Victor); the Peanut (King); C. Valente (London); Milva (Seven Seas)—JASRAC
6	7	AI TO SHI O MITSUMETE	—*Aoyama Kasuko (Columbia)—JASRAC
7	5	TOKYO BLUES	—*Nishida Sachiko (Polydor)—JASRAC
8	—	LA RAGAZZA DI BUBE	—Sound Track (Fontana)—Victor
9	6	FUTARI NO HOSHI O SAGASOYO	—*Tanabe Yasuo (Victor); Paul & Paula (Philips)—JASRAC
10	10	MOVIN'	—The Astronauts (Victor)—Atlantic-(Folster)

MALAYSIA

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	I SHOULD HAVE KNOWN BETTER	—Beatles (Parlophone)
2	—	RINGO FOR PRESIDENT	—Young World Singers (Life)
3	—	HE'S SURE TO REMEMBER ME	—Brenda Lee (Life)
4	1	A HARD DAY'S NIGHT	—Beatles (Parlophone)
5	3	ON THE BEACH	—Cliff Richard (Columbia)
6	—	GALLOPIN'	—*Quests (Columbia)
7	—	ONE PIECE TOPLESS BATHING SUIT	—Rip Chords (Life)
8	—	GIRL FROM SPANISH TOWN	—Marty Robbins (Life)

MEXICO

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	COMO TE EXTRANO	—Leo Dan (CBS)—Mundo Musical
2	4	INVIERNO TRISTE	—Blue Winter—Connie Francis (MGM)—Grever
3	3	POLLERA COLORA	—*Carmen Rivero (CBS)—Mundo Musical
4	2	BE MY BABY	—Les Surfs (Gamma)—Grever
5	6	POLVO	—*Sonia Lopez (CBS)—Mundo Musical
6	7	I WANT TO HOLD YOUR HAND	—The Beatles (Musart)—Pending
7	5	GUARDA COME DONDOLE	—Eduardo Vianello (RCA)—Pham
8	9	BARBA AZUL (Lets Do)	—*Apson (Peerless)—Brambila
9	8	AMANECE EN TUS BRAZO	—*J. A. Jimenez (RCA)—Emmi
10	10	ORANGUTAN	—*Sonora Santanera (CBS)—Brambila

NORWAY

*Denotes local origin

This Week	Last Week	Title	Artist
1	2	OH PRETTY WOMAN	—Roy Orbison (London)—Acuff-Rose-Scandi
2	1	I SHOULD HAVE KNOWN BETTER	—Beatles (Odeon)—Edition Lyche
3	4	I GUESS I'M CRAZY	—Jim Reeves (RCA Victor)—No Publisher
4	5	PAPPA'S TIL TOVE METTE	—*Rolf Just Nilsen (Nor-Disc)—No publisher
5	3	I WON'T FORGET YOU	—Jim Reeves (RCA Victor)—Palace Music/Stig Anderson

6	6	I'M INTO SOMETHING GOOD	—Herman's Hermits (Columbia)—Screen Gems/Stig Anderson
7	9	NOT UNTIL THE NEXT TIME	—Jim Reeves (RCA Victor)—No publisher
8	7	A HARD DAY'S NIGHT	—Beatles (Parlophone)—Edition Lyche
8	—	WHERE DID OUR LOVE GO	—Supremes (Stateside)—Belinda
10	8	SUCH A NIGHT	—Elvis Presley (RCA Victor)—Belinda
10	—	JEG VET HVA JEG VIL	—*Wenche Myhre (Triola)—Manu

PHILIPPINES

This Week	Last Week	Title	Artist
1	1	I'LL DREAM OF YOU	—Matt Monro (Parlophone)—Dyna Inc.
2	2	THE GOOD LIFE	—Tony Bennett (Columbia)—Mareco Inc.
3	3	KISSIN' COUSINS	—Elvis Presley (RCA)—Filipinas
4	4	YES, I UNDERSTAND	—Patsy Cline (Decca)—Hidcor
5	8	THIS IS MY PRAYER	—Linda Scott (Kapp)—Mareco Inc.
6	6	PRETTY LITTLE BABY	—Connie Francis (MGM)—Mareco Inc.
7	5	A HARD DAY'S NIGHT	—The Beatles (Parlophone)—Dyna Inc.
8	10	I SHOULD HAVE KNOWN	—The Beatles (Parlophone)—Dyna Inc.
9	7	JUST LET ME DREAM	—Brenda Lee (Decca)—Hidcor
10	—	ANGELITO	—Trini Lopez (Reprise)—Cosdel Phil.

RIO DE JANEIRO

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	DEIXA ISSO PRA LA	—*Jair Rodrigues (Philips)—Todamerica
2	3	DIZ QUE FUI POR AI	—*Nara Leao (Elenco)—Marconi
3	6		

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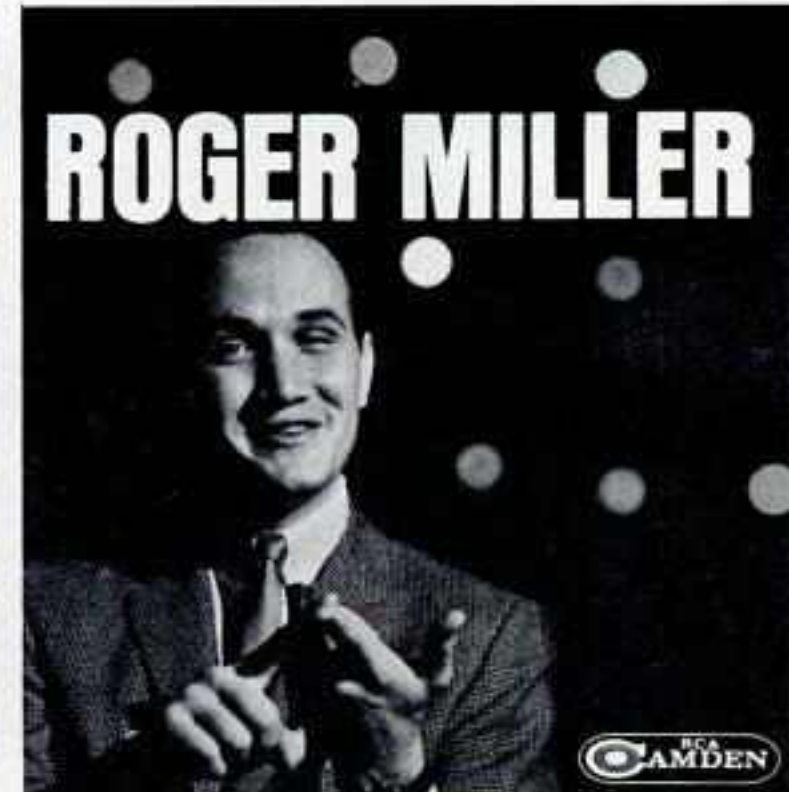
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ASCOT				
	MORGANA KING—Winter of My Discontent; AM 13014, ALS 16014		M	S
	The MANFRED MANN Album; AM 13015, ALS 16015			
AUDIO FIDELITY				
	DICK DIA & HIS ORCH.—International Guitars; AFSD 6129			
	JIM MESSINA & THE JESTERS—The Dragsters; DFS 7037			
BRUNO				
	BRAMMS: Quintet in F Minor, Op. 34; DR 14055 (Sviatoslav Richter)			
COLPIX				
	ART BLAKEY & THE JAZZ MESSENGERS—Selections From Golden Boy; CP 478, SCP 478			
	DICK GREGORY—So, You See, We All Have Problems; CP 480, SCP 480			
COLUMBIA				
	BOB ATCHER—The Dean of Cowboy Singers; CL 2232, CS 9032			
	THE BANJO BARONS Play 31 Hits From the Silver Screen; CL 2236, CS 9036			
	BEETHOVEN: Quartet No. 16, Grosse Fuge—Budapest String Quartet; ML 5787, MS 6387			
	DORIS DAY—With a Smile and a Song; CL 2266, CS 9066			
	KEN GRIFFIN—Crusing Down the River; CL 761, CS 9042			
	KEN GRIFFIN—Remembering; CL 1289, CS 9044			
	KEN GRIFFIN—Love Letters in the Sand; CL 1039, CS 9043			
	BURL IVES—The Wayfaring Stranger; CL 628, CS 9041			
	NORMAN LUBOFF CHOIR—Songs of the South; CL 860, CS 9045			
	JOHNNY MATHIS—Wonderful, Wonderful; CL 1028, CS 9046			
COMET				
	DICKIE GOODMAN—My Son the Joke; CLP 69			
CRC				
	GOGI GRANT—City Girl in the Country; CLS 107			
CONCERT-DISC				
	BACH: Unaccompanied Suites Nos. 1 thru 6 (Thomas, Viola); MP 1503, SP 503			
	BLOCH: Quintet Fr. Piano & Strings—Fine Arts Quartet (Glazer, piano); M 1252, CS 252			
CUCA				
	PEEWEE KING—Country Music Polkas; K 2024			
ELEKTRA				
	MUSIC OF BULGARIA; EKL 282			
	VARIOUS ARTISTS—The Iron Muse; EKL 279			
EVEREST				
	VARIOUS COMPOSERS—Four American Landscapes; Symphony of Los Angeles (Janssen); 3118, 6118			
	BEETHOVEN OVERTURES—London Symphony Orch. (Krips); 3119, 6119			
	AUSTIN C. LOVELACE—Organ Concert; 3120, 6120			
	VIVALDI: Mozart: Bach—Musical Arts Symphony (Sorkin); 3121, 6121			
	SYMPHONY OF THE DANCE—Musical Arts Symphony Orch. (Sorkin); 3122, 6122			
	MUSIC OF JOHANN STRAUSS—Musical Arts Symphony Orch. (Sorkin); 3123, 6123			
	VARIOUS COMPOSERS—Symphony on the Air—The Toscanini Orch.; 3124, 6124			
PATTY HANLEY				
	PATTY HANLEY's Recorded Organ Lessons; 13-763			
HARMONY				
	BOBBY LORD'S Best; HL 7322			
HEART WARMING				
	The Versatile Voice of BOBBY GREEN; LPS 1796			
	THE IMPERIALS—Talent Times Five; LPS 1794			
	PLAINSMEN QUARTET—New and Old Gospel Songs; LPS 1792			
HI				
	Christmas Cheers From ACE CANNON; HL 12022, SHL 32022			
INTERPHON				
	Here Are the HONEYCOMBS; 88001			
KING				
	JAMES BROWN—Mr. Dynamite; 780			
	STANLEY BROTHERS—Play and Sing Bluegrass Songs for You; 924			
	The Gray Matter of PAUL GRAY; 903			
	MOORE & NAPIER—12 Variety Bluegrass Songs; 922			
	KERMIT SCHAFFER—Favorite Traveling Salesman Stories; 901			
	KERMIT SCHAFFER—Blooparama; 902			
LONDON				
	MUSSORGSKY: Night on the Bare Mountain; L'Orchestre De La Suisse Romande (Ansermet); CM 9405, CS 6405			
	1964 Naples Song Festival; TW 91363			
	STEPHEN O'REILLY—Auscultation of the Heart; 5873			
MERCURY				
	MARTY ALLEN & STEVE ROSSI—In Person; MG 20979, SR 60979			
	HERMAN CLEBANOFF & HIS ORCH.—Country Music for People Who Don't Like Country Music; MG 20949, SR 60949			
	ROY DRUSKY—The Pick of the Country; MG 20973, SR 60973			
	DAVE DUDLEY—Talk of the Town; MG 20970, SR 60970			
	EDDY HOWARD Sings the Great Ones; MG 20972, SR 60972			
	The Many Sides of ABBE LANE; MG 20930, SR 60938			
	QUINCY JONES & HIS ORCH.—Golden Boy; MG 20938, SR 60938			
	JOHNNY MATHIS—Ole; MG 20988, SR 60988			
	JOHNNY MATHIS—Sounds of Christmas; MG 20837, SR 60837			
	Christmas With the PLATTERS; MG 20841, SR 60931			
	HARRY SIMEONE & HIS CHORALE—The Wonderful Songs of Christmas; MG 20820, SR 60820			
	SMOTHERS BROTHERS—Tour De Farce American History & Other Unrelated Subjects; MG 20948, SR 60948			
	VARIOUS ARTISTS; Baroque Dances and Diversions; MG 50404, SR 90404			
	VARIOUS ARTISTS—Original Golden Teen Hits Vol. I; MGH 25004			
	VARIOUS ARTISTS—Original Golden Teen Hits Vol. II; MGH 25005			
	VARIOUS ARTISTS—Original Golden Teen Hits Vol. III; MGH 25009			
	FARON YOUNG—Story Songs of Mountains and Valleys; MG 20971, SR 60971			
	HAYDN: Symphony No. 55 "Schoolmaster"—Lamoureux Orch. (Benzi); MF 50414, SR 90414			
	MOZART: Eine Kleine Nachtmusik—London Symphony Orch. (Dorati); MG 50412, SR 90412			
	TCHAIKOVSKY: The Nutcracker Ballet—London Symphony Orch. (Dorati); OL 2-113, SR 2-9013			
	VARIOUS ARTISTS—Vivaldi: Concertos for Harpsichord, Guitar, Harp, Violin; MG 50401, SR 90401			
MGM				
	HANK WILLIAMS JR.—Your Cheatin' Heart! E 4260, SE 4260			
MONUMENT				
	TUPPER SAUSSY—Said I to Shostakovich; LP 8027, SLP 18027			
MUSICOR				
	GENE PITNEY—It Hurts to Be in Love; MM 2019, MS 3019			
	TITO RODRIGUEZ & HIS ORCH.—Carnival of the Americas; MM 2018, MS 3018			
PHILIPS				
	VARIOUS ARTISTS—Stravinsky: L'Histoire Du Soldat; PHM 500-046, PHS 900-046			
POLYDOR (import)				
	SACHA DISTEL—The Vagabond From Paris (German); 46.791, S 237.291			
	PETER ALEXANDER—In the Land of Operetta; 46.792, S 237.292			
	GUS BACKUS—Hillbilly Inn (German); 46.795, S 237.295			
	SERENADE IN THE PARK—Guenter-Kallmann-Choir; 46.865, S 237.365			
	WHEN DAWN FALLS—Ruediger Piesker Orch.; 46.870, S 237.370			
	BLUE NIGHT IN THE PORT—Horst Wende; 46.871, S 237.371			
	BETWEEN DAY & DREAM—Vol. II—Hans Carste; 46.873, S 237.373			
	IN THE BAR INTERNATIONAL—Fritz Schulz-Reichel; 46.877, S 237.377			
	MAX GREGER Presents English Waltz, Quickstep, Slowfox; 46.884, S 237.384			
	SUNDAY CONCERT/ITALIAN OVERTURES—Monte Carlo Opera Orch.; 46.890, S 237.390			
	SUNDAY CONCERT/SUPPE OVERTURES—Monte Carlo Light Symphony Orch. (Carste); 46.428, S 237.628			
	PICTURE PARADE—Movie Hits—Various Artists; 46.428, S 237.628			
RCA VICTOR				
	ELVIS PRESLEY—Roustabout; LPM 2999, LSP 2999			
ROOM AT THE BOTTOM				
	CHARLES EMBREE—Room at the Bottom; LP 1000			
ROOST				
	TERRY GIBBS—El Latino; LP 2260			
ROULETTE				
	JOHNNY RICHARDS—My Fair Lady—My Way; R 52114			
	BUD POWELL—The Return of Bud Powell; R 52115			
ROTO				
	THE U-NETA ORCH.—Let's Take a Polka Tour; M 9007			
	The Nebraska Wesleyan World's Fair Concert Choir; M 9005			
SIMS				
	RAY HERRERA—Her-Ray Herrera; 124			
SPIVEY				
	VARIOUS ARTISTS—Three Kings & the Queen; LP 1004A			
SQUIRE				
	THE BURKE FAMILY SINGERS—Caroling at Christmas SQ 33005			
STARDAY				
	VARIOUS ARTISTS—Bluegrass Hall of Fame, Vol. 2; SLP 296			
	VARIOUS ARTISTS—Country Music Hall of Fame, Vol. 4; SLP 295			
	VARIOUS ARTISTS—The Wonderful Waltzes of Country Music; SLP 297			
TICO				
	EDDIE PALMIERI—Straight Ahead; LP 1113			
	RAY BARRETTO—Guajira Y Guaguanco; LP 1114			
	GILBERTO MONROIG—The Best of Gilberto Monroig; LP 1117			
TOLLIE				
	DON & ALLEYNE COLE at the Whiskey A Go Go; 56001			
	ALBERTO CORTEZ—Welcome to La Discotheque; 5602			

NEWS OF THE WORLD

CHICAGO

The appearance of Irwin Steinberg at the NARAS chapter meeting here Tuesday (10) evening should guarantee a good turnout. Steinberg will discuss diskery-artist relations. It'll be a rebuttal to last month's forum, when a panel headed by Jordan Ross took the diskeries to task for taking advantage of the artists. Meeting will be in Bernie Clapper's Universal Studios at 6 p.m. . . . Julie Rogers ("The Wedding") leaves her native England for a quickie five-day tour of the U. S. Mercury's Morrie Diamond is handling the ballyhoo. . . . Jim Kirchstein's Cuca Record Corporation in Sauk City, Wis., is doing so well that he may shortly issue stock. Artists on the label include: Pee Wee King, Fred Lauery, Vern Meisner, Jim Langdon Trio, the Bek Brothers, Dick Rodgers, Doc De Haven and the Birdlegs.

Jim Golden's U.S.A. Records has snared the Chancellors, a local group. The group's first single is "Jenn, Jenn" b-w "My Girl." Gerald P. Tomas is their manager. . . . Fred Sipiara won himself a free weekend at the Abbey in Wisconsin — courtesy of Columbia. He returned only to pack and take another week in Las Vegas to hypo the Western economy with some hard-earned Singer Loot. . . . Cliff Duphiney, currently at Las Vegas' Sahara, cut an organ album for Seeburg. . . . Amphora Records is releasing Werner Baumgart, another Seeburg artist, on its own label. . . . Forrest Tucker takes over the morning spot on WCFL. . . . Julian (Cannonball) Adderley comes to the Sutherland Nov. 25. Lou Rawls is there currently. . . . Frank Holsfeind is swinging in his new promotion post with

(Continued on page 44)

THE TAMS
 HERE'S THEIR NEW
 BIG ONE . . .
"SILLY LITTLE GIRL"
 c/w
"WEEP LITTLE GIRL"
 ABC 10601



ABC-PARAMOUNT
 FULL COLOR FIDELITY

**THEIR THIRD STRAIGHT
 NUMBER 1 SINGLE!!**

THE SUPREMES

Come See About Me

Motown 1068

MOTOWN RECORD CORP.

**BREAKING OUT
 IN NEW YORK**

"THE 81"
 C 336

**CANDY &
 THE KISSES**

THE BIG ONES ARE
 ON CAMEO/PARKWAY



EMPHASIS

THE EMPHASIS IS ON SALES WITH THESE SENSATIONAL ALBUMS

THE EMPHASIS IS ON BUDDY GRECO

LN 24116/BN 26116* Includes such hits as "Baubles, Bangles and Beads," "Get Me to the Church on Time," "Zip-A-Dee-Doo-Dah," "The Rules of the Road" and 8 more.



THE EMPHASIS IS ON THE BACK PORCH MAJORITY

LN 24123/BN 26123* This great new group brings fresh interpretations to "Friends," "Silver Dollar," "Cotton Bale Levee," "Ol' Dan Tucker" and 8 more.



THE EMPHASIS IS ON THE MONSTER/TV CRAZE

LN 24125/BN 26125* Includes such popular themes as "The Munsters," "The Addams Family," "Bewitched," "Dracula" and 8 more.



THE EMPHASIS IS ON THE VILLAGE STOMPERS

LN 24109/BN 26109* Includes "Moonlight on the Ganges," "Oh! Marie," "Limehouse Blues," "Matilda, Matilda" and 8 more.



*Stereo

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HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY for Week Ending 11/14/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	I DON'T CARE Buck Owens, Capitol 5240	12
2	2	ONCE A DAY Connie Smith, RCA Victor 8416	8
3	5	THE RACE IS ON George Jones, United Artists 751	8
4	3	I GUESS I'M CRAZY Jim Reeves, RCA Victor 8383	19
5	4	CHUG-A-LUG Roger Miller, Smash 1926	9
6	6	DON'T BE ANGRY Stonewall Jackson, Columbia 43076	13
7	8	MAD Dave Dudley, Mercury 72308	6
8	9	CROSS THE BRAZOS AT WACO Billy Walker, Columbia 43120	6
9	7	PLEASE TALK TO MY HEART Ray Price, Columbia 43086	11
10	10	GIVE ME 40 ACRES (To Turn This Rig Around) Willie Brothers, Starday 681	11
11	11	SAM HILL Claude King, Columbia 43083	14
12	20	GO CAT GO Norma Jean, RCA Victor 8433	6
13	15	FINALLY Kitty Wells & Webb Pierce, Decca 31663	8
14	14	I DON'T LOVE YOU ANYMORE Charlie Louvin, Capitol 5173	22
15	24	I'LL GO DOWN SWINGING Porter Wagoner, RCA Victor 8432	6
16	12	MR. AND MRS. USED TO BE Ernest Tubb & Loretta Lynn, Decca 31643	17
17	17	HERE COMES MY BABY Dottie West, RCA Victor 8374	13
18	19	LOVE LOOKS GOOD ON YOU David Houston, Epic 9720	6
19	13	FORT WORTH, DALLAS OR HOUSTON George Hamilton IV, RCA Victor 8392	12
20	22	MY FRIEND ON THE RIGHT Faron Young, Mercury 72313	7
21	21	HOW THE OTHER HALF LIVES Johnny & Jonie Mosby, Columbia 43100	6
22	35	THE LUMBERJACK Hal Willis, Sims 207	3
23	23	IN THE MIDDLE OF A MEMORY Carl Belew, RCA Victor 8406	8
24	27	LONELY GIRL Carl Smith, Columbia 43124	5
25	25	THE FRENCH SONG Marion Worth, Columbia 43119	4

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
26	26	STOP ME Bill Phillips, Decca 31648	5
27	18	DERN YA Ruby Wright, RIC 126-64	11
28	31	ONE OF THESE DAYS Marty Robbins, Columbia 43134	3
29	30	HE CALLED ME BABY Patsy Cline, Decca 31671	3
30	16	THE BALLAD OF IRA HAYES Johnny Cash, Columbia 43058	19
31	33	FORBIDDEN STREET Carl Butler & Pearl, Columbia 43102	8
32	28	MOTHER-IN-LAW Jim Nesbitt, Chart 1100	8
33	36	DON'T LET HER KNOW Buck Owens, Capitol 5240	6
34	41	PUSHED IN A CORNER Ernest Ashworth, Hickory 1281	2
35	34	JUST BETWEEN THE TWO OF US Merle Haggard & Bonnie Owens, Tally 181	10
36	47	IT AIN'T ME, BABE Johnny Cash, Columbia 43145	2
37	29	I LOVE TO DANCE WITH ANNIE Ernest Ashworth, Hickory 1265	22
38	—	YOU'RE THE ONLY WORLD I KNOW Sonny James, Capitol 5280	1
39	42	I THANK MY LUCKY STARS Eddy Arnold, RCA Victor 8445	2
40	—	THREE A. M. Bill Anderson, Decca 31681	1
41	50	EVERYBODY'S DARLIN', PLUS MINE Browns, RCA Victor 8423	2
42	44	IN CASE YOU EVER CHANGE YOUR MIND Bill Anderson, Decca 31681	2
43	37	TEARS AND ROSES George Morgan, Columbia 43098	8
44	—	WHAT AM I GONNA DO WITH YOU Skeeter Davis, RCA Victor 8450	1
45	39	PASSWORD Kitty Wells, Decca 31622	25
46	32	DANG ME Roger Miller, Smash 1881	24
47	—	LEAVE A LITTLE PLAY (In the Chain of Love) Bob Jennings, Sims 202	1
48	40	WORKIN' IT OUT Lester Flatt & Earl Scruggs & the Foggy Mountain Boys, Columbia 43080	14
49	—	I'M GONNA TIE ONE ON TONIGHT Wilburn Brothers, Decca 31674	1
50	—	FOUR STRONG WINDS Bobby Bare, Victor 8443	1

Williams Jr.
Wows Fans

MEMPHIS—Hank Williams Jr., a young giant of 6 feet 1 and 180 pounds at age 15 (and still growing) wowed the fans at two Shows at the Auditorium this week (8) singing some of the songs of his late, great father.

The blond-haired youth, chauffeured around in a \$22,000 car filled with objects of his two hobbies—firearms and coins—headlined the "Your Cheatin' Heart Spectacular."

Williams signed a contract with MGM Records earlier this year which involves \$300,000 over three years.

His mother, Mrs. Hank (Audrey) Williams Sr., was also on the show, which included Stonewall Jackson, Sonny James, Roger Miller, Jean Shepard, Lamar Morris and Curley Fox.

COUNTRY DJ
OF THE WEEK

WSM Radio's "Mr. D.J. U.S.A." Nov. 13 will be Smilin' Dewey Caldwell, of WRDS Radio, South Charleston, W. Va. Caldwell holds down the 11 a.m. to 4 p.m. slot each day on the 1,000-watt c&w station.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

K-SOP-Radio, Salt Lake City, which puts its new FM operation on the air this month, celebrated with a pre-kick-off live show at the Terrace, Salt Lake City, Saturday (31), featuring Stonewall Jackson, Red Sovine, Little Jimmy Dickens and Shirley Ray. Leon McCauliffe and His Cimarron Boys, Freddie Hart, Marvin Rainwater and Bonnie Owens will be at the Terrace for another K-SOP show Nov. 28. . . . From Norfolk, Va., comes word that the recent fall edition of WCMS' "Grand Ole Opry" show was a huge success, with country music fans jamming Municipal Auditorium for two performances. Featured were Faron Young and His Country Deputies, Dottie West, Sonny James, Don Gibson, the Southern Gentlemen, Ernest Bivens, Justin Tubb, Bill Monroe and His Bluegrass Boys, the Playboys, Darrell McCall and Jim Nesbitt. Emcee chores were handled by WCMS deejays Carolina Charlie Wiggs, Hopalong Joe Hoppel, Sheriff Tex Davis, Travelin' Jesse Travers and Wild Bill Karroll. A special tribute to the late Jim Reeves, who was originally scheduled to appear on the show, was conducted by WCMS owner and president, George A. Crump.

Link Davis is currently on tour of New Mexico, Arizona and West Texas to promote his new Allstar release, "Big Mamou, which has been reissued by the label. Link is working with the "Country Stars of Texas" package, assembled by promoter Dan Mechura. . . . Wiley and Jessie Barkdull are doing a 30-minute show, Saturdays and Sundays, on KTRK-TV, Houston. Show carries the title "Gulf Coast Jamboree," and also features Utah Carl and his country band. . . . Stan Skelton, PD at KDAV, Lubbock, Tex., reports that the station is lining up another country music spec for Lubbock Municipal Auditorium Nov. 12. Headlining will be Hank Snow and the Rainbow Ranch Boys, Little Jimmy Dickens, Connie Smith and Buck Owens and His Buckeroos. Ernest Tubb and His Texas Troubadours played a one-nighter at Lubbock's Municipal Auditorium Oct. 12. While the crowd was small (900), Tubb and his aggregation were enthusiastically received, Skelton says. Tex Ritter was in Lubbock last Friday and Saturday (30-31) for the local Lions Club.

Ernest Tubb's new Christmas LP for Decca, "Blue Christmas," contains a recut of Billy Hayes' tune bearing the same title as the album. . . . Rita Munsey (Miss Tennessee) was in Nashville last week to negotiate a recording pact with Clyde Beavers and Ka\$h Rec-

ords. . . . Ethel Delaney, who returned to the country music field 18 months ago after an absence of some 13 years, has formed her own group, billed as Ethel Delaney and Her Buckeye Strings, playing out of her hometown, Hudson, Ohio. Miss Delaney, who also works as a single, has a new release coming up soon on the Deco label. . . . Sonny James, following the Nashville country music conclave this week, hits out for a Sunday (8) date in Memphis. He follows with personals in Flint, Mich., Nov. 13; Grand Rapids, Mich., 14; Saginaw, Mich., 15; Rockford, Ill., 17; Madison, Wis., 18; Muskegon, Mich., 19; Fort Wayne, Ind., 20; Lansing, Mich., 21; South Bend, Ind., 22; Champlain, Ill., 24; Montreal, 26, and Providence, R. I., 28.

KSON Marks Yr.
As C&W Station

SAN DIEGO, Calif.—KSON celebrated its first year as a country & western station by presenting the "Grand Ole Opry" in concert Friday (23) and offering a round of promotions.

One contest invites listeners to guess the number of records stacked in front of the station's ground-level window, with \$1,000 as the top prize, according to General Manager Don McKinnon. Station plans to promote itself during November through a \$17,000 ballyho campaign encompassing billboard, newspaper and air contests.

Della Rae Signs
With Chet Atkins

SPRINGFIELD, Mo.—Chet Atkins, RCA Victor a&r man, last week signed 16-year-old Della Rae, of Poplar Bluff, Mo., to a recording pact. Atkins said the thrush will record for early release some original material written by Wayne Carson of Springfield.

Her first release is scheduled for early November on Groove Records, a subsidiary of RCA. Recently, Della Rae has been appearing at the Rendezvous in the Colonial Hotel here.

Della Rae, one of 17 children, is working under the personal management of Di Siman, well known country music impresario and publisher, of this city.

HOT COUNTRY ALBUMS

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	THE BEST OF JIM REEVES RCA Victor LPM 2890 (M); LSP 2890 (S)	15
2	4	TOGETHER AGAIN/MY HEART SKIPS A BEAT Buck Owens & His Buckeroos, Capitol T 2135 (M); ST 2135 (S)	11
3	2	THE BEST OF BUCK OWENS Capitol T 2105 (M); ST 2105 (S)	19
4	3	DANG ME/CHUG-A-LUG Roger Miller, Smash MGS 27049 (M); SRS 67049 (S)	15
5	6	R. F. D. Marty Robbins, Columbia CL 2220 (M); CS 9020 (S)	11
6	5	LOVE LIFE Ray Price, Columbia CL 2189 (M); CS 8989 (S)	11
7	7	I WALK THE LINE Johnny Cash, Columbia CL 2190 (M); CS 8990 (S)	19
8	9	TRAVELIN' WITH DAVE DUDLEY Mercury MG 20927 (M); SR 60927 (S)	10
9	8	MOONLIGHT AND ROSES Jim Reeves, RCA Victor LPM 2854 (M); LSP 2854 (S)	24
10	13	COUNTRY DANCE FAVORITES Faron Young, Mercury MG 20931 (M); SR 60931 (S)	7

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
11	11	SONGS OF TRAGEDY Hank Snow, RCA Victor LPM 2901 (M); LSP 2901 (S)	5
12	12	THANKS A LOT Ernest Tubb, Decca DL 4514 (M); DL 74514 (S)	15
13	15	GEORGE JONES SINGS LIKE THE DICKENS! United Artists UAL 3364 (M); UAS 6364 (S)	8
14	17	THE TRAVELIN' BARE Bobby Bare, RCA Victor LPM 2955 (M); LSP 2955 (S)	2
15	10	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	45
16	16	GOLDEN COUNTRY HITS Hank Thompson, Capitol T 2089 (M); ST 2089 (S)	15
17	18	YESTERDAY'S GONE Roy Drusky, Mercury MG 20919 (M); SR 60919 (S)	4
18	14	SLIPPIN' AROUND George Morgan & Marion Worth, Columbia CL 2197 (M); CS 8997 (S)	8
19	—	BITTER TEARS Johnny Cash, Columbia CL 2248 (M); CS 9048 (S)	1
20	19	THERE STANDS THE GLASS Carl Smith, Columbia CL 2173 (M); CS 8973 (S)	20

Benefit in Honor
Of Hal Horton

DALLAS—The late Hal Horton, ex-Dallas radio announcer who died a few years ago, was

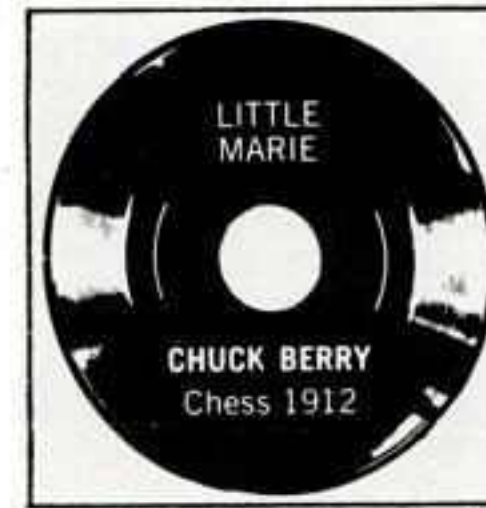
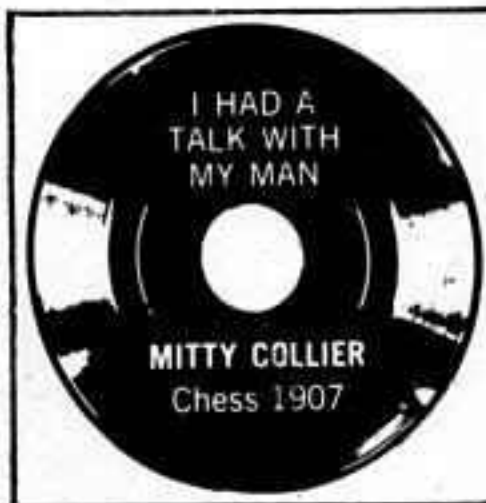
honored with a country & western show here recently in the form of a benefit for Angels, Inc., a school for mentally retarded children.

Many country & western performers who have now hit the

top have credited Horton with helping them find success.

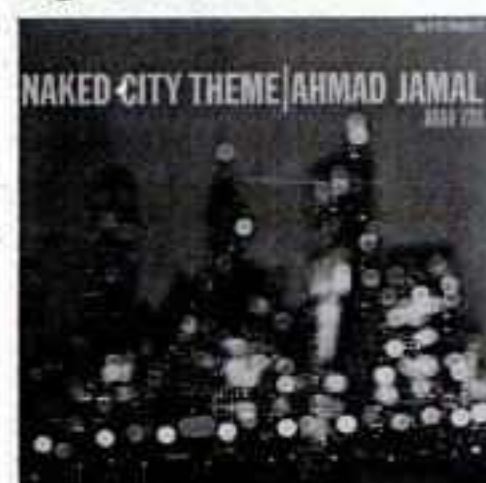
Featured in the show were Hank Thompson, Bob Wills, Ernest Tubb, Kitty Wells, Johnny Wright, Bill Phillips, Leon Payne, Bob Shelton, the Billy Gray and Dewey Groom bands.

**SO...
let's
talk
about
hot
singles**



**now
let's
talk
about
great
new
albums**

Naked City Theme
AHMAD JAMAL
Argo LP & LPS 733



Composer's Choice
JOHNNY NASH
Argo LP & LPS 4038



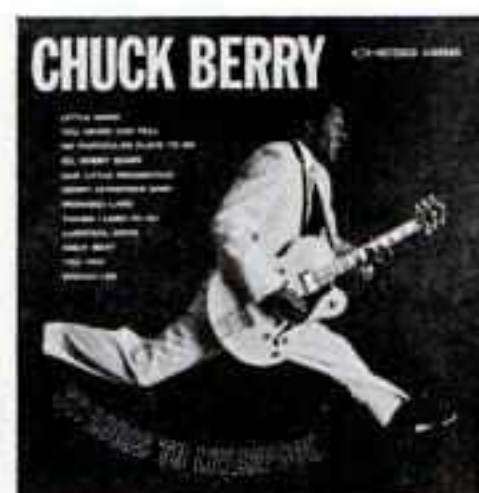
Comin' On Strong
JAMES MOODY
Argo LP & LPS 740



Make Way For Jean DuShon
JEAN DUSHON
Argo LP & LPS 4039



St. Louis To Liverpool
CHUCK BERRY
Chess LP & LPS 1488



Full Bloom
JACKIE ROSS
Chess LP & LPS 1489



The Best Of Moms & Pigmeat
MOMS MABLEY & PIGMEAT
Chess LP 1487



Queen Of Soul
ETTA JAMES
Argo LP & LPS 4040



Summer Dawn
SAHIB SHIHAB
Argo LP & LPS 742



BARNETT JOINS CLARK JAUNT

NEW YORK — Bob Barnett, formerly program director at KAFY, Bakersfield, Calif., has joined the Dick Clark Caravan as a talent booker. He is headquartered at 1631 Broadway, New York.

Bobby Goldsboro
I DON'T KNOW YOU ANYMORE
UA 781
On the One to Watch
UNITED ARTISTS


The #1 Follow-Up to the #1 Record
WATCH FOR IT
"HEY LITTLE ONE"
J. FRANK WILSON
and The Cavaliers
Josie 926
Nationally distributed thru JAY-GEE RECORD CO., INC.
318 W. 48 St., N.Y. 36, N.Y.

Hit Teen Sound
"WHY DON'T THEY UNDERSTAND"
The Davis Brothers
Guyden 2120
J/S Jamle/Guyden Dist. Corp.
Phila. 21, Pa.


SEND US YOUR TAPE... We do the rest!
ALL SPEEDS, ALL QUANTITIES, MASTERS, NICKEL STAMPERS, ATTRACTIVE LABELS, PRESSINGS. PROMPT AND RELIABLE.
SONG-CRAFT
1650 Broadway N. Y. C. 19

National Breakout!

"DO ANYTHING YOU WANNA"
by HAROLD BETTERS
#747 Parts 1 and 2
THIS IS THE ORIGINAL VERSION



GATEWAY RECORDINGS, INC.
234 Forbes Ave.
Pittsburgh, Pa. 15222



Finfer Goes For Push in Small Marts

PHILADELPHIA — Harry Finfer, president of General American Records and record industry veteran, is concentrating his promotion in various small markets.

The Finfer approach is for the most part contrary to usual promotional methods whereby the pressure is put on the powerhouse stations in the large markets for exposure of new material.

"Many larger stations in the big markets automatically ignore the smaller labels," charged Finfer, "and don't even open the envelopes they're mailed in."

Finfer pointed out that new records are not held in the smaller markets, but rather receive instant air exposure.

"Many of the stations in these markets rely heavily on listener-phone polls where the best records received that day are aired for listener approval. The kids do know if a record is a good one," observed Finfer.

Included among the test areas used by General American a number of other labels are: Johnstown, Pa. (Larry Ford, WCRO), Manchester, N. H. (WFEA), New Haven, Conn. (WAVZ), Norwalk, Conn. (Lee Moore, WNOK), Springfield, Mass. (Ken Capurso, WHYN) and Worcester, Mass. (Dick Smith, WORC). Springfield, through WORC, has long been recognized as a key record test area.

Finfer, responsible for the initial release of "Last Kiss," by J. Frank Wilson on the Tamara label before it was picked by Jose and the introduction of the Tams, currently has releases cut by the Velvet Satins and the Tams on General American.

WKUL Contest

CULLMAN, Ala. — WKUL staged a costume and talent contest on Halloween. Prizes were awarded to the wearer of the weirdest costume and the winner of the talent contest. The event was free to all who came in costume.

BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

COME SEE ABOUT ME

Supremes, Motown 1068

★ REGIONAL BREAKOUTS

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

ROSES ARE RED MY LOVE . . .

"You Know Who" Group, 4 Corners 113 (Tiffany, BMI) (Boston)

JULIE KNOWS . . .

Randy Sparks, Columbia 43138 (Apt, ASCAP) (Chicago)

THE PRICE . . .

Solomon Burke, Atlantic 2259 (Cotillion, BMI) (New York)

WALK AWAY . . .

Matt Monro, Liberty 55745 (Ardmore-Beechwood, BMI) (Detroit)

THE 81 . . .

Candy & the Kisses, Cameo 336 (Hill & Range, BMI) (Philadelphia)

SCRATCHY . . .

Travis Wammack, Ara 204 (Rolando, BMI) (Los Angeles)

I WANT YOU TO HAVE EVERYTHING . . .

Lee Rogers, D-Town 1035 (Mah's, BMI) (Detroit)

SLOOP DANCE . . .

Vibrations, Okeh 7205 (Jalynne, BMI) (Pittsburgh)

ARTISTS' BIOGRAPHIES

For your programming use here are pertinent facts about hot disk artists. If clipped and pasted on 3 by 5 cards these biographies will help you build a convenient file of such data.



THE ROLLING STONES (London)

Brian Jones (20), Bill Wyman (23), Keith Richard (21), Mick Jagger (20), and Charlie Watts (23). They met at the Marquee Club in London to listen to music and ended up forming their own group. Their approach to music is different than other English groups . . . they have exciting basic rhythm and blues approach. And apparently the public likes it. Every one of

their records has been a hit. Their favorite performer is Chuck Berry. The Rolling Stones is the title of an old Muddy Waters blues.

LATEST SINGLE: "Time Is on My Side," No. 30 on Billboard.

Exhib Spots Stereo Radio

WEST BERLIN—The 1964 German Industrial Exhibition is highlighting stereophonic radio broadcasting.

All major German radio manufacturers are exhibiting new stereo receiving sets, and trade experts at the fair are predicting that all home radio sets will be stereophonic within a few years.

Radio Free Berlin is broadcasting all-day programs in stereophonic sound during the week-long exhibition. The Berlin radio station, a pioneer in stereo broadcasting, will go on an autumn schedule of three-hour daily stereo test transmissions.

Radio manufacturers are co-operating at the exhibition in operating a stereo concert hall in stereo broadcasting.

Most German radio stations are now programming daily stereo test transmissions, and, according to manufacturers, the test programming already has increased the sale of stereo radio sets.

Sonderling Buys

Continued from page 18

go, but the station would try to blend in sales and other administrative people. KFOX has been a c&w outlet four years and was founded in 1924.

Its deejay line-up includes: Dick Haynes, Lee Ross, Cliffie

Ink Fuller Bros.

The four Fuller Brothers, dancing-singing group which also plays 11 instruments, have been signed to a personal management contract by Dub Allbritten, and pact for direction with General Artists Corporation. Allbritten (who also manages Brenda Lee, Red Foley, and the Casuals) is currently negotiating for recording contract for the Fullers.

Right Last Name

Continued from page 10

"Want You," which she starts off slow and easy and builds into a swinger.

She followed next with a soft and warm reading of "Allez Vous En," and then, accompanied by Roger Sprung on the banjo, belted out the traditional and new swingin' version of "Frankie and Johnny." Later in the show Starr and Sprung moved down the track with "Wabash Cannonball," on full head of steam.

Repeated demands from the audience brought on her all-time all-timers, "Side by Side" and "Wheel of Fortune." The songs as she performs them will always be all-time greats, as will Kay Starr. GIL FAGGEN

Stone, Bill Collie, Carl (Deacon) Moore, Bill Patterson, Hugh Cherry, Joe Allison and Bob Kingsley.

KPEG Marks New Qtrs.

SPOKANE—KPEG unveiled its ultramodern broadcast facilities on Crestline Street, at a reception and open house Oct. 30.

Housed in what looks like a handsome ranch home, the offices and studios have all been custom designed. The station has two studio-control rooms and a studio specifically for interview, news and panel programs. One of the studio control rooms will be utilized primarily for production. Both control rooms are cartridge tape and reel tape machine-equipped.

KPEG has provided an attractive and functional home for its 3,000 singles and 1,000 album record library. The approximately 12,000 selections are card-filed by artist and title. The room also contains a custom-built audition unit that enables the program director to audition tapes and cartridges, and to monitor the competition.

Nov. 15 C&S Gala

Continued from page 18

cast with a live studio audience.

The comedy highlights will involve such stars as:

Fred Allen, Don Ameche, Ethel Barrymore, Major Bowes, Eddie Cantor, Nelson Eddy, W. C. Fields, Clark Gable, Dorothy Lamour, Charles Laughton, Carole Lombard, Adolphe Menjou, Ogden Nash, Ray Noble, Jack Oakie, Margaret O'Brien, Mary Pickford, Rudy Vallee, Mae West and others.

Appropriately enough, announcer on the show will be Jimmy Wallington, one of the popular radio announcers of the period, and a man who worked "The Eddie Cantor Show" for Chase & Sanborn.

WEIGH SUIT ON RADIO TAPISTS

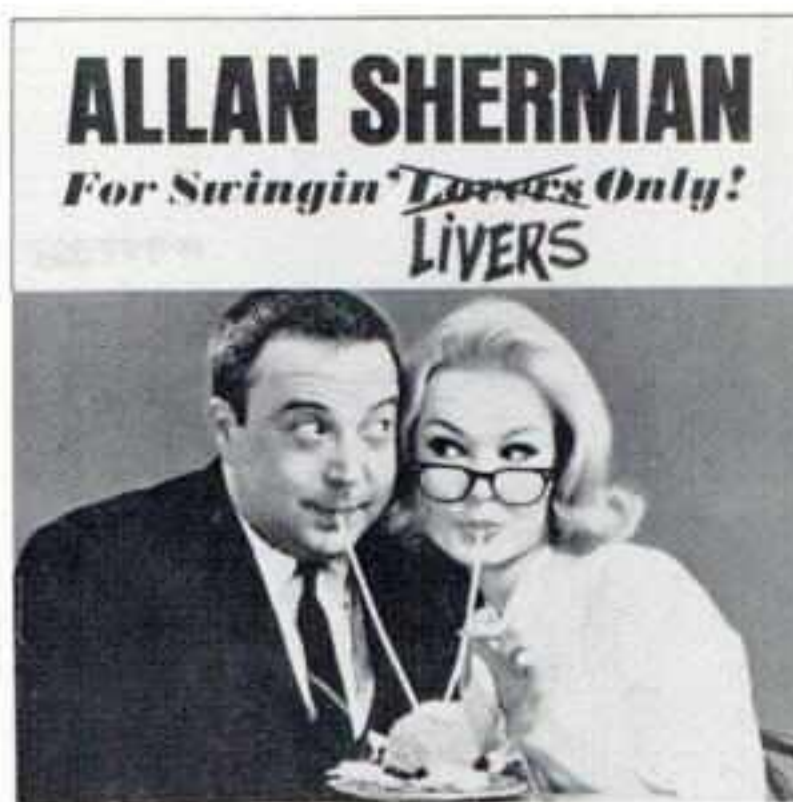
NEW YORK — ABC-TV is exploring possible legal action against several radio stations that reportedly taped the recent performance of the Beatles from their AM airwaves. As a warning to radio stations, it is illegal to tape record any performance from TV or radio and replay it on the air or for profit anywhere without obtaining written permission from the originating source.

WINDFALL!

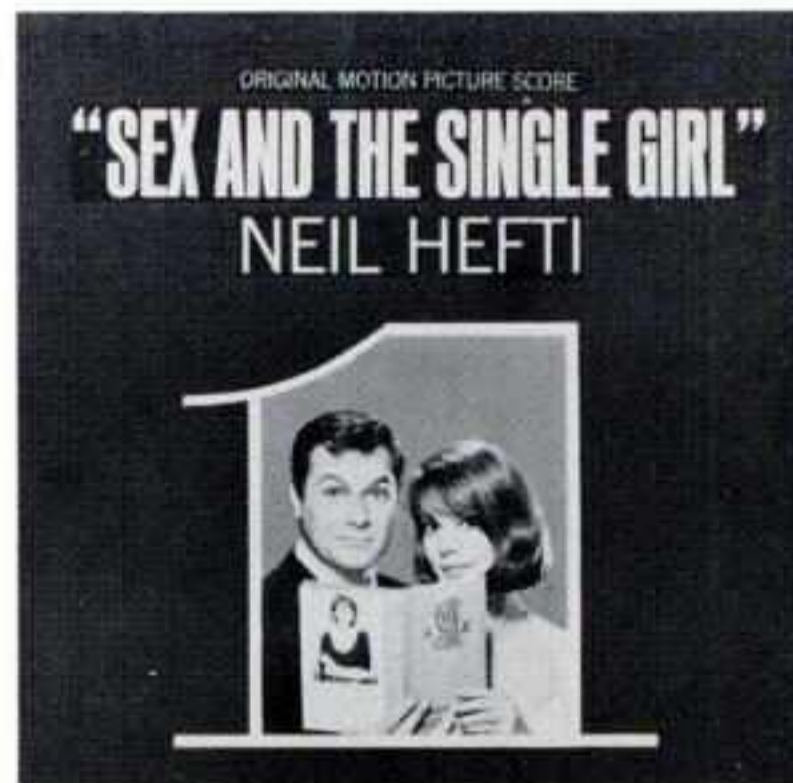
Already received and evaluated by 3285 AM, 527 FM radio stations, 27 TV producers, 128 columnists, 216 newspapers/magazines, 30 distributors, 43 promotion men...

...most of whom consider these albums a potential-plus holiday offering. Are you for a big pre-Christmas traffic push?

...from the first name in sound!



SONGS FOR SWINGIN' LIVERS ONLY! ■ Allan Sherman
W 1569



SEX AND THE SINGLE GIRL ■ Sound Track W 1572



SOFTLY, THE BRAZILIAN SOUND
Joanie Sommers with Laurindo Almeida W 1575



THE INSANE (BUT HILARIOUS) MINDS OF
COYLE & SHARPE ■ Coyle & Sharpe W 1573



PICCOLA PUPA ■ Piccola Pupa W 1574

PHONOGRAPHS • RADIO • TELEVISION • TAPE • HI-FI COMPONENTS • ACCESSORIES

Detroit Expects Top Christmas

By HAL REVES

DETROIT—Christmas business should hit an all-time high, Motor City dealers report. If the boom fails to materialize, it will be a big disappointment to the industry in view of the present highly optimistic mood.

An important consideration affects all marketing here—Detroit has been without newspapers for three months, and prospects for settlement appear remote. Consequently all promotional plans are on a catch-as-catch can basis.

Despite the newspaper void, however, business among retail stores is reported good. And it is on this background of solid cash register performance that retailers rest their pleasant anticipations for the holidays.

The automobile labor negotiations are having little effect here. Wary of the months of seesawing, the public appears to be spending for home entertainment resources. The dealers are profiting and expect to continue.

Business is up some 30 per cent over 1963, according to Milt Keverson, Uptown Radio Company, a major suburban outlet. One big reason is that the firm has concentrated on better merchandise—lines like Scott, Magnavox, Imperial and Ampex. "This means dollar volume, and better profit as well," says Keverson. Significantly, he finds that people are buying better quality tape recorders than a year ago. For the holidays, "the outlook is very good. We are looking forward to showing a lot of high end goods."

Business has been well ahead of last year for the great Grinnell chain. One reason has been a program of growth, with a new store just opened in Toledo, two in Michigan opening this week, and another shortly in the new Mall Shopping Center at Louisville, operated under the Shackleton chain name. The impetus of fall is expected to carry right through the holiday season—and even the absence

of newspapers is not expected to hurt too much in the home town.

One of the most significant points noted in assessing business came from Lou Salasin, operator of the Mumford Music Shop. "The perennial slump in record sales, when the youngsters return to school in September simply failed to materialize, and the high summertime business level stayed firm. A very slight drop came a few weeks later and then was offset. The Beatles are credited with setting the pace for the music business this year."

There is one fly in the ointment according to Salasin: "The profit picture is not as good (despite high volume) because we are selling at greater discount to meet the competition." This, however, is apparently only a local phenomenon.

At the Good Housekeeping Shops, an important chain, business is "excellent—perhaps the best ever. We can't understand it. Business is running at an all-

time high. The year as a whole will be up substantially," according to Harold Baker, advertising manager. He stressed the point that this climactic level has been held despite the missing newspapers.

Plans for Christmas

With this prevailing high optimism, retailers are varying their plans for holiday promotion. The day-to-day uncertainties of the strikes make confirmation of detailed plans impossible. In addition, retailers are naturally reluctant to tip off their plans to their competition.

Some major changes in use of media are expected. Merchandise men are striving to keep their programs flexible. J. L. Hudson Company, generally regarded as the world's largest department store (doing tremendous business in the home entertainment field) has been doing excellent business throughout the newspaper strike.

A special tabloid circular, (Continued on page 44)

CHRISTMAS SHOULD BE BEST EVER

In this second of a series of regional reports on Christmas merchandising, home entertainment dealers in Michigan, Kansas, Colorado and Alabama all predict a great year—perhaps the best ever. As in last week's survey of such key markets as New York, Milwaukee and Memphis, the big glamour product is expected to be color TV. Close behind, however, is the stereo console, the portable TV and the tape recorder. Many dealers also tell of greater interest in high-end merchandise, as opposed to the budget lines. While the novelty of many of the new home entertainment products is invariably cited as contributing to the boom, the big reason appears to be simply one of economy: The U. S. consumer is well-heeled, and home entertainment dealers expect to get at least their share of the pie.

See Kansas Boom in TV's and Consoles

By BEVERLY BAUMER

HUTCHINSON, Kan. — With business in Wiley's, Inc., music department up 15 per cent over last year, Harry Etherton, store manager, is looking for "a real good year."

"People are buying," Etherton said. "We'll hit the Christmas season with newspaper and radio advertising. We'll have home demonstrations on TV and stereo sets, and our in-store displays will be categorized—grouping stereo together, TV's together, portables in one section, etc."

Mrs. Betty Griffith, manager of Wiley's music department, said Christmas records will be played throughout the store. The music department will be decorated with candles and Christmas flowers.

Push Color

"We will be pushing colored TV and home entertainment

theaters," she said. "This has been a big year for stereo.

People are going more to theaters."



TAPE RECORDERS may have big play this Christmas, believes Dorce Hayes, of Hayes Record Shop, Hutchinson, Kan. Display is near entrance of shop.

Dorce Hayes of Hayes Record Shop anticipates a "good windup" for the last quarter. Gross sales throughout 1964 are expected to average about the same as last year, he said.

"Starting Nov. 1 we'll go into a heavy advertising program, promoting the good stock of merchandise," Hayes said. "We plan on doing more on in-store demonstrations."

Hayes said he wasn't planning on pushing any particular product—just anything the customer might want in the way of TV or tape recorders.

"Tape recorders are perhaps just starting in their own here," he explained. "Generally speaking, we don't look for a big year in a particular type of merchandise, however."

John Blackwood of Blackwood's which merchandises high quality machines almost exclusively, expects to sell fewer of these.

"We'll experience a slight drop in the better machines because of the high pressure coming from imported merchandise," he explained. Blackwood's plans no special holiday promotion, and doesn't plan to push any certain product.

"Sales this year have been (Continued on page 46)

Denver Dealers See Big Yule; Cite Peak Interest in Stereo

By BOB LATIMER

DENVER—As Christmas approaches, Denver home entertainment dealers are looking forward to a profitable holiday season. Behind the optimism is the increase in 1964 sales over 1963, plus the large number of layaway purchases already made.

Dealers contacted by Billboard expressed satisfaction with year-to-date sales figures despite a slow 1964 start. Good economic conditions in the Colorado capital, tax relief, and higher public interest in stereo have all combined to make this a solid sales year.

Dealers are using plenty of promotion, chiefly newspaper advertising and competitive price specials to maintain volume. For Christmas merchan-

dising, however, such dealers as Lindy Lindenmeir, head of Lindy's Appliances, will switch to a quality approach, and concentrate on sales of top-drawer, better priced stereo phonographs, color TV and home entertainment equipment in general.

Lindenmeir plans to use home demonstration as a potent sales weapon and will play up the gift-for-the-whole-family theme in offering stereo phonographs up to the \$500 and higher mark. Every indication is that with an elaborate choice of financing methods, and general high interest in stereo, the bulk of Christmas profits will be earned in better price phonograph brackets, as well as tape recorders and TV.

"Pat" Patterson of Patterson's

in the Denver suburb of Englewood, developed a clever idea for selling big, bulky home entertainment items during the holidays.

Well aware that it is difficult (Continued on page 46)



WILEY'S, INC., Hutchinson, Kan., looks for a "real good year" in music department. Part of holiday in-store display program will stress grouping of like items together.

Alabama Dealers Optimistic

By JEANNETTE FORMBY

DOTHAN, Ala. — Christmas season shows great promise of being a profitable one, declare dealers in Southern Alabama.

Home entertainment retailers in Montgomery point to the wide interest in stereo which has been fostered by heavy promotion all through 1964. Most

dealers report volume up for 1964 over 1963, particularly in the area of higher priced phonographs. A typical dealer, Raymond Cohen of Montgomery, pointed to the fact that sales have been down in lower priced portable and tabletop phonographs, but that greater volume in phonographs over

\$500 has well offset that problem.

Christmas merchandising, for the greater part, will consist of heavier newspaper and direct-mail campaigns, with the emphasis on variable time payment plans which will make it easier for the customer to buy in ex-

(Continued on page 46)



WINNING SLATE

**“NOBODY
LOVES ME”**

**ANNA
CRAIG**

FOX 540

BY A LANDSLIDE

**MARY WELLS
“AIN’T IT
THE TRUTH”**

FOX 544

THEME
FROM

**“GUNS AT
BATASI”**

ORIGINAL SOUND TRACK

FOX 547

**“RIO
CONCHOS”**

**JOHNNY
DESMOND**

FOX
546

5th STRAIGHT TERM

**“LITTLE
DRUMMER
BOY”**

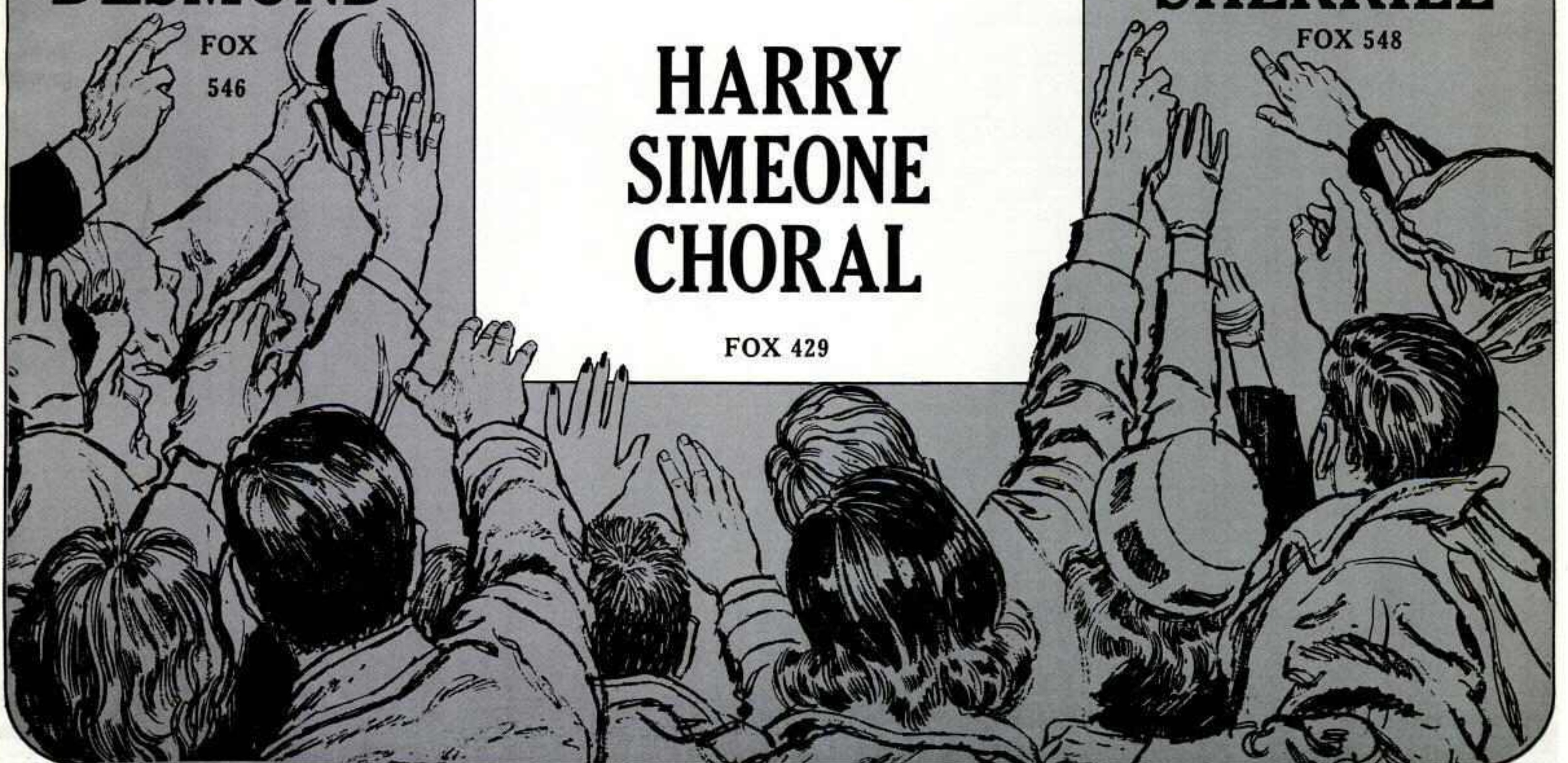
**HARRY
SIMEONE
CHORAL**

FOX 429

**“GOODBYE
CHARLIE”**

**JOYA
SHERRILL**

FOX 548



PROGRAMMING SPOTLIGHTS

• Continued from page 14

COUNTRY & WESTERN Spotlights

DOTTIE WEST—IN IT'S OWN LITTLE WAY (Window, BMI) (2:19)—Another top performance from the consistent best seller singer and songwriter! Definite hit chart material. Flip: "Didn't I" (Window, BMI) (2:42). RCA Victor 8467

WEBB PIERCE — BROKEN ENGAGEMENT (Cedarwood, BMI) (2:45) — The sad "Dear John" tale of a lost love which will cheer Webb up as it climbs up the best seller list! Flip: "That's Where My Money Goes" (Cedarwood, BMI) (2:18). Decca 31704

GEORGE JONES AND MELBA MONTGOMERY — MULTIPLY THE HEARTACHES (Wek Dee-Glad, BMI) (2:21)—Strongest duo in the field today. Two great artists and two great sides for the price of one. Flip: "Once More" (Acuff-Rose, BMI) (2:18). United Artists 784

ERNEST TUBB—(A MEMORY) THAT'S ALL YOU'LL EVER BE TO ME (Tubb, BMI) (2:30) — **PASS THE BOOZE** (Lonzo and Oscar, BMI) (2:40)—Side one is a saddy delivered in first-rate style. Flip is oldie, but greatie, and gets belly-up-to-the-bar treatment. Plenty of pathos to the bottle. Decca 31706

HARLAN HOWARD — THE DEEPENING SNOW (Pamper, BMI) (3:22)—Warm and tender reading of waltz tempo ballad. Chorus in support with some good lonely guitar thrown in. Flip: "Hobo Jungle" (Combine, BMI) (2:05). Monument 864

MARGIE BOWES — WATCH ME FALL (Eighty Eight Keys, BMI) (2:40) — Ideal voice for heart-breaker ballad. It's difficult to contain one's emotions at this point. Flip: "Big City" (Sure-Fire, BMI) (2:03). Also side to watch. Great lyric, shufflin' beat with Tex-Mex sound. Decca 31708

CONNIE HALL — I WISH I WAS THE BOTTLE (Glad, BMI) (2:39)—Here's an interesting lyric line. Gal laments she's not a bottle . . . the bottle in her lover's hands. Man, love sure is intoxicating! Top-notch weeper and performance. Hic. Flip: "Constantly" (Glad, BMI) (2:13). Musicor 1047

JACK BARLOW—49-51 (Ringneck, BMI) (2:29) —Jack's deep baritone is reminiscent of the late, great Jim Reeves. Clever lyric line on this tear-jerker ballad impressively delivered. Flip: "After All" (Four Star, BMI) (2:18). Soma 1420

CHRISTMAS Country Spotlight

HANK THOMPSON—I'D LIKE TO HAVE AN ELEPHANT FOR CHRISTMAS (Texoma, ASCAP) (2:04)—"But how am I gonna get him under the tree?" is the problem for Hank on this bouncy cutie. Now that the election is over Santa should have a big surplus of Elephants. Flip: "Mr. & Mrs. Snowman" (Texoma, ASCAP) (2:18). Capitol 5310

RHYTHM & BLUES Spotlights

MIKE ST. SHAW—SEND ME SOME LOVIN' (Venice, BMI) (2:20)—A wailer that rocks from start to finish. Powerful performance and arrangement. Definite chart climber. Flip: "From the Bottom of My Heart" (Rush-Pro, BMI) (2:35). Reprise 0325

BIG MAYBELLE — MY MOTHER'S EYES (Feist, ASCAP) (2:22)—Moving performance of the evergreen done in the soulful distinctive Big Maybelle style. Flip: "Careless Love" (Cuck-a-Luck, BMI) (2:72). Another great standard with another strong performance and equally as commercial as the first side. Rojac 1003

WALLACE BROTHERS—ONE WAY AFFAIR (English, BMI) (2:05)—Plenty of commercial appeal here with a strong possibility of pop sales as well. Flip: "Go On Girl" (Charan, BMI) (1:35). Sims 220

CHRISTMAS Rhythm & Blues Spotlight

THE IMPRESSIONS — AMEN (Pamco-BMI) (2:48)—Stirring rendition of old spiritual with a moving lyric make this a strong contender for the charts. Should hit before Christmas and carry on through. Flip: "Long Long Winter" (Curton, BMI) (2:48). ABC-Paramount 10602

Beatles', Stones' Disks to Be Released Week Apart

LONDON—The Beatles' new single, "I Feel Fine," is being issued here Nov. 27, a week after the release of the Rolling Stones' new Decca single. Advance orders for the Beatles record are expected to near the million mark, and EMI has already begun pressing, but

Reprise Inks Dino, Desi Sons

HOLLYWOOD—Reprise has signed its youngest teen-age trio, featuring two sons of famous entertainers. New act is Dino, Desi and Billy, which will record rock 'n' roll music under a&r chief Jimmy Bowen.

Dino's dad is Dean Martin and Desi's is Desi Arnez. Third member comes from a non-entertainment family whose last name is Hinshe. The three met while playing little league ball in Beverly Hills.

Frank Sinatra heard them rehearsing in Dean Martin's house and notified Bowen. They have been signed to a three-year pact, with their first single set for release next week. Bowen will have the distinction of handling sessions by both young Dino and his famous father.

Decca is equally optimistic about its record.

During the past few months the Stones have soared in popularity.

EMI has made sure that both titles on the new Beatles' record are excluded from the new album, "Beatles for Sale," available a week later. Their last single, "A Hard Day's Night," was, of course, also the title track of their big selling LP which reduced the disk's final sales.

Sales of the "Hard Day's Night" album have reached within 30,000 of the 1,000,000 mark in six months; the only LP which has ever sold 1,000,000 copies in Britain is "South Pacific," and that took five years.

The Beatles' next United Artists film—which is in color—will be a comedy thriller with Ringo being hunted down by a would-be killer. The screen play is being written by an American, Mark Vahm, who was responsible for "Charade."

But there'll be ample opportunity for songs—probably more than in "A Hard Day's Night."

Producer Walter Shenson plans to have the movie available for distribution early in June. It goes on the floor Feb. 22.

BASSEY BACK WITH NEWELL

LONDON—Despite her current chart success with the "Goldfinger" title song made by Beatles' recording manager George Martin, Shirley Bassey is returning to Norman Newell, the a&r man with whom she made her greatest hits after leaving Philips for EMI. Bassey, once Britain's biggest selling female artist, switched a&r men a year ago after a dispute with Newell.

Bonner Joins Decca Records

NEW YORK — Joel Bonner has joined Decca Records promotion department, reporting to Lenny Salidor, Decca's director of promotion and publicity. Bonner also will work on the Coral and Brunswick lines. While his duties will encompass all phases of the company's promotion operation, will concentrate mainly in the field of r&b.

Before joining Decca, Bonner had promotion stints with Kama Sutra Productions, Philips Records, singer Dee Clark, and most recently he served as an independent promotion representative.

NEWS OF THE WORLD

• Continued from page 26

Bombay Records. His comment on Vera Sandord's album, "Ten Minutes to Midnight": "The most exciting new voice since I first listened to Sarah Vaughan, back when I had the Blue Note." NICK BIRO

LONDON

ATV brought Roy Orbison for his debut on "Sunday Night at the London Palladium" recently and another TV'er "Startime." For his Palladium appearance Orbison got the maximum fee of \$2,800 and his expenses. Leading British promoter Arthur Howes has made a winning bid for Orbison's next British tour—four weeks starting in February.

Negotiations between Brian Epstein (assets: The Beatles, Gerry and the Pacemakers, Cilla Black and Billy J. Kramer, etc.) and Tito Burns (assets: The Searchers, Dusty Springfield, etc.) for an amalgamation of their companies have been broken off. Burns is now considering another offer from the powerful Grade Organization.

International visitors to EMI include Morris Levy, who is discussing possibilities of recording here for his Roulette label; Bob Schwartz, Laurie; Steve Gottlieb, Copenhagen, having talks about the promotion of records and other EMI products in Denmark, and B. Toumbakaras, a top executive of EMI's Greek Company from Athens. . . . At Decca for talks with Chairman Sir Edward Lewis, general manager Bill Townsley and RCA Victor's British label manager Mike Hawgood were Victor vice-president (International) Dario Soria and Peter Baumberger, vice-president, RCA Overseas S. A. (Geneva). . . . Following Jack Good's visit to record a host of British stars (including The Beatles) for his "Shindig," America's ABC-TV is negotiating to sell the series to a British company. . . . The Manfred Mann group has won a Gold Disk for million-plus sales of "Do Wah Diddy Diddy." The group's follow-up, just issued here, is another American composition "Sha-La-La."

CHRIS HUTCHINS

OSLO

Jim Reeves has set a new record here in Norway, his RCA Victor platter "I Love You Because" stayed 30 consecutive weeks on the VG Top Ten. The record he beat was on 29 weeks, set by "He'll Have to Go" in 1960 by—Jim Reeves! . . . Three Jim Reeves' titles are on the local charts, "I Won't Forget You" (No. 3), and both sides of "I Guess I'm Crazy" and "Not Until the Next Time" (No. 4 and 9). . . . Kirsti Sparboe is a new singer to watch out for in Norway, she recently won the competition for a tour of the Swedish Folks Parks next summer and is having success with her record "Ballerina" on Triola label. . . . Ray Orbison's "Oh Pretty Woman" debuted on runner-up position on Norwegian charts. . . . The long awaited new record by Wenche Myhre is out, titled "Jeg vet hva jeg vil" (I Know What I Want) on Triola. Same song is recorded by Anne Kristine on Manu label. . . . Barbra Streisand got tremendous reviews for her LP records on CBS in Norway. Newspapers Arbeiderbladet, Morgenposten and Verdens Gang praised her. . . . ESPEN ERIKSEN

ZURICH

Billy Toffel is traveling through Europe. He was popular years ago as a soloist of the "Original Teddies." He now lives in Mexico, where he is still in the record business. He visited Turicaphon in Riedikon, where he made his first recordings in 1940.

Producer Werner Tautz visited Turicaphon. One of his recent productions is entitled, "Heinz Kiessling's Coloured Strings," on Elite Special. This record will soon be pressed in Canada. Negotiations with Japanese manufacturers are on the way. Composer/conductor Heinz Kiessling left England for a visit to Japan. . . . Famous Hungarian composer Paul von Gyoengy met Hans Oestreicher Jr. in Zurich to discuss the Swiss record market, in general.

JIMMY JUNGERMANN

Detroit Expects Top Christmas

• Continued from page 42

with a few outstanding offers from each department is being planned by Good Housekeeping Shops for Christmas promotion—but only if the papers stay out.

Good Housekeeping will push stereo, and put a little more emphasis on television, Baker said, because TV is generally more suitable as a gift for the whole family.

Mumford Music is turning to increased use of FM stations to promote classical music in its Christmas planning. The store will also rely heavily on window displays. This is in line with long range plans to increase the inventory of classical music, making this an important department for the gift trade.

Knowledgeable People

Knowledgeable personnel are another important asset, Salasin believes, in meeting vigorous competition—"Classical record buyers are getting tired of trying to find their records on a rack. Cheapness does not make up for lack of knowledge in a discount store."

Grinnell's is putting out an annual catalog for the holiday

trade. Other Christmas plans are not available or firmly set. Pre-holiday promotion is being built around the Grinnell-sponsored "My Fair Lady," who is also the "Detroit Teen Queen." A special sideline will be a theater dinner party for five couples tied in with the opening of the movie "My Fair Lady."

At Uptown Radio, a series of four or five brochure holiday mailings is being made to a list of about 50,000 names—some 30,000 from the store's own files and the rest from directory listings. Brochures from manufacturers like Magnavox and Pilot are being used. In addition some custom-prepared material is being used.

Lists of professional people are used for the mailings. Milt Keverson says, "We try to aim at some of the better income groups. . . . We feel that repetition (of mailings) will be more effective. This seems to work better than anything else."

Uptown will spend about \$500 on decorations for the Christmas season, to make the store attractive and seasonal in its visual impact upon customers and passing traffic.

She has a hit and she's
now on Vee-Jay Records

Shelley Fabares



VJ #632 I KNOW YOU'LL BE THERE
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Henry Stone, President

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GERMANY

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

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

Denver Dealers See Big Yule

Continued from page 42

for a husband to hide a stereo phonograph in the house, Paterson simply promised delivery on Christmas Eve or morning, according to the customer's wishes.

To make good on this offer, he hired several college boys, dressed them in Santa Clause uniforms, and rented pickup trucks to amplify his own 3-unit fleet. Every phonograph given a colorful holiday wrap with red silk ribbons, and delivered on time.

This required a lot of careful timing, but was a gimmick good enough to triple Christmas volume the second season it was used. Often, deliveries were made at 10 a.m. on Christmas morning as the family gathered around the Christmas tree.

Family is Target

At Fan Fair, one of Denver's biggest home entertainment outlets, emphasis will be on "luxury" in stereo phonographs and combinations—again with the entire family as the target. Here one of the best merchandising ideas has been the erection of an electric organ on an elevated stage in the center of the floor, where it is visible anywhere in the store. A variety of organists, playing in shifts, provide Christmas music through all selling hours. President Stanley Cox, pointing to a record number of phonograph layaways already in hand, has every reason to expect an excellent Christmas season.

Most Denver dealers point to a resurgence in the popularity

of combinations, containing either color or black and white TV along with stereo phonographs. These elaborate consoles are being given top billing by most full-line dealers. In shooting for this market, it is quality and brand rather than price which apparently is most important.

In nearby Boulder, record dealer Lyle Aber, who operates two large home entertainment showrooms, plans to bank on his unique "chain reaction" system to sell more expensive phonographs for the 1964 Christmas season. He simply applies 10 per cent of the purchase price on a new stereo set as a "customer bonus" on the next purchase, so that the customer who buys a \$300 phonograph automatically receives a credit for \$30 for purchase of a tape recorder, records, accessories, etc. This has proven the most powerful sales incentive for Christmas buying which the dealer has ever used, and scarcely needs advertising, so well known has it become.

All dealers will put a heavy push on children's record players with window displays, newspaper advertising, and direct mail. Although there are still plenty of \$11.95 players for children available, dealers will put emphasis on \$25 and higher priced, more durable models, with better sound reproduction.

Most dealers have ordered only lightly in rock-bottom, low priced phonographs, and will offer good sized premiums in children's records along with the more expensive models to make bigger unit sales.

Kan. Boom in TV's and Consoles

Continued from page 42

equal to 1963," Blackwood said. "As far as profit is concerned, it's considerably better than 1963."

Martin Mayfield of Mayfield Music Company terms this year's outlook better than last year's.

FM Surge

"We're stocking twice as much and people want better items," Mayfield said. "One thing that has helped tremendously is FM stereo. We're selling combinations to people who otherwise might not buy. These people love FM. Let them play FM and they will buy real nice sets—real woods instead of synthetics. The man of the house wants TV and his wife is interested in FM and a record player. She'll see to it that she gets stereo FM in combination with his TV."

Mayfield's has remodeled to make room for more display items. The store does not conduct too many specific promotions during Christmas, because, as Mayfield puts it, "people already are motivated by the Christmas shopping spirit."

The important point, says Mayfield, is to have plenty of merchandise in stock.

"You'll sell it," he said. It's just a matter of letting people know you have it, and letting them know you're thoroughly acquainted with your line."

Mayfield cited a growing interest in color TV and color theaters. With color TV alone costing around \$500 and an entire theater available at \$795, the customer ends up buying the latter. Mayfield foresees a big year in stereo FM. Black and white TV is still a good, stable, dependable item, he points out. "This year has been better than last year," Mayfield com-

mented. "The new lines are nicer, the cabinets are better, technical improvements have been made and, along with this, the prices are lower."

Ala. Dealers

Continued from page 42

ensive equipment brackets. Some dealers will offer elaborate club plans, combining a continuing supply of albums, or offer TV and stereo phonograph combinations at lower prices. One type of promotion which has proved very effective has been the "home entertainments." Interested prospects are asked to invite several neighbors in, whereupon the phonograph provides an evening of music from about 400 selections brought along by the dealer.

Most dealers expect to put the bulk of their promotion into top national brand phonographs in better price ranges. Their biggest help: The fact that prospects hear stereo everywhere they go, and are being made aware that they can have the same quality at home through buying quality equipment. Stereo phonographs in the \$350 to \$500 price range are expected to sell best as family Christmas gifts, according to such dealers as the Montgomery Fair, Alabama Music Company, Cohen's and others.

Montgomery dealers say that volume for this year began rising in the late spring and has continued to climb ever since.



BULK VENDING news

EDITORIAL

Time for Action

Blue-sky operations have been an unfortunate but very real part of the entire vending industry. Unfortunate because they have tended to reflect unjustly on the thousands of legitimate operators, and very real because despite the great effort to combat them, they still exist.

Blue-sky operators—as everyone knows—are unscrupulous promoters who will sell equipment to unsuspecting customers at a greatly inflated price with promise of returns that stretch as high as the blue sky—hence the term.

No legitimate bulk vending operator, distributor or manufacturer will have anything to do with such persons—not only because of the harm they do to the industry, but because their activities are nothing but outright fraud.

What, then, can be done? We feel the Better Business Bureau took a big step forward with its recommendation for minimum standards of acceptability for vending machine advertising.

As Allen E. Bachman, NBBB executive vice-president, noted, "substantial strides in this direction can be made by denying the dishonest operator access to his principal avenue of approach to prospective victims—the classified and display advertising columns in print media."

Policy and enforcement, however, are two different things. No reputable publication will knowingly accept such advertising. Billboard's policy, for example, has always been ironclad. But many consumer magazines and newspapers not as familiar with the vending industry can be taken in.

The answer is in grass-roots enforcement. Don Mitchell, NVA legal counsel, has asked all industry members to report suspected violations to NVA. Mitchell's plea should be taken seriously. Who is better qualified to spot an industry infraction than a knowledgeable member of that same industry.

Many people seem to feel that blue-sky operators will always exist. Maybe so. But the bulk vending industry can make a real contribution by seeing that they're kept to a minimum. And the sooner the general public knows it, the better.

NAMA and Better Business Bureau Warn Blue-Sky Ops

CHICAGO — The National Better Business Bureau and the National Automatic Merchandising Association warned today that some unscrupulous promoters are utilizing the growth of the vending machine industry to fleece uninformed persons with false promises of large profits, little work and no risk through the operation of vending machines.

An NBBB bulletin on deceptive vending machine promotions prepared with the co-operation of NAMA said the great majority of those who manufacture, sell and operate vending machines are legitimate businessmen, but noted that there is a small number of dishonest promoters operating on the fringe of the \$3,500,000,000-a-year industry.

These high-pressure salesmen, the bulletin said, are generally independent agents who buy vending machines from small manufacturers and then resell them to inexperienced persons who hope to find an easy route to extra income.

The bulletin said these promoters move from community to community and interview

prospective applicants from transient quarters. Contact is usually made through newspaper classified advertisements.

A typical ad reads: "\$300 monthly spare time. National concern will select man or woman to own and operate profitable route of vending machines in this area. No selling. Must have six hours per week spare time, references, and \$600 cash immediately available. Income immediately, spare time up to \$300 monthly, with possibilities of taking over full time. Income increasing accordingly."

The bulletin said vending is a full-time occupation requiring capital, knowledge and training, and any offer to get started in the business "part-time" is almost always suspect.

To curb the activities of unscrupulous promoters in the field, NBBB and the vending industry trade association recommended to advertising media minimum standards for the acceptability of vending machine advertising several years ago.

Alan E. Bachman, NBBB executive vice-president, said substantial strides in this direction can be made by denying the dishonest operator access to his principal avenue of approach to prospective victims—the classified and display advertising columns in print media.

Seven minimum criteria for evaluating the acceptability of vending machine advertising are incorporated in the NBBB bulletin. They cover references to specific earnings from vending machines, franchise arrangements, misuse of national brand names, misrepresentation of locations, and the sale of machines disguised as an employment offer, among others.

Taking note of the industry's postwar growth rate, the bulletin said there are now more than 4,000,000 automatic merchandising machines in operation. The annual volume of merchandise vended approximates \$3,500,000,000.

The bulletin said automatic merchandising offers competent individuals an opportunity to make money operating good machines vending good merchandise in good locations. However,

(Continued on page 48)

'Don't Be Smeared by Blue-Sky Image,' Mitchell Warns Industry

CHICAGO — Don Mitchell, National Vendors Association legal counsel, warned the bulk industry against ever letting itself be identified in the public eye with the "small percentage of blue-sky operators that unfortunately will always be a problem."

Mitchell's statement came along with a national warning against blue-sky promoters by the Better Business Bureau and the National Automatic Merchandising Association (see separate story).

The NVA legal counsel noted that blue-sky promoters had always been a problem in the vending industry and that since bulk operators were a part of the industry, it was a problem for them too.

Mitchell noted however that "successful" blue-sky promoters



DON MITCHELL

were diminishing because of the tremendous publicity given such schemes by organizations such

as the Better Business Bureau.

He said NVA has an important role in "maintaining the integrity of the bulk industry." He urged members to make the public aware of the existence of NVA so the association could serve as a place for the public to check things out.

Were there any blue-sky operators doing business in the bulk industry today? Mitchell said he knew of none, but he pointed out that "such promoters are never members of NVA — it is important that the legitimate operators in the business police against such activities."

What to Do

What should you do if you learn of blue-sky promoters doing business in your area? Mitchell urged members to notify NVA so the association could notify the Better Business Bureau and take appropriate steps of its own to put an end to the practice.

Mitchell said one of the most important precautions was not to have the public identify blue sky promoters with the great majority of legitimate bulk industry members.

He drew an analogy with the brokerage business. He noted that undoubtedly there are still promoters around selling such

(Continued on page 54)

Northwestern MODEL 60

Try one! You'll quickly agree. It's the outstanding Bulk Vender.

Model 60 dispenses all small products from Spanish peanuts to capsules and Jumbo ball gum.



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VICTOR'S NEW TOPPER '66' \$15.50 ea. Now Vends Capsules

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

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

NEW VICTOR CAPSULES. Victor introduces brand-new all-clear capsule. Features: Capsules have added capillary, are easier to fill and grip tighter. Three sizes for larger sales.

"V" Capsules\$ 4.50 per M (5M Lots)

"V-1" Capsules\$ 8.00 per M (5M Lots)

"V-2" Capsules\$13.50 per M (2M Lots)

Styrofoam Display Front (without merchandise) for new Victor Topper "66." Ea.10

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N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Mach.	18.00
N.W. Model #33, 1c Porc. Converter for 100 ct. B.G.	4.50
Atlas 1c & 5c 100 Ct. Ball Gum	12.00
Mills 1c Tab Gum	12.00
Acorn 8 lb. Globe	10.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$.73
Pistachio Nuts, Jumbo Queen, White	.66
Pistachio Nuts, Large Tulip	.71
Pistachio Nuts, Vendor's Mix	.68
Pistachio Nuts, Sheik, Red	.63
Cashew, Whole	.82
Cashew, Butts	.79
Peanuts, Jumbo	.45
Spanish	.33
Mixed Nuts	.57
Baby Chicks	.33
Rainbow Peanuts	.32
Bridge Mix	.34
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.32
M & M, 500 ct.	.48
Hershey's	.47
Rain-Blo Gum, 72 ct.	\$.32
Malt-ette, 100 ct., per 100	.33
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Blo Ball Gum, 100 ct., 300 lb. minimum prepaid on all Rain-Blo Ball Gum.	.34
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. One-third Deposit, Balance C.O.D.	

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 Clor-o-Vend Ball Gum... 43 1/2 lb.
 Clor-o-Vend Chicks, 320 ct... 43 1/2 lb.
 Chiclé Chicks, 320 & 520 ct... 39 lb.
 Bubble Chicks, 320 & 520 ct... 31 1/2 lb.
 Tab (short stick), 100 ct... 40c box
 5-stick Gum, 100 packs... \$2.00
 F.O.B. Factory 150 lb. lots

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Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

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 Hold 1175 balls of 100-count gum.
NOTICE TO OPERATORS

All Toppers can be converted to L. C. Toppers for vending 100-count gum. All that is needed is a new service head assembly.

Write for details, color circular and prices or contact your distributor

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 715 Ensor St. Baltimore 2, Md.

Retire After 35 Years? Why, He's Just Getting Started

By FRANK LUPPINO
 NEW YORK — After a man has been in a business for more than 35 years, he usually begins to think of retirement but the exact opposite is true with Moe Mandell, head of Northwestern Sales and Service Company and a pioneer in the bulk vending field.



MOE MANDELL

He thinks not of retirement but of the future in the bulk vending industry and the opportunities it will offer. Upon returning from the conventions in Chicago (MOA and NVA) Mandell said, "it is amazing what is being vended, what is available to be vended compared to a few years ago and amazing to think that the surface has only been scratched."

It was back in 1932 that Mandell bought his first few bulk machines and put them on location in his own neighborhood in Brooklyn. He bought the machines from Dave Robbins, veteran coinman, located on DeKalb Ave. Mandell later went to work for the Boro Automatic Music Company on their juke box routes and then, in 1935, went seriously into bulk vending as an operator.

Shortly thereafter, he acquired the distributorship for Northwestern Corporation machines and soon afterwards sold out his route. He operated his distributorship in Brooklyn for 20 years, then moved to Manhattan's famed 42d Street for three years and for the past 12 years has been located in his own building on W. 36th Street.

Asked about the international aspects of bulk vending, Mandell tells the humorous story of a retired French Army colonel

who was living in Venezuela some years back and who approached Mandell to get information about bulk vending. After making some trips to visit Mandell in New York, the colonel purchased about 2,000 machines in short order and was a heavy buyer of confections to be vended from the machines. The colonel made several more trips to New York, each time learning more about the repair of the machines.

Then, Mandell pointed out, the colonel was not heard from for a long time. Finally, he learned that the colonel had evidently become so prosperous, through operating the machines and repairing them with his own staff that he had briefed in machines repair, that he had become self-sufficient and had even opened his own chewing gum plant to provide product for the machines.

Mandell, in a serious vein, pointed out that he does ship machines, parts and supplies all

over the world. He said that in some instances, the foreign market was supplied almost exclusively with product from the U. S. until the U. S. firms worked out arrangements to have licensees manufacture their machines or products abroad.

Mandell is assisted in the operation of his firm by his son-in-law, Allen Cohen, who joined the firm 12 years ago. After a stint in the U. S. Army, Cohen planned to return to his pre-war position until his father-in-law suggested he come in with him. Cohen insisted on one proviso... that he be told if his services proved unsatisfactory. Such a pronouncement was never made to him and the relationship between Moe Mandell and Allen Cohen is harmony personified.

Both said that the greatest growth in the bulk vending industry has been in the segment dealing with charms and capsules. Although they pointed out that the steady increase of confection sales has not slowed, there were not too many penny bulk confection items available for vending until the charms came along. These, aided by capsules, have added greatly to heading over-all sales curves upwards.

Both look forward to great acceptance of the first Bulk-Pak machine introduced by Northwestern which will bulk vend Fleers Gum. These easy-loading machines will be joined by new models from Victor, Mandell pointed out. They'll be available early in 1965 when bulk vending should start a new year by heading upwards on the sales curve once again. These are the prognostications of two fellows whose experience in bulk vending adds up to a hefty 47 years.

Expect Big Turnout At West Coast Meet

LOS ANGELES — National Automatic Merchandising Association's Western conference and exhibit will present the best program items from the association's recent national convention in Chicago, and is expected to attract a record turnout of West Coast vending traders.

The show will be held at the Ambassador Hotel here Nov. 20-22 and exhibit space has already been sold out to some 66 firms.

Emphasis at the convention will be on merchandising and customer relations practices and will be specifically tailored to the Western operator.

Panel Slated

Vending operators, school officials, a government official and a machine manufacturer will lead a panel discussion titled "School Vending Market in the West" Friday (20) evening.

Saturday (21) NAMA will repeat its "Five Best Merchandising Ideas" presentation based on the recent national contest for member operators. Also scheduled is a discussion on customer

relations, featuring a leading operator and an industrial vending location representative.

Carl Millman, NAMA president, will keynote the Saturday program with an address titled "Creating a Better Business Climate for Vending." Also on the program is a discussion of legislative problems and reports from the California and Northwest State councils of NAMA.

The exhibits will be open during the afternoon of all three days. The show is open to all vending operators free of charge. The association expects to exceed its last year registration figure of 3,500.

NAMA and BBB

Continued from page 47

it adds, when vending machines are purchased on the basis of fraudulent or deceptive representations by irresponsible promoters, the odds against success of the venture are extremely high.

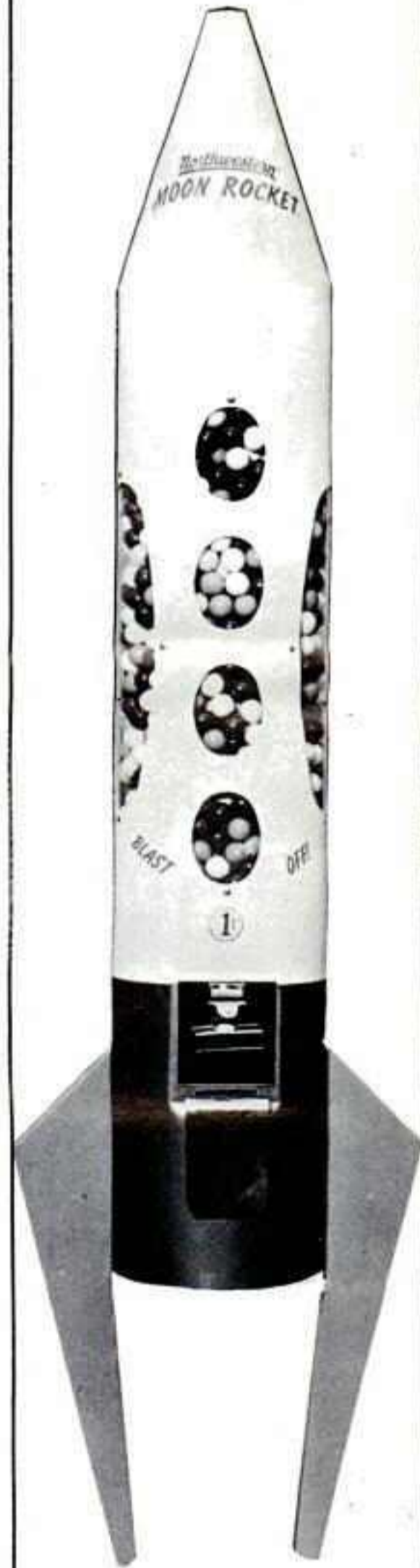
Currently, the bulletin noted, a number of "blue-sky" operators are busily promoting machines which dispense "emergency" type products (as distinguished from "convenience" items), which require high-volume locations seldom found in business practice.

It also pointed to machines dispensing various drug items, which may or may not be legally operated in the area in which the investor proposes to do business.

Denver Rt. Sold

DENVER — Veteran Denver bulk operator, Doug Benesch, who built up a successfully specialized route in universities and schools, has sold his business to Frank Pittman. Benesch's future plans were not immediately announced.

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COIN MACHINE news

Midway Expansion Plan; Imre to Play Big Role

By RAY BRACK

CHICAGO—"Midway Manufacturing Company is moving to a greatly enlarged plant next year," stated company President Marcine Wolverton in a Billboard interview last week, adding, "and Louis Imre is going to play an important part in our over-all expansion plans."

The reference was to a 47-year-old giant of a man best known to the industry as Cyclone Imre. During his 30 years experience in the manufacture of amusement games, Imre has become expert in every mechanical phase of production.

"I don't consider myself an electronics whiz," Imre says modestly.

Cyclone joined the Midway firm quite recently. His title with the company, however, is difficult to define.

"He is chief engineer, expeditor, tool and die maker, production co-ordinator and designer," declared Wolverton in outlining Imre's role. "Louis is a jack of all trades and master of all."

The superlatives seem in order in the light of Imre's background. He comes to Midway after 13 years at Exhibit Supply Company and 17 years with United Manufacturing Company. His services were once deemed so vital that a new game was named after him.

As Midway's expansion plans unfold, Louis Imre should have

ample opportunity to apply his talents. Current plans call for construction of a plant three times the size of the firm's current building in Franklin Park, a Chicago suburb. Production will be greatly expanded and will include several new products.

"Louis is working on several new models now," Wolverton announced.

The company is currently investigating several possible building sites, considering such factors as accessibility to public transportation, taxes, zoning and land values.

"We're negotiating for 60,000 square feet of real estate," Wolverton said. "On that plot we plan to build a 25,000-square-foot plant. We can't start drawing blueprints, however, until we acquire the land."

Wolverton expressed confidence that the land purchase would soon be completed.

The Midway firm, organized by Wolverton and Henry Ross, marked its sixth anniversary on Oct. 15.

ELECTIONS IMPACT ON COIN INDUSTRY

WASHINGTON — The reshuffled congressional alignment which will result from last week's elections will have an impact on the coin machine industry. At least one important congressional figure in the juke box performance royalty struggle has gone down to defeat. For complete details, see Mildred Hall's Page 1 story.

HAPPY CLOWN

Gottlieb Introduces New 4-Play

CHICAGO—D. Gottlieb and Company will begin shipping a colorful new four-player flipper game called "Happy Clown" early this month.

Prime feature of the product, according to Alvin Gottlieb, is the animated clown on the light box. When one-point values are scored anywhere on the playfield, the clown pops up and down and his eyes sparkle.

"Spinning numbers" are utilized to denote target value and the "shoot-again" feature.

Ten times the value of the "spinning numbers" is registered when the player strikes all the letters in "C-L-O-W-N." If the letters of the word are struck a second time consecutively, the targets score 100 times the indicated value.

Traditional Gottlieb design



HAPPY CLOWN

and construction features are, of course, incorporated in "Happy Clown."

S. C.-COA Parley on Nov. 21-22

COLUMBIA, S. C. — The South Carolina Coin Operators Association, Inc. (SC-COA) will hold its second annual convention and trade show at the Wade Hampton Hotel here Nov. 21-22.

Registration begins at noon, Saturday (21), and exhibits will

(Continued on page 52)



PHILADELPHIA COIN MACHINE DISTRIBUTOR DAVID ROSEN (CENTER) looks over the preview print of a film promoting aid for crippled and handicapped children, produced for the Philadelphia Variety Club, of which Rosen is Chief Barker. The story was filmed at the club's summer camp where such children are aided. With Rosen during a special screening last week in the Bellevue Stratford Hotel are (left to right) Roger W. Clipp and Lewis Klein, both associated with WFIL-TV, producer of the movie.

Coin Industry Joins David Rosen Tribute

PHILADELPHIA—Coin machine industry leaders from Chicago and New York will join hundreds of Philadelphians at the State of Israel Tribute Dinner being tendered in honor of David Rosen this Sunday (15) night, at the Bellevue-Stratford Hotel.

Rosen is president of David Rosen, Inc., Rowe music and vending machine distributor in the area. The dinner, at which Rosen will be honored in recognition of his service to Israel's economic development as well as for his outstanding contributions to the coin machine industry, is sponsored by the Automatic Vending Machines Association in co-operation with the Philadelphia Committee of State of Israel Bonds. Chairman of the dinner is Joseph Silverman, executive director of the Automatic Vending Machine Association.

In recognition of Rosen's friendship and support of the Jewish community and its institution's, the Honorable Judith Beilan, Consul for the State of Israel in New York, will come to Philadelphia to personally present her nation's tribute to the guest of honor.

There will also be an outstanding program of entertainment at the dinner, headed by "Prof." Corwin, popular television and night club comedian. The show, which will include many recording stars and a number of local artists whose careers were started and fostered by Rosen, will be staged by Larry Brown, Station WPEN personality. The Rosen firm is also the largest independent record distributor in the area and the recording industry will also be prominently represented at the tribute dinner.

Music Shows Profit; Game Income Dips in Chi

By RAY BRACK

CHICAGO — Two nearly unanimous pronouncements on the 1964 business picture came from a cross section of the city's coinmen queried by Billboard last week.

The points of agreement:

- (1) Music business, locally, is barely holding its own;
- (2) Game collections are down, in some cases nearly one-third.

Chicago distributors, on the whole, were less gloomy about regional business, but their relative optimism did not often carry them beyond a wary estimate of a 10 per cent hike in 1964 juke box earnings and a candid admission that the amusement

game business has sagged again this year.

THE PHONO PICTURE

Music operators reporting 1964 collection increases were conspicuously in the minority. Most operators echoed the statement of Earl Kies, president of Chicago's Recorded Music Service Association.

Said Kies: "The music business scarcely held its own in Chicago this year, and there are several good reasons why."

Pressing Kies and his fellow coinmen for elaboration of these "reasons why," Billboard compiled the following information about the Chicago music scene.

Two-Night Town

"For one thing," Kies com-

plained, "Chicago is a two-night town." He explained that tavern and cocktail lounge business, which is responsible for a major share of juke box profit, booms in Chicago only on Friday and Saturday nights. Kies attributed this patron pattern to the public's changing amusement habits.

A variation of this problem was described by Jack Holt of World Wide Music. Holt has 200 boxes out.

"Coin machine play is a luxury like whiskey drinking," he asserted. "People can't afford such luxuries too often, and it's showing up in our business."

"You'll notice that whiskey sales are off in this town, too," he commented.

In the opinion of most opera-

tors, however, the Illinois tax climate is a more significant business factor than the changing public entertainment habits.

According to Chuck Lindelof, of General Music Corporation, who is active in the Northern Illinois Association of Music Operators, many coinmen are highly critical of the \$10-per-phono yearly tax the State imposed on operators in 1963.

"Most operators are close-mouthed, ruggedly individualistic businessmen," Lindelof said, "but I know many of them are bitter about this license fee. And it's bound to take a bite out of profits."

Mrs. Joseph Filitti, who, with her husband, has operated a string of juke boxes since 1947,

said, "The State tax is a big blow for operators. It takes the top off our profits. Naturally, we oppose it."

Recalling operation in the '40's, Mrs. Filitti said, "Business is nothing like it was then, and this tax is certainly not helping any."

Tax Action

Numerous operators expressed confidence in their local, State and national organizations to shoulder the tax fight for them.

In the opinion of Earl Kies, had an Illinois association of music operators been in existence in 1963, the new license might never have been imposed.

"A State association would have provided the operators with

(Continued on page 50)

Music Shows Profit; Game Income Dips in Chi

• Continued from page 49

a chance to watch the situation a bit closer," Kies declared.

"Operators were surprised to learn that the tax, which many

thought would apply only to games, was going to cost them \$10 per year on each phonograph."

"Our State association will now maintain vigilance," said Kies. "Maybe one day the chance will come for elimination of the tax. But we're not going to rock the boat too much."

Joe Robbins, of Empire Coin Machine Exchange, Inc. (Rock-Ola), commented: "I think the new Illinois Music Association will be able to forestall indefinitely any proposed hikes in license fees for coin-operated phonographs."

The new State organization mentioned by Kies and Robbins is headed up by Les Montooth, of Peoria.

Rap ASCAP

Chicago operators, predictably, oppose the ASCAP proposal for royalties on juke box plays.

"The bill comes up annually in Congress," Robbins declared, "and it is always defeated. This continued rejection of the bill proves the value of a strong association. The MOA and other groups point out to Congress the flaws and injustices in such a bill. When this is done, there is no chance of its passage."

Fewer Bars

A third factor directly hurting local music business was outlined by Kies. He explained that the number of taverns obtaining liquor licenses yearly in Chicago is decreasing.

"There are just as many liquor licenses issued annually, but more are granted to drug and food stores," he pointed out. "This means fewer taverns are being opened, and fewer taverns means reduced phonograph profits."

Urban Renewal

Related to the loss of juke box revenue due to a slump in tavern and cocktail lounge openings is the impact of Chicago's exten-



STAN LEVIN

sive urban renewal program on the local tavern situation.

"I've lost 25 good 'honky-tonk' spots annually during the past few years because of urban renewal," reported Earl Kies, "and these spots were big singles money makers."

According to Kies, these lower-class spots, usually located in deteriorating neighborhoods, brought in handsome income from r&b and c&w disks. When city planners wave their wands over one of these blighted neighborhoods, however, shabby spots are soon replaced by high-rise apartments and parking lots, and a cocktail lounge supplants the corner bar.

Billboard inquired about the specific advantages to the operator the "honky-tonk" bar offers over the well-appointed lounge. The answer was generally that patrons of the fancier spots played juke bars less and many cocktail lounge owners have installed background music instead of a coin-operated phonograph.

Most operators agreed, however, that the little LP may reverse the trend toward background music by providing the type of adult music preferred by loungegoers.

Commissions

The combination of fewer workingmen's locations and

changing music preferences in the higher class spots has resulted in a highly individualistic approach to location business arrangements.

"We work out commissions on an individual basis," reported Mrs. Filitti. "The profile of business at a specific location is the key factor."

Sam Greenburg, Billy Knapp, Dick Weis and Eddie Holstein, who make up the Allied ABC Company, reportedly are holding closely to the 50-50 split arrangement, however.

According to Chuck Lindelof, profitable locations are usually worked on a 50-50 basis, "but spots with less stability frequently require a front-money arrangement," he commented.

Loans Up

Because of increasing competition, operators reported, demands for location loans are commonplace, but with uncommonly large sums asked.

Explained Earl Kies: "Loans are going up because of competition between operators for choice spots. Operators are forced to make more lucrative offers."

The Allied ABC operators, Mrs. Filitti, Jack Holt and most other operators contacted were inclined to agree with Kies.

"We have turned down many locations because of their high demands for loans," Mrs. Filitti confided.

Distributors Happier

While local operators could report little in the way of profit gain thus far in 1964 (and few expect a fourth-quarter spurt), distributor spokesmen interviewed were in a happier frame of mind.

"I think a lot of music operators have done better in this area during 1964," suggested Joe Robbins. "Certain parties report 10 per cent increases over last year, and it looks even better for 1965."

Robbins called attention to what he described as sound lo-



JOE ROBBINS

cal and national economic pictures, which portend a sound profit climate for the coin machine industry in the immediate future.

Stan Levin, sales manager of Atlas Music Company, regional Rowe-AMI outlet, also stated 10 per cent as the profit increase figure reported to him by some operators.

Transition

Reviewing distributor and operator comment in total, the status of the juke box business locally appears to be one of transition. Coinmen are making money moderately with music, but are watching market and programming trends closely, taking no capital risks.

The juke box audience is changing, the typical location is altered and programming patterns are, of course, in flux.

The little LP, the operators are beginning to believe, may prove to be the shot in the 1965 business arm.

The foregoing has covered the Juke Box situation. Next week the Chicago Amusement Games picture will be explored.

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Wis. Disk Buying Holds Steady

By BENN OLLMAN

MILWAUKEE — One-stop disk dealers continue to report heavy volume from northern Wisconsin juke box operators. Normally, the resort area music and games firms experience a sharp decline immediately following the Labor Day peak.

According to Stu Glassman, downtown Radio Doctors, "Our mail orders for records from the upstate juke box operators have been holding surprisingly firm. It could be that more locations are staying open during the fall to accommodate the late vacationers and deer hunting crowds."

Mike Geppert, in charge of downtown Radio Doctors' one-stop sales, affirms Glassman's statement, and lists these as the hottest juke box sellers in the past week: "Pretty Woman," Roy Orbison, Monument; Bobby Bare's "Four Strong Winds,"

RCA Victor, and Louis Armstrong's "So Long, Dearie," Mercury.

Little LP's Hot

The climbing demand for little LP's is "unbelievable," according to Mike Geppert, "Our operators want the oldies and standards on little LP's. One of our best little LP's is Roger Williams' 'The Solid Gold Steinway,'" on Kapp.

At Record City, one-stopper, Gene Geier, also reports an upsurge in juke box disk sales, with

operators buying "everything on the charts."

Top juke box single at Record City, says Gene Geier: "Last Kiss," By J. Frank Wilson, on Josie Records. Also big, are, "We'll Sing in the Sunshine," Gale Garnett, RCA Victor; "All Cried Out," Dusty Springfield, Phillips, and "Chug-a-Lug," Roger Miller, Smash.

Good statewide reaction is noted on a local group's waxing, "The Dog," on Groove, by Junior and the Classics, says Gene Geier.

Marked Tree Goes Wet

MARKED TREE, Ark. — Coin machine operators in Poinsett County had a vital interest in the recent election when local citizens voted on whether to make the county wet or dry.

The wets won by 300 votes. It was a big victory for the operators because their location spots were in jeopardy if the county went dry.

Among the operators, for example, John Bruner Jr. of John & Frank, Inc., owns a liquor store and several taverns. He has phonographs, pinballs and cigaret machines on location at the taverns and other spots.

John and his brother, Robert, who operate the coin machine business, stayed up till 5 a.m. watching the vote count. The county is surrounded by dry

counties except Crittenden County on the east and is one of the few wet counties in Arkansas.

John Bruner said there are about 30 taverns in the county and "You can't make a living any more on sweet milk and soda water."

With the county wet, he said, the area has had more prosperity than when it was dry. The increase in business is felt all down the line to his coin machine operation, he said.

Other operators in Poinsett County are Rual Huddleston, Huddleston Music Company, Marked Tree, and C. E. (Tuffy) Toliver, Lepanto. Nathan Wheelless, Service Amusement Company, Jonesboro, an adjoining county, also has machines in Poinsett County.

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Harbor Operators in Muu-Muus; Host 125 at Big Hawaiian Frolic

By SAM ABBOTT

LONG BEACH, Calif. — Ocean swept breezes and a tropical setting, along with gay muu muus and palm frond hats, supplied the atmosphere for the first luau staged by the Harbor Operators' Association at The Reef here Saturday evening (31). More than 125 attended the event, which replaced the annual party generally held by the association at Christmas.

The event was well supported by all phases of the industry. In addition to the operator-members and friends, representatives of the equipment manufacturers and suppliers and one-stops were on hand.

The luau was under the direction of Bob Holland, president of the association, and Johnny Miller, a past president and now the secretary. Bill Brown emceed

the pre-show event and kept the festivities moving.

The program started at 6:30 with a cocktail hour, followed by a Polynesian dinner. The floorshow featured the Nuuhiwa Dancers, who were joined by those from the audience, and Chief Sua and the Twins. Ron Maury and His Polynesian Playboys played for the show and for dancing both before and after the show.



ADVANCE AUTOMATIC Sales of Los Angeles was represented by, left to right, Dick Kellison, Jack Leonard, Bob Portale, Don Fabella and Leroy Mudrick. In the front row are Lotte Portale; Mrs. Manny Glass, wife of the West Coast Wico representative; Marion Fabella and Mary Mudrick.



WILLIAM LEUNHAGEN, right, with Kay Solle, left, and Mary Solle, third from left, were on hand to meet their many friends of Leunhagen Record Bar. Joining with them were Nick Carter, second from right, King Distributing Company, Rock-Ola representatives, and his wife Doris.



THE NUUHIWA DANCERS paced the Polynesian steps for a group of the ladies, bedecked in hula skirts, who joined them.



BRITT ADELMAN represented Paul A. Laymon, Inc., and attended with her husband Leonard.



JACK LEONARD, left, of Advance Automatic Sales, Los Angeles, wishes Sig Miller well on his new association with R. F. Jones Company, Los Angeles branch.



CONVERSATION was plentiful between food and activities at the Harbor Operators Association luau. Chatting here are Thelma Jacobs, left; Brenda Wilson and Evelyn Cracraft.



CLARABELLE ADAMS, Johnny Krahn and Melba Kendig, of Long Beach, were among those enjoying the festivities.



THE JONES BOYS, of Los Angeles, were on hand. Here are Don Edwards, sales representative; Jim Crosby, credit manager, and Bill Gray, sales representative.



HANK TRONICK represented C. A. Robinson Company, Los Angeles, with his wife Ronny.



CHARLES KOSKI, left, Long Beach operator, got together with Clayton Ballard, manager of the Los Angeles Wurlitzer branch, and Jack Goodman, of Jones Music, Long Beach operating firm.



BOB HOLLAND, right, Harbor Operators Association president, and Johnny Miller, a past president and now secretary, with their wives, Dorothy Holland and Mary Jane Miller, join in the festivities.



SAMMY RICKLIN and wife Rebecca enjoy a dance at the first luau staged by the Harbor Operators Association in Long Beach, Calif. Ricklin represented his firm, California Music, popular one-stop.



THE SEEBURG GROUP included Lou Hoffman, left; Al Ferber, manager, and Leo Simone, sales representative. With them were Minerva Hoffman, Lynn Ferber and Babe Simone.

Victor of Japan Eyes Juke Box Mkt. During U. S. Tour

NEW YORK — The Victor Company of Japan, Ltd., has been investigating both the operator-location aspects of the juke box business in the Metropolitan area and their representative left here last week to visit manufac-

turers in Chicago to learn that their interests might be in expanding their activities into the Japanese market.

Mr. Toshiyasu Watanabe, assistant chief of the Victor Company's export department, was an observer for his firm at the New York World's Fair. Upon the closing of the fair, he completed several assignments for executives in the firm's main offices in Tokyo. The final assignment involved investigation of operating relationships in the juke box business and Mr. Watanabe visited not only restaurants and taverns but also visited "coin row" on Tenth avenue where he viewed distribution outlets of both new and used juke boxes.

Prior to leaving for Chicago, where he planned to conduct exploratory conversations with juke box manufacturers, he paid a visit to Billboard's New York offices to conduct additional research. In Japan, he pointed out, there are many coffee houses where one goes to listen to music, much of it classical. But such music is provided by high fidelity and stereo equipment operated by the management and seldom is any of it coin operated. The Victor firm is highly regarded in the electronics and phonograph record business and it appears that the firm believes increasing opportunities exist for coin-operated phonographs to be placed in a variety of locations in Japan, especially since Western fads and customs, among them American music, are garnering increasing attention and adulation from Japanese youth.

World Wide School Draws Compliments

CHICAGO — Forty-five regional servicemen attended a phonograph service school conducted last Wednesday evening (28) in the showrooms of World Wide Distributors.

Training focused on the Seeburg LPC 480 Spotlight Award Console and was conducted by Seeburg field engineer Charles (Chuck) Gates.

An instructional innovation in the seminar drew praise from the trainees: "For the first time we're being trained under locationlike conditions." The new method involved rigging typical service-call problems on the mechanism, allowing each serviceman to take a crack at solving them.

Representing World Wide at the session were Harold Schwartz, Howard Freer, Tom Higdon, Sam DiPiero, Paul Freedman, Manuel Herman, Newell Bellamy and Al Holston.

Atlas, E'pire Sked Schools

CHICAGO — Atlas Music Company and the Empire Coin Machine Exchange have scheduled service schools during the month of November.

On Wednesday, the 11th, Atlas will conduct instruction in servicing cigaret vending equipment. Starting at 6 p.m., the session will be held in the firm's showrooms at 2120 N. Western Avenue, according to company president Eddie Ginsburg.

A week later, the 18th, the Empire home offices at 1012 N. Milwaukee Avenue, will accommodate area servicemen for instruction in the Rock-Ola Grand Prix and Princess Royal phono mechanisms, reports Gil Kitt, president of Empire. Starting time is 6 p.m.

At both distributorships, guest servicemen and operators will be served buffet delicacies.

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3 Muto. Bang-O-Ramas. Ea.	30.00	2 Ex. Star Shoot. Gallery. Ea.	45.00
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No Air Play, So Ops Break Disk

By FRANK LUPPINO

NEW YORK—The juke box operator and the one stop, from which the operator buys 84.8 per cent of his records (Billboard Coin Machine Directory Survey) have, in recent years, been considered by some record manufacturers as a lessening part of the sales and profit picture and no longer able, as once was the case, to "break a hit." This somewhat general feeling may be disproved, and quickly.

It has been said that airplay of records by radio stations is necessary to make a hit but Roulette Records have a record that is assuming all the symptoms of being a big hit with all the initial action taking place

at the one stop and juke box operator level.

The case in point is a record titled "Shame and Scandal in the Family" by Shawn Elliott. It is receiving no air play whatsoever. Matter of fact, the promotional copies of the record carries the imprint "Not Recommended for Air Play" on the record label. The reason is that the lyrics of the calypso song is a little "naughty" and concerns itself with an illegitimate child in the family.

Upon learning of the record, Eric Bernay of A-1 One Stop not only ordered heavily but alerted other one stops. Pat Cohen, Pat's One Stop, Richmond, Va., wrote Roulette's sales director Bud Katzel to tell him that he not only was ordering and selling the record but was attaching a list of other one stop association (ROSA) members who should also be contacted and informed about the record.

Other one-stops reporting immediate operator reaction were

Ralph Schectman at Service One Stop, Newark; George Freeman, Northern Record Sales, Cleveland, and Sam Ricklin, California Music, Los Angeles.

Katzel said, "heretofore it was a moot point whether or not a one stop could be instrumental in breaking a record because sales-supporting air play was generally available. Now we have a case where one stops have a chance to go the route of producing a hit all by themselves." Of course, the one-stops have to have juke box operator interest and purchases of the record to get widespread exposure to generate full hit status.

But operator reaction has been good and in short order. Morris Levy, Roulette president, pointed out that Al Miniacci, who heads up the Paramount Music juke box operation in the Bronx, had already reported good play activity resulting from the programming of the record on his locations.

Since over 60 per cent of juke boxes are located in taverns and bars, where the lyrics would not be heard by minors, the sales potential of the record would be 282,000. This is based on 60 per cent of the total number of juke boxes on location, reported as 470,000 by Billboard's Market Research Division director Tom Noonan in Billboard's annual International Coin Machine Directory edition.

It would take only a small percentage of the locations to kick off general consumer interest in the record. If the present activity continues, Roulette will have a major sized hit record on their hands and juke box operators, and one stops, can genuinely point to their ability to introduce a record to the public and generate subsequent interest to boost it to general popularity . . . all without air play.

S. C.-COA Parley

• Continued from page 49

be open from then until 6 p.m. Exhibits will also be open on Sunday (22) from 10 a.m. until 1 p.m. A cocktail party and dinner-dance is slated for Saturday night. The association business meeting will be held on Sunday, following the luncheon.

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Standing There—I Want to Hold Your Hand

Pop Instrumental

MARTIN DENNY—Latin Village Liberty
Angelito—Corcovado—Something Latin—The Girl
From Ipanema—Latin Village

Country & Western

KITTY WELLS—Country Music Time Decca
I've Thought of Leaving Too—As Usual—Begging
to You—Pass Word—This White Circle—Gonna Find
Me a Bluebird

Polka

L'I' WALLY—Wish I Was Single Again Jay Jay
Wish I Was Single Again—Just Because Polka—
Who'd You Like to Love You—Tick Tock Polka—
Happy Anniversary—I'm in Love With You

Christmas

BRENDA LEE—Merry Christmas Decca
This Time of Year—Blue Christmas—Jingle Bell Rock
—Rocking Around the Christmas Tree—Marshmal-
low World—Winter Wonderland

ERNEST TUBB—Blue Christmas Decca
Merry Texas Christmas, You All!—Christmas Island
—White Christmas—C-h-r-i-s-t-m-a-s—Rudolph the
Red-Nosed Reindeer—Blue Christmas

LIBERTY LITTLE LP's

MATT MONRO—Matt Monro Liberty
Softly as I Leave You—My Kind of Girl—Portrait of
My Love—Let's Face the Music and Dance—Is There
Anything I Can Do—Cheek to Cheek

BUD & TRAVIS—Spotlight on Bud & Travis . . . Liberty
Mexican Wedding Dance (La Bamba)—Raspberries,
Strawberries—Angelico—Sinner Man—Cloudy Sum-
mer Afternoon—Banua

JULIE LONDON—The End of the World Liberty
The End of the World—I Wanna Be Around—I Left
My Heart in San Francisco—Fly Me to the Moon—
Days of Wine and Noses—Desafinado

MARTIN DENNY—Latin Village Liberty
Angelito—Corcovado—Something Latin—The Girl
From Ipanema—Latin Village—Malaguena

JOHNNY MANN—Invisible Tears Liberty
Invisible Tears—Everybody Loves Somebody—The
Girl From Ipanema—Al-Di-La—Shangri-La—Hello,
Dolly!

THE CHIPMUNKS—The Chipmunks Sing the
Beatles Hits Liberty
Please Please Me—Do You Want to Know a Secret
—Twist and Shout—A Hard Day's Night—I Saw Her
Standing There—I Want to Hold Your Hand

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N. Y. 10036.



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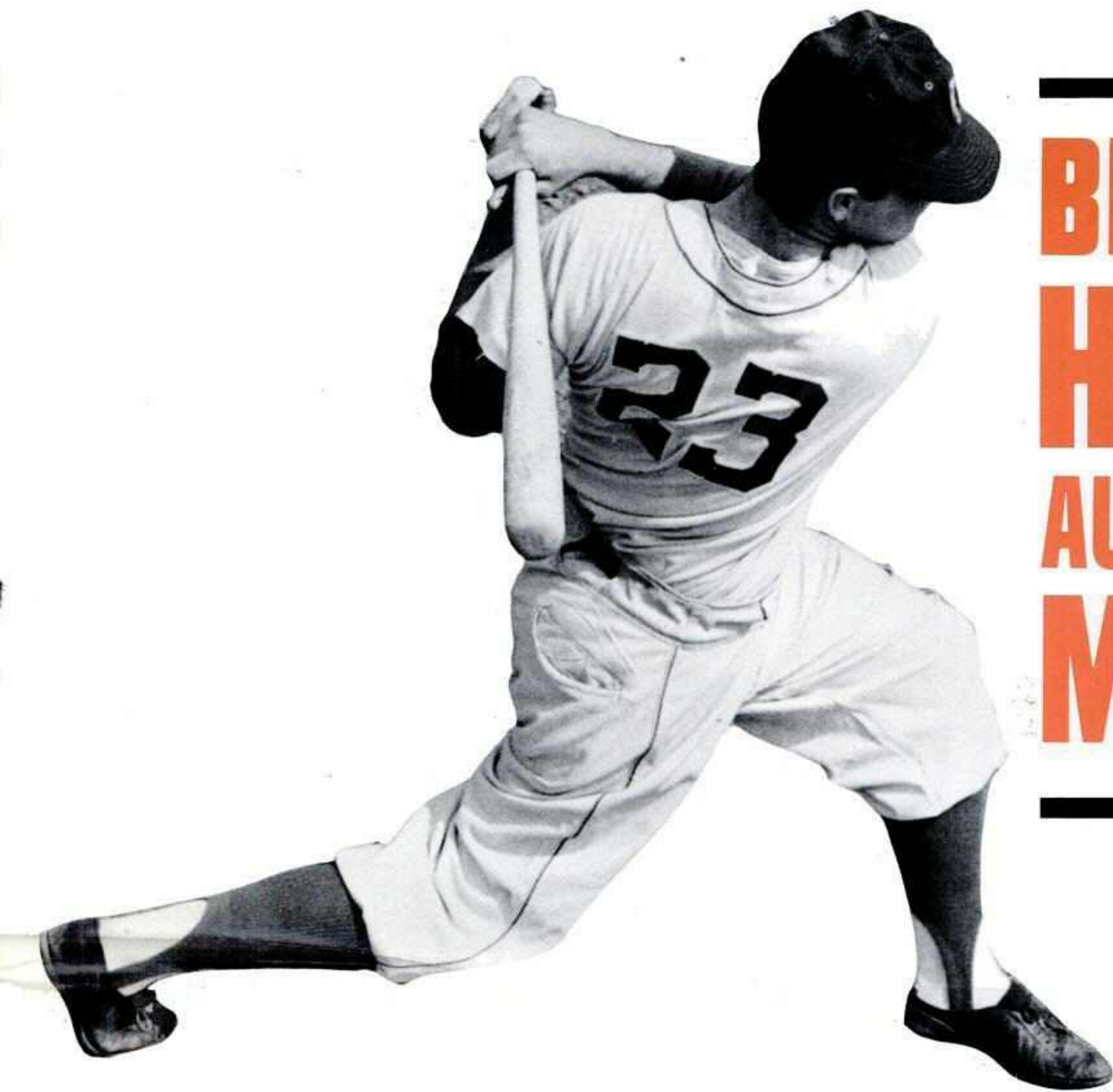
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Granger Will Address St. Joe Valley Ops. the 18th

SOUTH BEND, Ind.—Fred Granger, executive director of the Music Operators of America, will be featured speaker November 18 at the annual banquet of the Music Operators Society of St. Joseph-Valley.



FRED GRANGER

Invitations are being sent to area operators by the Society's secretary-treasurer, Al Evans, of Evans Sales Company. The banquet will be held in Irvin's Dining Rooms, 602 South Walnut Street here. The cocktail hour begins at 6:30 p.m., with a steak dinner scheduled for 7:30. A lively floorshow is being planned by Joe Macquivey of

Mack's Machines, South Bend, and Vern Daly of Evans Sales. Among the entertainers will be the "Nomads," a South Bend vocal trio presented through the courtesy of Bud Moore of the Valli Record Company.

According to Society president Frank Fabiano of Fabiano Amusement Company, Buchanan, Mich., between 50 and 75 operators are expected to attend the party.

J. BERESIN FETED WITH OLD MAN TIME

PHILADELPHIA — It was "Old Man Time" in person as well as on records as Jack Beresin, president of ABC Consolidated Corporation, formerly known as ABC Vending Corporation, celebrated his golden wedding anniversary at a private dinner party at Bellevue-Stratford Hotel last Saturday night. To give the anniversary party a real nostalgic touch, David Rosen brought along as his special guest, Jimmy Durante. Rosen distributes Warner Bros. records, and the big number on that label is Durante's "Old Man Time." After Durante sang the tune, Beresin revealed that it was he who gave the original team of Durante-Clayton-Jackson their first theater job in New York at the old Hippodrome. In honor of Beresin's 50th wedding anniversary, contributions were made to the Heart Fund of the Philadelphia-Variety Club, Tent No. 13. Rosen is Chief Barker of the local showmen's Tent.

Lex-Boy Move

DETROIT—John J. Boylan of Lex-Boy Distributing Company here has announced that the firm, as of Nov. 1, occupies new quarters at 22314 Harper Avenue, St. Clair Shores, Mich. Lex-Boy is the area outlet for specialty charms, gum, vending machines and supplies.

CHICAGO

Jetting around with MOA Executive Director Fred Granger: Nov. 18 in South Bend, Ind., for St. Joe Valley ops meet; Nov. 20-21 invited by prexy Gil Bailey and v-p. Ken O'Connor to address Virginia Music Operators in Richmond; hops to Columbia, S. C., for speech before that State's Coin Operators Association annual on Nov. 22. Mrs. Granger will join her husband on the Eastern trip. . . . Rock-Ola trio Ed Doris, Dave Rieck and Hugh Gorman — nicely bronzed — returned last week from the firm's Hawaii fling for distribs. . . . George Hincker stayed home and chaperoned the torrid romance between operators and Rock-Ola's new Princess Royal phono. . . . Empire v-p. Joe Robbins also returned from the land of the luau last week, reports Gil Kitt. "Operators, don't forget our service school this month," Kitt reminds. (See story elsewhere.) . . . Atlas Music Company President Eddie Ginsburg says ditto re his distribs' coming maintenance seminar (see story elsewhere). While politicians tramped downstate for votes last week, Stan Levin trekked the region winning fans for Atlas; Joe Kline will be sallying forth similarly soon. . . . Ed Ruber (Wico) is back from a strenuous three-week Eastern jaunt. . . . Spanking new bowling emporium in suburban River Grove is the enterprise of operator Bob Street. All his trade buddies are invited to drop in at River Grove Recreation and wish him luck. . . . Recent history: Art Weinand (J. H. Keeney) making the rounds of European distribs. . . . Two broken ribs cut short Al Evans' (Evans Sales, South Bend, Ind.) recent fishing trip to Iron Bridge, Ont. Al was pinned under a falling outboard motor. And the fishing? "Only fair," Evans reported. . . . "It was who's who at Seeburg right after NAMA," quipped Stan Jarocki. Principals from Seeburg's distrib net were in from around the world. . . . Morrie (Wico) Wiczor's opinion re MOA exhibit hours got garbled here last week. What Morrie really thinks: many ops would benefit if MOA exhibit hours were extended into the evening until perhaps 9 p.m. one day during the conclave. . . . The local "shakeout" is over, declares Worldwide distrib's Harold Schwartz. Local liquor licenses are renewed Nov. 1, leaving operators in doubt about the fate of some locations. This often means a brief business lull, explains Schwartz.



Rieck

introduced phono rentals in addition to conventional location arrangements. Joe is sold on the benefits of new equipment. . . . Long-time manager of the Michigan Midget Movies, Joseph Auton, operator of an amazing array of amusement devices, has been sidelined by a rare digestive ailment. Mrs. Auton is keeping shop. . . . Game and juke box operator James Morisi has moved his Joy Amusement Company from Redford Township to temporary headquarters in north central Detroit on Fenkell Avenue. Soon, however, you'll find him at new headquarters under construction at 16333 Plymouth Road. . . . Another Redford operator, Everett E. DeWitt, has dumped phonos—selling to Jake Dumbler of D and P Service—and is now routing assorted games.

Heart attack victim A. Jordan Spring is now back with it, operating Ray-O-Lite Amusement Machine Company. With two assistants, Spring handles a sizable game route, to which he has lately added a few phonos on demand. "I'm more active than ever," he affirms. His health secret: "I refuse to worry." . . . Also oblivious to physical setback is Frank Staffe, who has suffered three cerebral hemorrhages. But his Lincoln Park Amusement Company business is expanding, continually adding new spots. He now has some 200 games and phonos out. Staffe likes to spot locations with money-making potential before a business moves in. When a business moves in, Staffe is a welcoming committee of one.

PHILADELPHIA Vending machine operator Abraham Levine was elected to membership in the Golden Slipper Square Club, local Masonic fraternal and philanthropic organization. . . . A new firm, Diocce Vending, Inc., has been organized here for wholesaling, jobbing, export and import of vending machines. Articles of incorporation were filed by the local law firm of Kaplan, Levy

and Grodensky. . . . Merger of Macke Variety Vending Company and Pro-Vend Company, Inc., has been completed, with the amalgamation taking the Macke name. . . . David D. Dayton, William F. Deal, James F. Hutton, Harvey T. Stephens and James H. Petersen, all vice-presidents of Automatic Retailers of America (ARA), participated in a conference of ARA top management held last week in St. Charles, Ill. . . . Sol's Music, Inc., is a new music machine operation established in the suburbs.

Maurie H. ORODENKER

Don't Be Smeared
Continued from page 47
things as watered stock, but the various stock exchanges and brokerage associations have educated the public to the difference between the fast-buck promoter and the legitimate investment house. "The investment business is one of the most respected today," Mitchell said, "and rightly so. The bulk industry has to conduct a similar educational campaign."

DETROIT Joseph Ruggirello, suburban Dearborn operator, has altered his business name from Joe's Music to Val's Music, and has

introduced phono rentals in addition to conventional location arrangements. Joe is sold on the benefits of new equipment. . . . Long-time manager of the Michigan Midget Movies, Joseph Auton, operator of an amazing array of amusement devices, has been sidelined by a rare digestive ailment. Mrs. Auton is keeping shop. . . . Game and juke box operator James Morisi has moved his Joy Amusement Company from Redford Township to temporary headquarters in north central Detroit on Fenkell Avenue. Soon, however, you'll find him at new headquarters under construction at 16333 Plymouth Road. . . . Another Redford operator, Everett E. DeWitt, has dumped phonos—selling to Jake Dumbler of D and P Service—and is now routing assorted games.

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Gotham Firm To Distribute Italian Game

ISLAND PARK, L. I.—Fedur Enterprises, Inc., a new firm, will distribute the Italian Water Polo game and the English Ditchburn vending machines in New York.

Fred Durr, president of the new firm, is a music operator with experience running back to 1931. Ed Kresky is sales manager.

To avoid any possible conflict of interest, Durr told Billboard he was selling all music routes he owned in Manhattan and Long Island. He said, "we'll be through operating within a week, leaving us completely clear to devote all our energies to the fine international machines with which we are proud to be associated."

Distribution for the Ditchburn vending machines, a series bank of three machines for coffee, pastry and soda, was set with Richard L. Cole during the recent conventions in Chicago. At the same time, rights were set for the Water Polo machine, which is imported from Italy by the Royal interests in Cincinnati.

Showrooms will be maintained here, a community midway between Oceanside and Long Beach. Asked by Billboard whether plans called for showroom space in New York city, Durr said, "our plans do not call for showrooms elsewhere at this time. We have been located here for some time and are well known. We have been rebuilding some equipment here in the past and just about everyone knows where we are. In addition, Ed Kresky will be a busy fellow making the rounds calling on people to tell them of the advantages of our new machines' offer."

KIDDIE RIDES

Auto Test	425	Donald Duck	250	Red Nose Reindeer	525
Bally Bucky	495	Elsie the Cow	225	Round World Trainer	395
Bally Little Champ	425	Fire Engine	395	Satellite	395
Bally Fire Chief	395	(All Tech)	395	Space Ship	275
Bally Hot Rod	395	Highway Patrol	525	Sandy Horse	325
Bally West'n Express	395	Helicopter	495	Sitdown Drive	375
Bally Speed Boat	395	Indian Scout	495	Yourself	375
Boat Ride	275	Junior Jet	175	Scientific Boat	295
Big Bronco, Ex.	295	Kamel Ride	475	See-Saw Clown	225
Chuck Wagon	395	Lightning Horse	295	Stone Age, new	550
Cow Pony	395	King's Choo Choo	250	Twin Merry Go Round	295
Champion Horse	395	Moon Rocket	495	Toonerville Trolley	395
		Meteor Hot Rod	250	Twin Horse Stage	
		Motorcycle	325	Coach	395
		Miss America Boat	295	Turnpike Auto Test	525
		Musical Ferris Wheel	425	Tusko Elephant	475
		Model T Ford	375	Bert Lane Fire Engine	350
		Indian Scout	495	Bert Lane Lancer	
		Midget Racer	375	Horse	295
		Old Smoky	275	Bert Lane Whirley	495
		Pony Express	175	bird	495

M. S. GISSER
Sales Manager

CLEVELAND COIN

International
2029 PROSPECT AVE CLEVELAND 15, OHIO
All Phones Tower 1 6715

Coming Soon:

Nov. 18—Coin Machine Operators of St. Joe Valley Meeting, Irvin's Supper Club, South Bend, Ind., 6:30 p.m.

Nov. 19, 20, 21—Music Operators of Virginia Meeting, John Marshall Hotel, Richmond, Va.

Nov. 21, 22—South Carolina Coin Operators Association Meeting, Wade-Hampton Hotel, Columbia, S. C.

FOR SALE
Used Cinebox, 1 year old. Also 2 Wurlitzer Boxes, Model 5250, and 1 Rock-Ola Box, Model 1554, with stepper. Write
Guerrini
1211 W. 4th St. Lewistown, Pa.

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

ATLAS Special Purchase!

5,000 BRAND NEW UNITED BACK GLASSES

For United Games made from 1954 thru 1964:
MERCURY—MARS—COMET—CLIPPER
SHUFFLE TARGET—LIGHTNING, ETC., ETC.

NOW — MAKE OLD EQUIPMENT LOOK GOOD AS NEW! WHILE STOCKS LAST, SO HURRY!

Write for complete 1965 Catalog of Phonographs, Vending and Games.

30th ANNIVERSARY
ESTABLISHED 1934

ATLAS MUSIC COMPANY
Cable: ATMUSIC—Chicago
2122 N. WESTERN AVE., CHICAGO 47, ILL. Armitage 6-5005

Here are More Little LP's

These great new Liberty releases will help you build increased location volume. Available in LP albums only.

Enjoy a greater range of selectivity for every customer listening taste. And . . . they'll sound better in full dimensional stereo from the new Rock-Ola Grand Prix phonograph (shown below), and the just introduced compact Princess Royal phonograph.

With every stereo operator program, you get a full color, 7-inch album cover, 6 miniature color covers and 20 printed title strips. Don't miss out on the increased play these new releases will bring. You can order them now from your local record distributor, one-stop, or Rock-Ola distributor.

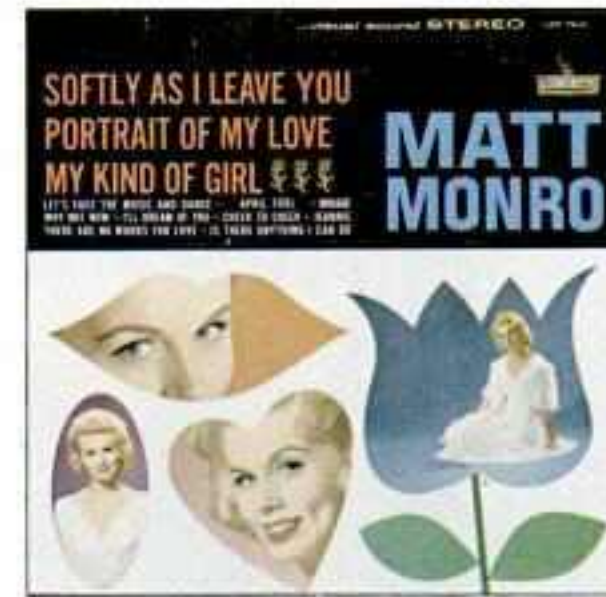
If you have not seen and heard a demonstration of the new Rock-Ola Grand Prix 160-Play phonograph, and the new compact Princess Royal 100-Play phonograph, then drop by your Rock-Ola distributor soon. You'll see that Rock-Ola again delivers outstanding design, beauty and versatility in a stereo, monaural phonograph. Both phonographs play 7-inch LP's, singles, 33 $\frac{1}{3}$, or 45 R.P.M. records in any intermix. Never before such unsurpassed selection, versatility and dimensional stereo sound, too.

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie, Chicago, Illinois 60651



NEW ROCK-OLA GRAND PRIX 160 Play Prestige Stereo-Monaural Phonograph Model No. 425

Look to
ROCK-OLA
for advanced products for profit



Artist: Matt Monro
Title: Matt Monro

- SIDE ONE
1. Softly As I Leave You
 2. My Kind of Girl
 3. Portrait of My Love
- SIDE TWO
1. Let's Face The Music And Dance
 2. Is There Anything I Can Do
 3. Cheek To Cheek



Artist: Bud & Travis
Title: Spotlight on Bud & Travis

- SIDE ONE
1. Mexican Wedding Dance (La Bamba)
 2. Raspberries, Strawberries
 3. Angelico
- SIDE TWO
1. Sinner Man
 2. Cloudy Summer Afternoon
 3. Banua



Artist: Julie London
Title: The End Of The World

- SIDE ONE
1. The End of The World
 2. I Wanna Be Around
 3. I Left My Heart In San Francisco
- SIDE TWO
1. Fly Me To The Moon
 2. Days of Wine And Roses
 3. Desafinado



Artist: Martin Denny
Title: Latin Village

- SIDE ONE
1. Angelito
 2. Corcovado
 3. Something Latin
- SIDE TWO
1. The Girl From Ipanema
 2. Latin Village
 3. Malaguena



Artist: Johnny Mann
Title: Invisible Tears

- SIDE ONE
1. Invisible Tears
 2. Everybody Loves Somebody
 3. The Girl From Ipanema
- SIDE TWO
1. Ai-Di-La
 2. Shangri-La
 3. Hello Dolly!



Artists: The Chipmunks
Title: The Chipmunks sing the Beatles Hits

- SIDE ONE
1. Please Please Me
 2. Do You Want To Know A Secret
 3. Twist And Shout
- SIDE TWO
1. A Hard Day's Night
 2. I Saw Her Standing There
 3. I Want To Hold Your Hand

ALBUM REVIEWS



Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



POP SPOTLIGHT

BEACH BOYS CONCERT

Capitol TAO 2198 (M); STAO 2198 (S)

An unbeatable commercial package. The Boys are hot as a pistol, with single after single hitting the top of the chart. This is their first live concert album. The group is exciting enough to begin with, but add the screaming audience responses and there's even more. The de luxe package includes notes on the concert, four pages of photos and a copy of Teen Set magazine.

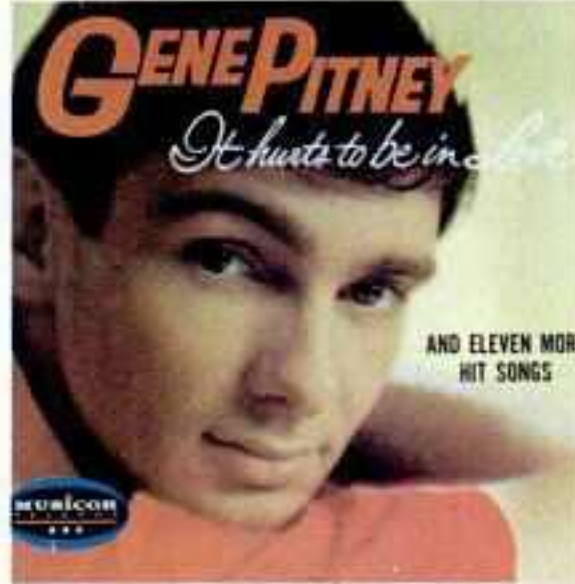


POP SPOTLIGHT

IT HURTS TO BE IN LOVE

Gene Pitney. Musicor MM 2019 (M); MS 3019 (S)

Currently riding the singles charts with "I'm Gonna Be Strong," Gene opens this new package with his hit and adds 11 more. All done in the distinctive Pitney artistic and commercial style, this should prove to be his most potent package. Strong material, arrangements and powerful vocals.



POP SPOTLIGHT

THE MANFRED MANN ALBUM

Ascot AM 13015 (M); ALS 16015 (S)

Hit British group introduces their first album in the States leading off with their smash, "Do Wah Diddy Diddy," and all five boys rock their way through this and 11 new numbers. Package starts off strong and will drive all the way up the hit charts.



POP SPOTLIGHT

G. T. O.

Ronny & the Daytonas. Mala 4001 (M)

The group is a hot one commercially and just off a very big single hit. The scene throughout is strictly teen surf, draggin', etc., and all of the accouterments connected therewith. Rocks from start to finish.



POP SPOTLIGHT

DUSTY

Dusty Springfield. Philips PHM 200-156 (M); PHS 600-156 (S)

Dusty Springfield is the London gal who's made it real big with two hit singles so far. "All Cried Out," the lead vocal on the LP, registers high on Billboard's singles chart. Dusty sings dramatically on big beat, up-tempo, big production ballads—which dominate the album—and demurely on several soft ballads such as "Coloring Book" and "I Wish I'd Never Loved You."



POP SPOTLIGHT

TAKE YOUR SHOES OFF WITH THE SERENDIPITY SINGERS

Philips PHM 200-151 (M); PHS 600-151 (S)

The feeling of traveling through the Rockies or sitting around a camp fire comes over one while listening to this delightful group's fresh and vibrant vocalizing. There are such songs as "Autumn Wind," "High North Star," "Sobbin' Women," "Same Old Reason," "Little Brown Jug," "Take Your Shoes Off."



POP SPOTLIGHT

BLUE MIDNIGHT

Bert Kaempfert & His Ork. Decca DL 4569 (M); DL 74569 (S)

The distinctive Kaempfert instrumentation—shuffle beat and mellow trumpet—are the order of the day here. The arrangements are all smoothies, tops for dancing or relaxed listening. Selections include "Java," "Three o'Clock in the Morning," "Cotton Candy," "Red Roses for a Blue Lady."



POP SPOTLIGHT

WHEN YOU'RE YOUNG AND IN LOVE

Kathy Keegan. DCP DCL 3800 (M); DCS 6800 (S)

Miss Keegan is one of the most talented up-and-coming gal vocalists around today. She forsakes gimmicks and histrionics in favor of an expertly controlled voice and unbeatable clarity of tone. In addition to the fine mechanics of her voice, Kathy knows how to get the most out of a song. She is a fine singer—a rarity these days.



POP SPOTLIGHT

TOPKAPI

Jimmy McGriff. Sue LP 1033

The jazz organ of Jimmy McGriff plays movie, TV and show themes. Included are "Mr. Lucky," "People," "Blue Star," "The Pink Panther," "Fred Norman's arrangements have backed him with strings and drums. Jimmy's swinging organ gives all of the tunes an exciting treatment—whether they are in romantic ballad tempo or up-tempo with blues overtones.



POP SPOTLIGHT

SECOND TO NONE

Carmen McRae. Mainstream 56028 (M); S/6028 (S)

Miss McRae is incomparable among today's "legit" vocalists. She is consistently creative, but uniformly expert with all that she sings. Backed by top-notch Peter Matz arrangements and full orchestra, she sings with impeccable tone and phrasing—a fine collection of songs, including "My Reverie," "Because You're Mine," "In Love in Vain."



JAZZ SPOTLIGHT

THE JAZZ STORY (5-12")

Various Artists. Capitol WEO 2109 (M)

A de luxe five-record set featuring rare masters from original Dixieland band masters to modern "free-form groups." Albums are entitled, "Mostly New Orleans," "North to Chicago," "The Swing Years," "The Big Bands" and "Modern Free Form." Jazz buffs, students and collectors will be enthralled.

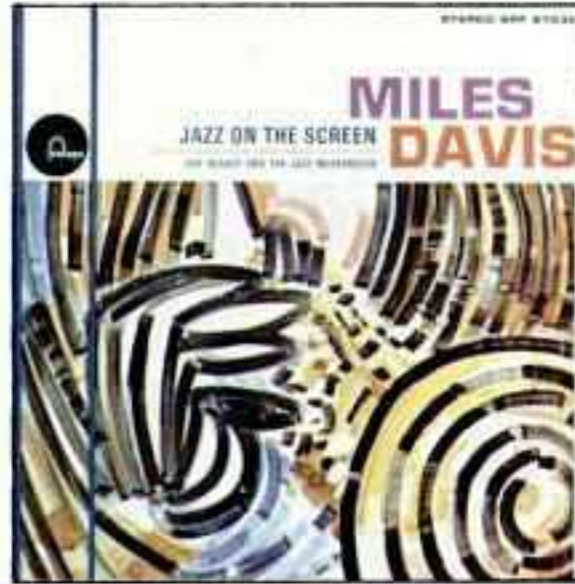


JAZZ SPOTLIGHT

JAZZ ON THE SCREEN

Miles Davis. Fontana MGF 27532 (M); SRF 67532 (S)

Miles Davis, with Art Blakey and the Jazz Messengers, use the soundtracks from French films as the vehicle for some arresting jazz. The bon vivant French apparently go in for some dirty film music, but this does not prohibit the performance of some highly creative jazz.



JAZZ SPOTLIGHT

COLOR HIM WILD

Maynard Ferguson. Mainstream 56031 (M); S/6031 (S)

Jazz fans and Ferguson followers will be both surprised and flipped upon hearing this album. It's big band jazz nonpareil, featuring the piercing (but well-educated) Ferguson trumpet. The sound and feeling obtained is tremendous. The arrangements are brilliant and Ferguson, supported ably by a top musical aggregation, is at his ever-blowin' best. Outstanding big band jazz.



R&B SPOTLIGHT

BACK TO SOUL

Anna King. Smash MGS 27059 (M); SRS 67059 (S)

Miss King combines the old-fashioned and comes out a winner. She's strongest on "Make Up Your Mind" and "If Somebody Told You," a 1963 hit single. Her treatment of "Tennessee Waltz" is a bit different from that done by others—but it's every bit as effective.



CLASSICAL SPOTLIGHT

VERDI: REQUIEM (2-12")

The Philadelphia Orchestra (Ormandy). Columbia M2L 307 (M); M2S 707 (S)

This is an outstanding version of the famous Verdi Requiem. The cast is excellent and performs with startling brilliance in conjunction with the Philadelphia Orchestra under the baton of Eugene Ormandy. The packaging is de luxe with a handsome glossy paper, 12-page chronology and commentary included. Strong gift item.



CLASSICAL SPOTLIGHT

VERDI: AIDA (3-12")

Various Artists. London A 4345 (M)

A most desirable package featuring an A-No. 1 cast. The opera numbers among the all-time favorites and the name of Renata Tebaldi is a highly respected one with classical music buyers. London has included an excellent booklet containing the opera synopsis and candid photos of Maestro von Karajan and the cast at work.

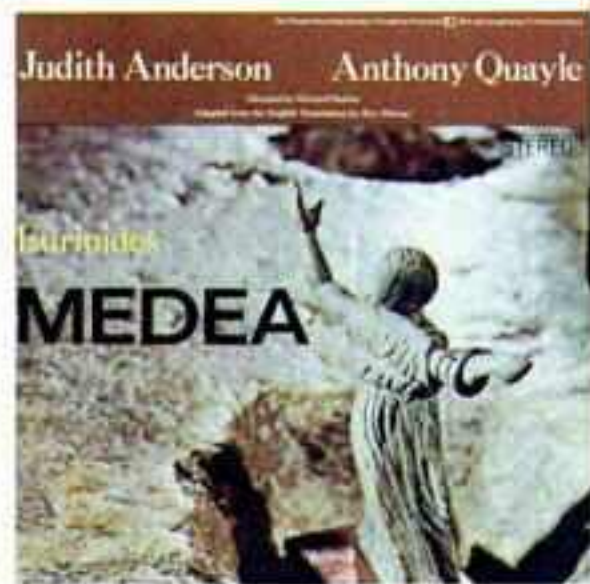


CLASSICAL SPOTLIGHT

VIVALDI: THE FOUR SEASONS

Ruggiero Ricci, Stradivarius Chamber Orchestra. Decca DL 9423 (M); DL 79423 (S)

In addition to the colorful, eye-catching cover, the inside leaflets feature information about the Stradivari, Vivaldi and the compositions. The Baroque musical tribute to the seasons is extremely well performed by Ricci and the Stradivarius Chamber Ork using Stradivari instruments.



SPOKEN WORD SPOTLIGHT

EURIPIDES MEDEA (2-12")

Judith Anderson & Anthony Quayle. Caedmon TRS-5-302 (S)

Euripides Medea is one of the more famous Greek tragedies loaded with brutality and at times, reaching the grotesque. However, the notably outstanding cast, starring Judith Anderson and Anthony Quayle, perform in a manner that will enthrall, impress and capture the imagination of the listener. In stereo, it is spine-tingling.



FOLK SPOTLIGHT

JOAN BAEZ/5

Vanguard VRS 9160 (M); VSD 79160 (S)

Miss Baez, the nation's No. 1 female folk singer, has not missed yet on one of her string of albums. All have made the chart. This, her fifth album for Vanguard, spotlights the singer's disarming, uncomplicated and authentic folkizing. It will be a must for her legion of fans.