

SUMMER IS A TAPE THING.

MAY 31, 1969 • SEVENTY-FIFTH YEAR • \$1.00

COIN MACHINE
PAGES 71 TO 75

Billboard

The
International
Music-Record
Newsweekly

U.S. Hip Acts Erupt In U.K. in '70: Davis

By IAN DOVE

NEW YORK — Albums by U. S. underground groups should be selling 50,000 to 100,000 in the U. K. by the start of 1970, predicts CBS president Clive J. Davis. At present, sales average about 10,000 per album, he said.

"Contrary to many opinions, the U. K. market has neither had nor discarded the underground movement," he said. "They are on the verge of it. It is in the embryonic stage in Britain."

Davis cited a current Record Retailer (Billboard's sister publication in London) Top 30 al-

bum chart where CBS artists held 11 positions. "I believe that CBS is poised for the same kind of chart explosion in the U. K. that we are experiencing in the U. S. regarding underground music and artists.

And this is—as we have experienced in the U. S.—a form of music that changes the complexion of the market place."

Davis believes that underground groups, with their reflection of the contemporary scene and social comment, have

(Continued on page 94)

Filmation, RCA Pegging TV'er To New Group

By BRUCE WEBER

LOS ANGELES — Filmation, producer of animated TV programs, and RCA are teaming again to spring another TV-berthed group for the record market.

Patterned after both the "Archie" and the Monkees' series, the Filmation-RCA effort will be pegged on the Hardy Boys, a rock group formed for the upcoming animated series, "The Hardy Boys," debuting Sept. 6 on ABC-TV (Saturdays at 10:30 a.m.).

RCA plans to distribute at least two Hardy albums and an

(Continued on page 94)

Pop Speaks Soft, Carries Big \$tick

By MIKE GROSS

NEW YORK — Pop music is getting softer. There's been a noticeable "soft sound" creeping into the works of the hard rock groups and, even more dramatically, there's been a resurgence of sales and airplay for the "good music" artists.

The "good music" artists, in fact, have been dominating the shelves in many of the record retail outlets and discount stores in key markets around the country. In some stores, it's been reported the shelves are covered with albums by Tom Jones and Glen Campbell, and little else.

Campbell, a Capitol Records artist, and Jones, a Parrot Records artist, are pacing the chart

sweepstakes with four albums each on Billboard's "Top LP's" chart this week. The steady sales of both Campbell's and Jones' LP's is attributed to the regular exposure they've been receiving the past several months on their weekly network TV shows.

The pop drift towards soft music is also bringing programming and chart play to such standards singers as Frank Sinatra, Andy Williams, Tony Bennett, Dean Martin, Eddy Arnold, Ed Ames, and comparative newcomers, Engelbert Humperdinck and O. C. Smith.

Instrumentals, too, are once again getting a share of the pop action. Among the instrumental

(Continued on page 4)

Radio Programming Forum Luring Foreign Registrants

By CLAUDE HALL

NEW YORK — Registrations for the second annual Billboard Radio Programming Forum at the Waldorf-Astoria Hotel, June 19-22, are pouring in from around the world and from a cross-section of the United States. Virtually half of the registrations come from program and music directors; the other half from station owners, general managers and air per-

sonalities. Indications are that there will be a much larger turnout of radio station managers than a year ago. Among the countries coming in are Peru, Canada, Brazil, Australia and Puerto Rico.

The first Forum drew about 500 broadcasters to New York last June. Its roster of speakers included such top radio men as

(Continued on page 8)

City's San Remo Takeover

By MARC MESSINA

SAN REMO — San Remo's City Council has voted to have the city take over control and management of the San Remo Festival. Italy's No. 1 annual pop music event.

The move, which takes the festival management from ATA, the concessionaire company which operates the San Remo Casino where the event is staged,

and of its owner manager Ezio Radaelli, had been in the wind for some time (Billboard, Feb 8).

San Remo has decided to recall Gianni Ravera to run the festival. Ravera directed the event for seven years until he was replaced last year by Ezio Radaelli, who had become a majority stockholder in ATA.

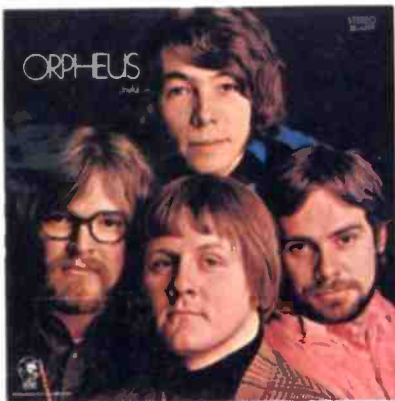
(Continued on page 80)



Diana Ross and the Supremes, who can always be counted on for a sure-fire hit, have another chart topper with their newest single release, "No Matter What Sign You Are," Motown 1148. You don't have to read their horoscope to know that this driving soul beat release will add up to another top seller for the girls. (Advertisement)



Les McCann's best-selling Atlantic album, "Much Les" (SD 1516), has spawned a hit single for the jazz pianist, "With These Hands" (Atlantic 2615). Les handles the vocal on the tune. The single is breaking in Philadelphia, Cincinnati, Miami, Baltimore and Washington, New York and Los Angeles. McCann will appear at the Montreaux Jazz Festival in June. (Advertisement)



SE-4599

Orpheus fills hearts with joy. And registers with the beautiful sound of cash.

Orpheus—Bruce, Harry, Eric and Jack—gives you every good reason to be joyful. A prime example is "Brown Arms In Houston"... smash single included in this great album.

Produced and Arranged by Alan Lorber for Alan Lorber Productions, Inc.

MGM Records is a division of Metro-Goldwyn-Mayer Inc.



Kids go for it.

"SUGAR, SUGAR"

c/w "Melody Hill" #63-1008

THE ARCHIES'

latest single. Both sides from
their new album,

"Everything's Archie" KES-103.



Produced
by Jeff Barry

©1968, Archie Comic Publications

Manufactured and distributed by RCA RECORDS



A DIVISION OF
KIRSHNER ENTERTAINMENT CORP.

CALENDAR

Kass, Nisbett To Get Key MGM Posts?

LONDON—Reports here at week's end pointed to two London-based music-record industry executives moving to key posts at MGM in the U. S. According to usually reliable sources, Ron Kass, recently with Apple Records and the Beatles organization, will become head of MGM Records in the States, and Ben Nisbett of B. Feldman Music Publishing here will become head of the MGM music publishing firms in the U. S.

Also, it was indicated that MGM Records will ultimately move its headquarters from its New York City base to Culver City, Calif., thereby effecting a closer working relationship between the label and the film production center.

Neither Kass nor Nisbett were available for confirmation.

NEW YORK—The London report concerning Ron Kass moving to head MGM Records and Ben Nisbett to head MGM's music publishing firms was in line with recurring industry rumors here. Some trade sources expected these appointments to be confirmed at this week's MGM board of directors meeting to be held at Culver City. However, at press time an MGM spokesman denied knowledge of any appointments to be made at either the label or the music firms within the near future.

Dot Slogan, Comic Book Push on LP's

LOS ANGELES — Dot is using the slogan, "Funky & Freaky," to promote eight albums, and has devised an eight-page comic book as a consumer stimulus.

Product covered is by Fear Itself, Colours, Hamilton Streetcar, Count Basie, Teresa, Kossie Gardner, Kellie Greene and Ike Cole.

On the Paramount label, the company has released a single featuring Buddy Killen and Bonnie Guitar, the first time these two Nashville artists have appeared together. With this sin-

TAPE FORUM TO BE HELD ON WEST COAST AUG. 3-5

SAN FRANCISCO—The third annual Tape Cartridge Forum, sponsored by Billboard and Merchandising Week, will be held here Aug. 3-5 at the Mark Hopkins Hotel.

The three-day conference will include an analysis of the tape industry, and the direction in which it is heading; a report from all facets of the industry, current problems, and their solutions, handled by specialists renowned in their fields.

The Forum again will be co-ordinated by Coleman Finkel, vice-president of James O. Rice Associates, Inc., specialists in the field of business education and executive training. This firm has handled all Billboard Forums and the first two highly successful Tape Conferences.

Conference inquiries may be made through the Tape Cartridge Forum, 300 Madison Ave., New York, N. Y. 10017.

Decca Will Cover 'Country Side' With a Giant 2-Month Promotion

NEW YORK — Decca Records has designated June and July as country music months, and will ride with a campaign theme of "Decca-Land of the Country Giants." This marks the first time in Decca's 10-year history of annual country music promotions that two months have been devoted to such a campaign.

While emphasis will be placed on the entire Decca country music catalog, the promotion will be spearheaded by the release of 17 new albums by Decca's country artists.

Artists represented in the new album releases are Bill Anderson, Jimmie Davis, Jimmy Dickens, Jack Greene, Jan Howard, Loretta Lynn, Jimmy Martin, Bill Monroe, Jimmy Newman, the Osborne Brothers, Webb Pierce, Jeannie Seely, Ernest Tubbs, Conway Twitty, Jay Lee Webb, and the Wilburn Brothers.

In addition to the new album release, Decca will meet the burgeoning demands for cartridge, cassette and open-reel tape product with the release of 42 pieces of new country product in this form, by many of the above-mentioned artists as well as Burl Ives, Kitty Wells, Red Foley, Rick Nelson, Dinah Shore, Warner Mack, Buddy Holly, and Wilma Burgess.

To demonstrate the scope and importance of this promotion campaign, Decca summoned its field force of branch and districts managers to New York

Monday (26) for an all-day indoctrination seminar to familiarize them with the project.

Monday (26) for an all-day indoctrination seminar to familiarize them with the project.

In support of the "Decca-Land of the Country Giants" campaign, Decca plans an impressive and extensive advertising schedule in all media—print, radio, and TV, supplemented by a heavy press campaign.

In addition to advertising plans, Decca has provided a series of point-of-sale merchandis-

LP Features Pappalardi as Prod. & Artist

NEW YORK—Felix Pappalardi, independent record producer, has completed production of an album, which, for the first time, will feature himself "officially" as an artist. The album, which features, in addition to Pappalardi on bass, Lesley West, formerly with the Vagrants, on lead guitar and vocals, and N. D. Smart, former drummer with the Hello People, will be known as Mountain. Pappalardi is understood to be considering the launching of the group via an extensive tour of one-night concerts in major arenas and auditoriums across the country by midsummer.

Windfall Music, production-management - publishing complex, in which Pappalardi is a partner with Bud Prager, is negotiating a releasing deal for the album. The group will be co-managed by Windfall, Shelly Finkel and Gary Kurfirst.

'Aspen Summer' Is Off; Lack of Time

NEW YORK—"Aspen Summer," the contemporary music festival slated to be held for two weeks in Aspen, Colo., this summer, has been called off (Billboard, May 24). A festival organizer cited lack of funds and lack of time as the principal reasons for the venture being aborted.

However, plans are being made for a one-day event, featuring rock and folk acts, to be held during the week of July 22 in Aspen.

A Denver Pop Festival will be held June 27-29 at the Mile High Stadium, Denver.

Stax's 2 Mil. Meeting— Gets Fountain Distrib

MEMPHIS — The Stax complex of labels (Stax/Volt/Hip) racked up sales in excess of \$2 million for the 27 albums and 30 singles previewed at its distributor-sales meeting here. In addition, Jim Stewart, president of Stax Records, a division of Paramount Pictures, revealed that the firm has taken over distribution of Fountain Record Co. of Chicago.

The Fountain Record Co. is owned by singer Jerry Butler and Clavin Carter. According to Stewart, Butler and Carter

will produce the records and Stax will distribute them.

Included in the album releases are Booker T. and the MG's, Eddie Floyd, Johnnie Taylor, John Lee Hooker, William Bell, Albert King, the Staple Singers, the Soul Children, Carla Thomas, Steve Corpper, Pop Staples, Ollie and the Nightingales, Rufus Thomas, the Mar-keys, J. J. Barnes and Steve Mancha, Darrell Banks, the Bar-Kays, Mad Lads, the Emotions and Isaac Hayes.

More than 200 members of the press attended the meeting that included a tour of Stax Record Co., and a dinner-show by Rufus Thomas, the Bar-Kays, Eddie Floyd, Johnnie Taylor, Carla Thomas, the Knowbody Else, Booker T. and the MG's, and the Staple Singers.

Rama Rama in Distrib Deals

LOS ANGELES — Rama Rama and Remember Records have entered into agreements with Philips International for foreign distribution and GRT for world-wide tape distribution. The labels will issue albums by Vince Edwards, Jimmy Mason, Adam Wade, Jon Rogers, the Invictas, and the Year 200 next month.

Tetra Unaffected By Cosby Split

LOS ANGELES — The departure of Bill Cosby from Campbell, Silver, Cosby Corp. (now Campbell, Silver Corp.) has not effected the creative or financial structure of Tetragrammaton Records, said Roy Silver, CSC president.

Tetra, originally established to record Cosby when he left Warner Bros.-Seven Arts Records, released nine albums and grossed \$2.3 million last year—its first—without releasing any Cosby product, he said.

The company's first—and only—Cosby product is a double LP, "8:15 and 12:15," to be released Sunday (1). "There will not be any additional product by Cosby on Tetragrammaton. His (Cosby's) leaving has not diminished our profit or growth picture at Tetra," Silver said, "but, rather, it allows us more creative freedom."

More importantly, he feels, the departure of Cosby dispels

any rumors that Tetragrammaton is a one-act company, or that it will fold.

The label is planning to release 40 albums and 100 singles in the year beginning June 1, spanning rock, pop, folk and soundtrack LP's. It has written orders for \$1.5 million to cover its initial extensive album release—14 LP's—scheduled for June 1 release.

Tetra's new product includes two double-LP packages by Cosby and the Kingston Trio, a triple-LP original cast album of "The Great White Hope," and LP's by Pat Boone, Biff Rose, Murray Roman, Mark Slade, the Summerhill, Elyse Weinberg, Deep Purple, Quatrain, Carol Burnett/Martha Raye and "Che!" a soundtrack LP with a score by Lalo Schifrin.

Cosby and CSC, Tetra's parent firm, will continue to participate in each other's enterprises, with the record company directly involved in television and film projects.

The company owns 50 per cent of the soundtrack publishing rights to a five-film contract with Warner Bros.-Seven Arts, including two features starring Cosby. A third film, "Picasso Summer," has a score (Continued on page 94)

7 RCA SINGLES RIDE CREST —15 ALBUMS ON 'TOP LP'S'

NEW YORK—RCA Records is picking up a hot chart stride. The label is riding with three singles in the top 10 of Billboard's "Hot 100" chart this week, and also is represented by 15 albums in the "Top LP's Chart."

Pacing the singles field for RCA, which has a total of seven titles on the "Hot 100" chart are among the new groups that RCA has been grooming for a pop breakthrough. The other RCA artists clicking on the singles chart are Henry Mancini, Perry Como, Paul Anka and Ed Ames.

Of the 15 RCA albums on the "Top LP's" chart, two are manufactured and distributed by RCA (the original soundtrack of "Oliver!" and the Monkees on Colgems and one by Elvis Presley is on the RCA Camden line). The others, topped by the original Broadway cast album of "Hair" in the No. 1 spot, are by Henry Mancini, Charley Pride, Elvis Presley, Jefferson Airplane, Nashville Brass, the Guess Who, Friends of Distinction, Jose Feliciano, the Youngbloods, Eddy Arnold, Ed Ames and Glenn Yarbrough.

Chart Seeks Intl. Outlets

NEW YORK—Slim Williamson, president of Chart Records, has dispatched Carl Greenberg to Europe on an extended six-week trip to set up new international distribution for the label. Chart, formerly distributed by RCA (see story in Country section) is to be distributed independently, and Greenberg will establish foreign distribution in the countries he visits.

His trip will take him to London, Paris, Brussels, Amsterdam, Copenhagen, Hamburg, Frankfurt, Munich, Zurich, Milan, Madrid and Lisbon.

COSBY & MCA IN DISK DEAL

LOS ANGELES—Bill Cosby has signed a seven-year exclusive recording deal with MCA. It's not yet been determined for which of the disk companies in the MCA complex Cosby will record.

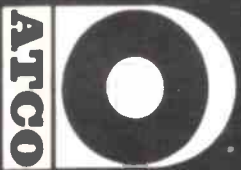


Sonny & Chér

“You’re A Friend of Mine”

Atco 6683

Produced by Sonny Bono



Woodstock, \$Multi-Mil. Co., Set

NEW YORK — Woodstock Ventures, Inc., a multimillion-dollar entertainment complex, has been formed. It consists of the Woodstock Music and Art Fair, a record label, a recording studio, management and publishing firms as well as real estate holdings in Woodstock, N. Y., the Bahamas and the Virgin Islands.

In addition to John Roberts, president of the organization, the corporate offices will be vice-presidents Artie Kornfeld, Joel Rosenman and Michael Lang. Kornfeld will head the music end of the corporation.

Lang will be administering the production of Woodstock Ventures' first major project, the first annual Woodstock Music and Art Fair, which will be held this year on Aug. 16-17 near Woodstock, N. Y. An all-star lineup of recording talent will be presented, including the Band from Big Pink; Blood, Sweat and Tears; Canned Heat; Creedence Clearwater Revival; Tim Hardin; Richie Havens; Iron Butterfly; Jefferson Airplane; Janis Joplin; Moody Blues; Laura Nyro; Sly and the Family Stone;

Stills, Crosby and Nash; Johnny Winters and others.

Art Exhibit

The art exhibit is being coordinated by Peter Leeds and Howard Hirsch. Negotiations are under way to have the music festival made into a motion picture, a TV special and a record album.

Vice-president Artie Kornfeld indicated that Woodstock-Luvlin, the publishing wing of Woodstock Ventures, has more than 300 songs in its catalog, and anticipates that 30 new single record sides will be released within the next few months. Kornfeld is negotiating with major manufacturers for distribution of Woodstock Records.

Woodstock-Kalaparusha, the personal management wing of Woodstock Ventures, will be headed by vice-president Michael Lang.

Completing the Woodstock Ventures complex will be 16-track recording studio currently under construction in Woodstock, and Woodstock Realty, which is converting properties adjacent to the studio, where artists can stay while recording.

John Roberts, president of the complex, is presently serving on the board of two public companies. In partnership with Joel Rosenman, he operates Challenge International Ltd., a private placement investment firm which, among other interests, owns Media Sound Recording Studios and provided financial backing for the recently released film "Greetings."

Clicking Copyrights Give RCA a Hot Hand

NEW YORK—Sunbury Music (ASCAP) and Dunbar Music (BMI). RCA's music publishing subsidiaries, continue to enjoy expanding sales and success on the charts and via hot copyrights by the Guess Who, Three Dog Night, De Mullins, Ed Ames and staff writer Harry Nilsson.

Nilsson, who penned the score for Otto Preminger's film "Skidoo," and sings the theme song in the "Midnight Cowboy," starring Dustin Hoffman, has, over the past 18 months, collected credits for tunes recorded by the Turtles, Monkees, Vikki Carr, Harry Belafonte, Joe Feliciano and Mary Hopkin. His "Without Her" has been spotlighted by Jack Jones, Andy Williams, Herb Alpert, Glen Campbell, Lane Cantrell, Lulu and the New Christy Minstrels. Nilsson also wrote the music for his singing and acting stint on "The Ghost and Mrs. Muir" TV show, and the music for a forthcoming ABC-TV series, "The Courtship of Eddie's Father."

"These Eyes," a hit recorded by the Guess Who, has broadened the international aspects of the business, opening up Canada

McClure in Pop Groove

NEW YORK—John McClure, Columbia Records' director of Masterworks, is branching into the contemporary pop music groove. McClure, who has produced the recordings of Leonard Bernstein and Igor Stravinsky, will produce the disks by the recently signed Chicago group called the Flock.

The Flock, a seven-man group, is managed by rock music entrepreneur, Aaron Russo, who owns the rock club, Kinetic Playground in Chicago.

Harpichord Strikes New Notes in Music

CHAMPAIGN, Ill. — The harpsichord, brought into prominence of late by such recording artists as "Love Is Blue" creator Paul Mauriat, received what must be described as an unprecedented type of exposure here last week when seven harpsichordists were accompanied by 249 various pieces of audio visual equipment in a four-and-a-half-hour concert of computer-programmed music.

The work, entitled "HPSCHD," the computer-spelling for harpsichord, is available

for the label and publishing wings through Jack Richardson and Al MacMillan of Nimbus 9 Productions. The Canadian operation has given the publishers writers such as Randy Bachman and Burton Cummings, who penned the hit tune, as well as most of the songs in the "Wheatfield Soul" LP, and Bonnie Dobson, who wrote "Mourning Dew" for Lulu.

The Sunbury/Dunbar operation, headed by president Gerald Teiffer, has also scored with foreign affiliate-owned melodies set to English lyrics and recorded by American artists. Foreign-originated hits include Ed Ames' "Who Will Answer?" and Tony Bennett's "Yesterday I Heard the Rain."

World Pacific Recharges Its Indian Line

NEW YORK — World Pacific Records has revitalized its Indian music line with upcoming releases by Ravi Shankar, and Indian spiritual leader, Satya Sai Baba.

Shankar, who is currently chalking up sales on his original soundtrack album from the Academy Award winning film, "Charly," will record a new album of original raga compositions for the label. His current LP is "A Morning Raga and Evening Raga." Shankar has recently completed a concert tour of the U. S.

A new release from Sai Baba, who will visit Los Angeles in June, features an album of devotional songs and chants which World Pacific will promote with a special press and distributor screening and a film taken by Richard Bock, general manager of World Pacific.

Pop Carries A Big Stick

• Continued from page 1

LP's scoring in the current Billboard chart are those by Percy Faith, Ray Conniff, Henry Mancini, Ray Charles, Roger Williams, Sergio Mendes, Tommy Garrett, Billy Vaughn, Boots Randolph and Paul Mauriat.

Representing the soft music swing among the female singers are Vikki Carr and newcomer Mary Hopkin.

And, further attesting to the growing preference of soft music, is the quick rise of a new group called Mercy with the single release of "Love (Can Make You Happy)" which has been followed up by two albums featuring the same group. One album is on the Warner Bros. label and the other on Sundi Records, which released the original single version.

5TH DIMENSION DISK—2 MIL.

NEW YORK—The Fifth Dimension's Soul City recording of "Aquarius/Let the Sunshine In" has topped the two million mark. The disk, which has been riding the top spot on the national best selling charts for the past several weeks, served as a prelude to the release of the group's new album of the same title.

Gold records, commemorating the Fifth Dimension's success with "Aquarius," were presented to the group on opening night, May 13, of their engagement at the Royal Box of the Americana Hotel.

(Continued on page 59)

Executive Turntable

Bud Katzel resigned as vice-president and general manager,



KATZEL

ABC Records, to become general manager of the newly formed Avco Embassy Records, a division of Avco Embassy Pictures. The appointment is the first made by Hugo Peretti and Luigi Creator, who head the new music publishing and record complex. Katzel will be involved in the administration of the company as well as in heading the label's marketing activities. Katzel has worked with Hugo and Luigi before—when he joined Roulette Records as director of publicity and ending as national sales manager. Katzel joined ABC in 1966 as national sales manager and was appointed vice-president and director of marketing in 1967. At the beginning of this year, he was named general manager of the ABC Records division.

★ ★ ★

Jim Jeffries, formerly of WQZI, Atlanta, and WKNR, Detroit, promoted from Atlanta to the Chicago market as district promotion manager for Capitol Records. . . . Vic Frazier named national promotion director, Ranwood Records. Working out of Nashville, he will co-ordinate programs with distributors and their promotion force. . . . Scott Cameron joins Original Sound Records as West Coast sales promotion director. He was previously with KIST, a Santa Barbara, Calif., radio station.

★ ★ ★

Jeff Clark promoted to sales and promotion director, VMC Records. Terry Munford joins the label as promotion director. . . . David Gooch, a former EMI producer, joins IMC Productions, Hollywood, as a&r man. . . . Lynn Shults appointed marketing assistant for Starday-King Records, Nashville, to co-ordinate special marketing projects and work with distributors and radio stations on behalf of Starday-King. Shults entered the music business as promotion man



SHULTS

for the Acuff-Rose-Hickory Records complex

. . . L. J. Phillips named assistant manager of James B. Lansing Sound Inc., California, producer of loudspeakers and associated electronic equipment. He will develop marketing plans and distribution patterns to fill sound requirements of acoustical consultants, recording studios and others in the sound field. . . . Songwriter-producer George McGregor signed with Bill Craig Enterprises to represent his Gee Mac production company. Previously McGregor worked as staff producer for Golden World and Sidra Records, Detroit. . . . Matt Polakoff, formerly general manager with A&B Duplicators, joined National Recording Studios, New York, to head a new custom duplicating tridges, and reel-to-reel using duplicating equipment made by Gauss Electrophysics. . . . Hugh Dallas, formerly with Tower Records, has resigned as president, Hit Tunes Inc. . . . Rich Koch named assistant sales manager, Tape Distributors of America, a division of Allstate Record Distributing Co., Chicago. Formerly Midwest regional manager, Handleman Co., Koch will report to sales vice-president Mort Ohren.



PHILLIPS

★ ★ ★

Robert T. McCarthy has joined Zenith Sales Co. as audio products marketing manager. He was formerly with Motorola Inc., Chicago, for seven years.

John V. Wilson named radio marketing manager. He was manager, national accounts and special market sales, General Electric. . . . Janis Murray named publicity director and public relations co-ordinator for Bizarre Records and for Neil Reshen. She will also act as personal press representative to Reshen as well as serve the



McCARTHY

interests of Reshen's business involvements including Alive Inc., Anne Tansey, film production and co-ordination and New Dawn Artists Management, owned by Reshen and Zach Glickman. For the Bizarre label, Miss Murray will handle press for the Mother of Invention, Linda Ronstadt, Tim Buckley, the Straight label, Alice Cooper group, and Captain Beefheart. . . . Rose Saggio of Argus Distributors appointed vice-president in charge of sales, Spiral Records and Spiral Enterprises. Ben Arrigo named head of national promotions, Gurtman Brown Associates, in charge of public relations for the companies.

Franklin Konigsberg appointed vice-president in charge of TV packaging on the West Coast for Marvin Josephson Associates and Ashley Famous, now combined. He replaces Joel Cohen who has resigned to join Arwin Productions. Cohen will work with Terry Melcher in an executive capacity to develop new TV series and theatrical motion pictures.

★ ★ ★

Harold Breacher, for the past two years head of operations for United Artists TV in the U. K., Europe and Middle East, rejoins Ashley Famous in a top level executive post concentrating on film and TV packaging. He will be based on the West Coast. . . . Jon Merdin will head Action Talents' TV and broadcasting activities. He was previously on the research program staff of ABC's "Generation Gap," "The Dick Cavatt Show" and production assistant on Metromedia's WNEW-TV. . . . Mike Allen



WILSON

(Continued on page 6)

Amerline to Certron For \$6 Mil. & Stock

LOS ANGELES — Certron Corp., blank tape manufacturer and duplicator, has acquired Amerline Corp., Chicago, a subsidiary of Revlon, in exchange for about \$6 million cash and 50,000 shares of Certron common stock.

The companies had announced an agreement in principle for the acquisition on April 30.

Amerline manufactures plastic products, with a major portion of its \$12.3 million sales volume (year ended Dec. 31, 1968) coming from magnetic tape-related products marketed to the audio, computer and data processing industries.

Certron (OTC) had sales of \$5,566,314 and net earnings of \$667,081, or 60 cents a share on the 1,147,318 average number

of common stock outstanding for the fiscal year ended Oct. 31, 1968.

For the three months ended Jan. 31, 1969, net sales of Certron totaled \$2,153,338 as compared with \$729,281 in the corresponding quarter a year earlier. Net income in the first quarter of the current fiscal year was \$235,884, or 17 cents per share on the 1,429,633 average number of common shares outstanding. The first quarter results reflect the operations of Magnetic Tape Duplicators, which was acquired for cash in March 1968.

Sales High At Wurlitzer

CHICAGO—The Wurlitzer Co. has registered record sales and an increase in earnings for the year ended March 31.

Consolidated net earnings totaled \$2,157,948, including non-recurring income of approximately \$300,000, equal to \$1.75 per share. This compares with the preceding year's total of \$2,037,161, which also included non-recurring income of approximately \$300,000, equal to \$1.66.

Consolidated sales were \$61,009,512, compared with \$59,852,329 for the preceding year, an increase of \$1,157,183. Sales were the highest in the 113-year history of the company.

20th-Fox Net Down in Period

NEW YORK—Net earnings after taxes for 20th Century-Fox Film Corp. for the first three months of 1969 were \$2,464,000 compared with the adjusted figure of \$3,636,000 for the same period last year.

Net earnings for the three months amounted to 31 cents a share based on 8,006,108 shares, the average number of shares outstanding for the period. Per-share earnings for last year's first quarter were 52 cents based on 7,035,285 shares of stock outstanding.

Triangle Registers Qtrly. Profit Hike

NEWARK, N. J.—Triangle Industries, Inc., has reported increases in both net sales and income for the first three months of 1969.

Net sales rose 26 per cent to \$40,092,000, compared with \$31,846,000 for the similar period of 1968. Net income after taxes totaled \$889,000 in the first quarter, or 44 cents per share up from \$819,000, or 41 cents per share in the first quarter of 1968.

Peak Marks Are Reported by ARA

LOS ANGELES—ARA Services, Inc., has reported record-high total income, pretax income and earnings per share for the six months ended March 28.

According to board chairman Davre Davidson, revenue rose to \$276,775,000 and pretax income increased to \$13,823,000. Net income after taxes rose to \$7,565,000, equal to \$1.70 per share, while operating profit margins increased to 4.99 per cent.

Disney Productions Declares Dividend

NEW YORK—The board of directors of Walt Disney Productions, at a special meeting Monday (19), declared a quarterly dividend of 7½ cents per share, payable July 1 to stockholders of record June 16.

AF Appoints Pine

NEW YORK—Arthur Pine Associates, Inc., has been retained by Audio Fidelity Records to handle its corporate-financial public relations on a national basis. Audio Fidelity became a public-owned company in November.

Market Quotations

As of Closing Thursday, May 22, 1969

NAME	1969		Week's Vol. in 100's	Week's		Week's Close	Net Change
	High	Low		High	Low		
Admiral	21½	15	205	19½	18½	19¼	-¼
American Broadcasting	76½	56½	383	74½	70½	71½	-1½
Ampex	44¾	32½	899	43¾	41½	42½	-1½
Automatic Radio	41¾	20½	929	39¼	35¾	37¾	-¼
Automatic Retailer Assoc.	117¼	100½	275	107¼	103½	105¼	-¾
Avnet	36½	17½	1377	19¾	18½	18¼	-1½
Capitol Ind.	52	29	140	50½	49½	60	Unchg.
CBS	59½	44½	1356	59½	55½	55¾	+3
Chic. Musical Inst.	33½	24½	30	26½	25¼	26½	+¾
Columbia Pic.	42	29¾	453	35¾	33	34¾	-1
Commonwealth-United	24¾	12½	4604	14¾	13½	13½	-¼
Disney, Walt	86¾	69¾	180	82¼	80	82¼	-2¼
EMI	8½	6¾	3878	8	7¾	7¾	-½
General Electric	98¼	85½	1384	97½	94	96	-½
Gulf & Western	50¼	28¼	1665	33½	29½	31½	+½
Handleman	48¾	36¾	341	46	42	46	-2½
Harvey Radio	25¼	19	24	21¼	20	20	-1½
Kinney Services	39½	28¼	964	35	33½	34¾	-¾
Macke Co.	29½	17¼	76	20½	19	19½	-½
MCA	44¼	34	335	38¾	35¼	35¾	-2½
Metromedia	53¾	35¼	321	37¾	35¼	35¾	-1½
MGM	44½	32	392	38	36¾	36¾	-1
JM	112¼	94	776	111½	107½	108¼	-2¼
Motorola	133½	102¾	438	125½	118¼	118¼	-7
North Amer. Phillips	45¼	35¼	711	44½	42¼	44	-1½
Pickwick Int.	65	40	146	63	60½	61½	-½
RCA	48½	41¼	1566	47¾	44½	45½	-1¾
Servmat	49½	35¼	162	37	35¼	35½	-1½
Tenna Corp.	62¾	46	372	60½	53½	60	-¾
Trans Amer.	38¾	32	2077	36¾	34	35½	-1¾
Transcontinental Invest.	27¼	20½	3496	27¼	25	26¼	+1½
Triangle	37¾	30	54	32	30	31½	-½
20th Century-Fox	41¾	31½	1940	34¾	32¾	32½	-1½
Vendo	32¾	21½	115	23¾	22½	22½	-¾
Viewlex	35½	24½	217	33	30¾	32¼	+½
Warner Bros.-7 Arts	64½	35	1011	55½	35	55½	Unchg.
Wurlitzer	23½	19¼	53	20½	19¼	19¼	-½
Zenith	58	48½	536	50¾	49½	49¾	Unchg.

As of Closing Thursday, May 22, 1969

OVER THE COUNTER*	Week's		Week's Close
	High	Low	
Creative Management	15	13½	14½
Data Packaging Corp.	24¼	23¼	24
Fidelitone	5½	4	5¼
GRT Corp.	28¼	26	28
ITCC	16	14½	15
Jubilee Ind.	33½	32	32
Lear Jet	34	32	32¼
Lin Broadcasting	15½	13¾	13¾
Merco Ent.	23½	21½	23½
Mills Music	34	33¼	33½
Music Makers, Inc.	15	14¼	14¾
Newell	27¼	26½	26½
NMC	16	14	15½
Omega Equity	3½	2½	3½
Sam Goody, Inc.	15	14½	15
Telepro Ind.	2¾	2¾	2¾
Trans Natl. Communications	10¼	8¾	9¾

*Over-the-counter prices shown are "bid" (as opposed to "asked"). Neither the bid nor the asked prices of unlisted securities represent actual transactions. Rather, they are a guide to the range within which these securities could have been sold or bought at the time of compilation.

The above quotations compiled for Billboard by Merrill Lynch, Pierce, Fenner & Smith, Inc., member of the New York Stock Exchange and all principal stock exchanges.

Creative Sound Will Handle Mark Prod., Charity Product

LOS ANGELES — Creative Sound Productions will distribute religious product by Mark Productions and Charity Records. Mark Productions, owned by Marlin Jones, is a four-year-old firm while Charity has been in business one year.

Product will be distributed through Creative Sound's independent outlets which cover 3,700 gospel product stores. Initial product will carry the two company's separate logos, but future releases will carry both the Creative Sound and second company brands.

Among the artists on Mark are Rev. Bob Harrington, Cam-

pus Life Singers, Kip Landen, John Webb, Dean McClure, and the Weatherford and Clairborne quartets.

Creative Sound's artist roster encompasses the Brushmen, Dale Evans, Dan Harrison Singers, Dr. William Bright, the Spectrums of Sacred Sound, the Wedgwood, Emil Cadkin Orchestra, Dr. David L. Cooper, Dona Klein and the Bethany Men Quartet.

A single by the Dan Harrison Singers, "Make America Proud of You," has been selected as the theme song for the syndicated TV show, "World of Youth." Don McNeill, former host of the "Breakfast Club" on ABC Radio, narrates the song, written by Jack Fulton.

National
 RECORDING STUDIOS, INC.
 730 FIFTH AVENUE PLAZA 7-6440 NEW YORK N.Y.
 16 TRACK / SEVEN STUDIOS IN NEW YORK CITY

2 First with composers' Greatest Hits albums.

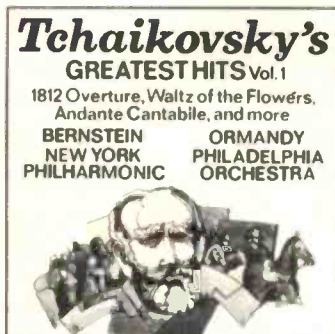
This collection of great masterworks by the masters are mass appeal albums. Even people with the most contemporary taste will be turned on by this important first. The albums are also ideal for chain stores and racked outlets.



MS 7501/18 11 0104*/MQ 1101†



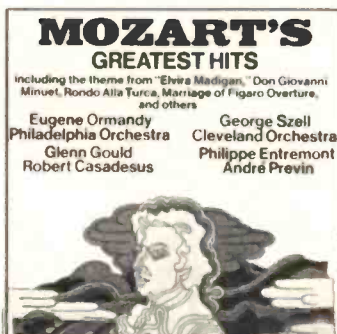
MS 7502/18 11 0114*/MQ 1102†



MS 7503/18 11 0102*/MQ 1103†



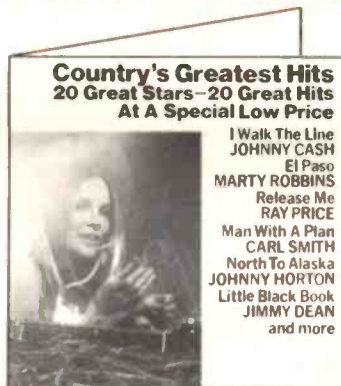
MS 7506/18 11 0112*/MQ 1106†



MS 7507/18 11 0108*/MQ 1107†

3 Specially priced two record gift sets.

Your customers get more of the artists they want to hear at a price they can afford with our two, multiple artist GH gift sets. They sell for a little more than the price of one. And judging from the past success of our gift sets you can start ringing up those sales right now!



GP 9



GP 11

4 More than 100 Greatest Hits sellers that are in constant demand.

- JOHNNY'S GREATEST HITS (J. MATHIS)
CS 8634/18 10 0108*/CQ 1035
- MARTY'S GREATEST HITS (M. ROBBINS)
CS 8639/18 10 0096*
- JERRY VALE'S GREATEST HITS
CS 8778
- RAY PRICE'S GREATEST HITS
CS 8866/18 10 0094*
- PAUL REVERE AND THE RAIDERS' GH
KCS 9462/18 10 0218*/CQ 1021 †
- BOB DYLAN'S GREATEST HITS
KCS 9463/18 10 0220*/CQ 1019 †
- ARETHA FRANKLIN'S GREATEST HITS
CS 9473/18 10 0246*
- JOHNNY CASH'S GREATEST HITS
CS 9478/18 10 0264*/CQ 940 †
- THE BYRDS' GREATEST HITS
CS 9516/18 10 0268*
- THE MORMON TABERNACLE CHOIR'S
GREATEST HITS, VOL. 2
MS 7086/18 11 0072/MQ 972 †

5 Better business comes from better merchandising aids.

You give your customers listening pleasure, and they'll give you what you want. And just to guarantee it, we'll give you lots of support to go with it. A complete program of rack fixtures, major display pieces, local advertising kits and more advertising dollars to make it all work together.



6 Hall of Fame singles check list.

Here are some of the best-selling singles of all time in check-list form. Use it as a handy inventory sheet or as an order form to send in to your local distributor. Another first designed for your convenience.

- 4-33001 MATHIS, JOHNNY
Chances Are. It's Not For Me To Say
- 4-33002 MILLER, MITCH
March From The River Kwai. And Colonel Bogey.
The Yellow Rose Of Texas
- 4-33003 BENNETT, TONY
Because Of You. Cold, Cold Heart
- 4-33004 HORTON, JOHNNY
The Battle Of New Orleans.
North To Alaska
- 4-33005 MITCHELL, GUY
Singing The Blues. Heartaches By The Number.
- 4-33006 CASH, JOHNNY
Don't Take Your Guns To Town.
Five Feet High And Rising
- 4-33007 FAITH, PERCY
The Theme From "A Summer Place"
The Song From "Moulin Rouge"
- 4-33008 FOUR LADS, THE
Moments To Remember. No, Not Much!
- 4-33009 LAINE, FRANKIE
Jezebel. Your Cheatin' Heart
- 4-33010 CLOONEY, ROSEMARY
Hey There. Come On-A My House
- 4-33011 SINATRA, FRANK
Nancy. Ol' Man River
- 4-33013 ROBBINS, MARTY
El Paso. A White Sport Coat
- 4-33014 DAMONE, VIC
On The Street Where You Live. Gigi
- 4-33015 MORMON TABERNACLE CHOIR, THE
Battle Hymn Of The Republic.
The Lord's Prayer
- 4-33016 JACKSON, STONEWALL
Waterloo. Mary Don't You Weep
- 4-33017 PRICE, RAY
Crazy Arms. Under Your Spell Again
- 4-33027 HORTON, JOHNNY
Sink The Bismarck. When It's Springtime
In Alaska
- 4-33028 RAY, JOHNNIE
Cry. That Little White Cloud That Cried
- 4-33029 DAY, DORIS
Secret Love. Whatever Will Be, Will Be
- 4-33032 MORMON TABERNACLE CHOIR, THE
The Star-Spangled Banner. America The Beautiful
- 4-33033 CONNIFF, RAY
'S Wonderful. Say It With Music
- 4-33060 BROTHERS FOUR, THE
Greenfields. The Green Leaves Of Summer
- 4-33061 DICKENS, "LITTLE" JIMMY
A-Sleeping At The Foot Of The Bed.
Take An Old Cold' Tater
- 4-33062 BENNETT, TONY
I Left My Heart In San Francisco.
I Wanna Be Around
- 4-33063 DI MUCI, DION
Ruby Baby. Donna The Prima Donna
- 4-33064 DEAN, JIMMY
The Cajun Queen. Steel Men
- 4-33068 LAWRENCE, STEVE
Go Away Little Girl. More
- 4-33069 WILLIAMS, ANDY
I Can't Get Used To Losing You. Hopeless
- 4-33070 ROBBINS, MARTY
Don't Worry. Devil Woman
- 4-33072 VALE, JERRY
Pretend You Don't See Her. Innamorata
- 4-33074 FLATT, LESTER, AND EARL SCRUGGS
The Ballad Of Jed Clampett. Go Home
- 4-33075 VALE, JERRY
Old Cape Cod. If Ever I Would Leave You
- 4-33076 KING, CLAUDE
Wolverton Mountain. Sam Hill
- 4-33077 PURSELL, BILL
Our Winter Love. I Walk The Line
- 4-33078 STREISAND, BARBRA
Happy Days Are Here Again. My Coloring Book
- 4-33079 GORME, EYDIE
Blame It On The Bossa Nova. Can't Get Over
(The Bossa Nova)
- 4-33080 BENNETT, TONY
This Is All I Ask. The Good Life
- 4-33081 CHRISTY MINSTRELS, THE NEW
Green, Green. Today
- 4-33082 REVERE, PAUL, AND THE RAIDERS
(Featuring Mark Lindsay)
Louie, Louie. Louie-Go Home
- 4-33084 MILLER, MITCH
Do-Re-Mi. The Children's Marching Song
- 4-33085 WILLIAMS, ANDY
The Hawaiian Wedding Song. Canadian Sunset
- 4-33086 GRIFFIN, KEN
The Anniversary Waltz. Let Me Call You Sweetheart.
- 4-33087 SANTAMARIA, MONGO
Watermelon Man. Fat Back
- 4-33088 SEEGER, PETE
Little Boxes. Where Have All The Flowers Gone
- 4-33034 ARMSTRONG, LOUIS
Mack The Knife. Tin Roof Blues
- 4-33035 BENNETT, TONY
Rags To Riches. One For My Baby
- 4-33036 BRUBECK, DAVE
Take Five. Blue Rondo A La Turk
- 4-33037 DAVIS, MILES
Round Midnight. Solea
- 4-33038 DAY, DORIS
It's Magic. Everybody Loves A Lover
- 4-33039 FAITH, PERCY
Delicado. Swedish Rhapsody
- 4-33040 FRIZZELL, LEFTY
If You've Got The Money I've Got The Time.
Mom And Dad's Waltz
- 4-33041 GRIFFIN, KEN
You Can't Be True, Dear.
The Bells Of St. Mary's
- 4-33042 MATHIS, JOHNNY
Misty. Maria
- 4-33043 MORGAN, GEORGE
Candy Kisses. Almost
- 4-33044 PRICE, RAY
Release Me. Heartaches By The Number
- 4-33045 ROBBINS, MARTY
Singing The Blues. Big Iron
- 4-33046 VALE, JERRY
Come Back To Sorrento. 'O Sole Mio
- 4-33047 WALKER, BILLY
Charlie's Shoes. Thank You For Calling
- 4-33048 MATHIS, JOHNNY
Wonderful! Wonderful! The Twelfth Of Never
- 4-33049 WILLIAMS, ANDY
Moon River. Days Of Wine And Roses
- 4-33050 YANKOVIC, FRANKIE
Just Because. Blue Skirt Waltz
- 4-33051 DEAN, JIMMY
Big Bad John. Little Black Book
- 4-33052 SMITH, CARL
Hey Joe! Loose Talk
- 4-33053 MURAD'S HARMONICATS, JERRY
Peg O' My Heart. Cherry Pink And Apple
Blossom White
- 4-33056 MATHIS, JOHNNY
Small World. A Certain Smile
- 4-33057 ACUFF, ROY
Great Speckle Bird #1. Wabash Cannon Ball
- 4-33058 TILLMAN, FLOYD
I Love You So Much, It Hurts. Slipping Around
- 4-33089 CASH, JOHNNY
Ring Of Fire. It Ain't Me, Babe
- 4-33090 WILLIAMS, ANDY
Dear Heart. Almost There
- 4-33091 CASH, JOHNNY
Understand Your Man. It Ain't Me, Babe.
- 4-33092 STREISAND, BARBRA
People. Second Hand Rose
- 4-33093 PRICE, RAY
Burning Memories. A Thing Called Sadness
- 4-33094 PAGE, PATTI
Hush, Hush, Sweet Charlotte. You Can't Be
True Dear
- 4-33095 BYRDS, THE
Mr. Tambourine Man. All I Really Want To Do
- 4-33096 SIMON & GARFUNKEL
The Sound Of Silence. Homeward Bound
- 4-33097 BYRDS, THE
Turn! Turn! Turn! To Everything There Is A
Season. Eight Miles High
- 4-33098 REVERE, PAUL, AND THE RAIDERS
(Featuring Mark Lindsay)
Kicks. Just Like Me
- 4-33099 BENNETT, TONY
The Shadow Of Your Smile. Who Can I Turn To
(When Nobody Needs Me)
- 4-33100 DYLAN, BOB
Rainy Day Women #12 & 35. Like A Rolling Stone
- 4-33101 CASH, JOHNNY
I Walk The Line. Orange Blossom Special
- 4-33102 CONNIFF, RAY
Happiness Is. Invisible Tears
- 4-33103 CYRKLE, THE
Red Rubber Ball. Turn-Down Day
- 4-33104 CONNIFF, RAY
Somewhere, My Love. Lookin' For Love
- 4-33105 POZO SECO SINGERS
I Can't Make It With You. Time
- 4-33106 REVERE, PAUL, AND THE RAIDERS
(Featuring Mark Lindsay)
The Great Airplane Strike. Hungry
- 4-33108 DYLAN, BOB
Just Like A Woman. I Want You
- 4-33109 CASH, JOHNNY
The One On The Right Is On The Left.
Boa Constrictor
- 4-33110 WILLIAMS, ANDY
Music To Watch Girls By. In The Arms Of Love
- 4-33111 REVERE, PAUL, AND THE RAIDERS
(Featuring Mark Lindsay)
Ups And Downs. Good Thing
- 4-33112 GORME, EYDIE
What Did I Have That I Don't Have? If He
Walked Into My Life
- 4-33113 ROYAL, BILLY JOE
Down In The Boondocks. I've Got To Be Somebody
- 4-33114 JACKSON, STONEWALL
Help Stamp Out Loneliness. Don't Be Angry
- 4-33115 SIMON & GARFUNKEL
The Dangling Conversation.
A Hazy Shade Of Winter
- 4-33116 PRICE, RAY
A Way To Survive. Touch My Heart
- 4-33117 CLARK, BUDDY
Linda. A Dreamer's Holiday
- 4-33118 BUCKINGHAMS, THE
Don't You Care.
Mercy, Mercy, Mercy
- 4-33119 PRICE, RAY
Danny Boy. I'm Still Not Over You
- 4-33120 CASH, JOHNNY & JUNE CARTER
Jackson. Long-Legged Guitar Pickin' Man
- 4-33121 SIMON & GARFUNKEL
At The Zoo. Fakin' It
- 4-33122 ROBBINS, MARTY
Tonight Carmen. Gardenias In Her Hair
- 4-33123 BYRDS, THE
So You Want To Be A Rock 'N' Roll Star
My Back Pages
- 4-33124 CASH, JOHNNY
Rossana's Going Wild. The Ballad Of Ira Hayes
- 4-33125 FRANKLIN, ARETHA
Runnin' Out Of Fools. Cry Like A Baby
- 4-33126 REVERE, PAUL, AND THE RAIDERS
(Featuring Mark Lindsay)
Steppin' Out. Jim Or Me—What's It Gonna Be?
- 4-33127 GORME, EYDIE
Don't Go To Strangers. What's A Woman?
- 4-33128 HARDEN TRIO, THE
Tippy Toeing. Husbands And Wives
- 4-33129 SMITH, O.C.
That's Life. The Season
- 4-33130 MOBY GRAPE
Omaha. Hey Grandma
- 4-33131 RIP CHORDS, THE
Three Window Coupe. Hey Little Cobra
- 4-33132 BUCKINGHAMS, THE
Hey Baby (They're Playing Our Song).
Susan
- 4-33133 THE UNION GAP
Woman, Woman. Young Girl
- 4-33134 THE STATLER BROTHERS
Flowers On The Wall. Ruthless
- 4-33135 SIMON & GARFUNKEL
Scarborough Fair/Canticle. I Am A Rock
- 4-33136 CHAMBERS BROTHERS
Time Has Come Today. I Can't Turn You Loose
- 4-33137 REVERE, PAUL, AND THE RAIDERS
(Featuring Mark Lindsay)
Don't Take It So Hard. Cinderella Sunshine
- 4-33138 SMITH, O.C.
Little Green Apples. Isn't It Lonely Together
- 4-33139 THE UNION GAP
Lady Willpower. Over You
- 4-33140 LEE, MICHELE
L. David Sloane. I Didn't Come to New York
- 4-33141 PAGE, PATTI
Gentle On My Mind. Little Green Apples
- 4-33142 MATHIS, JOHNNY
Venus. Gina
- 4-33143 SIMON & GARFUNKEL
Mrs. Robinson. Old Friends, Bookends
- 4-33144 BENNETT, TONY
Yesterday I Heard The Rain. A Fool Of Fools
- 4-33145 SANTAMARIA, MONGO
Cold Sweat. Sitting On The Dock Of The Bay
- 4-33146 BRYANT, ANITA
Try To Remember. My Cup Runneth Over
- 4-33147 BURTON, RICHARD
How To Handle A Woman. Camelot
- 4-33148 NABORS, JIM
The Impossible Dream. Time After Time
- 4-33149 SKELTON, RED
The Pledge Of Allegiance. The Circus
- 4-33150 SMITH, CARL
Deep Water. Foggy River
- 4-33151 ROBINS, MARTY
I Walk Alone. It's A Sin
- 4-33152 FLATT & SCRUGGS
Foggy Mt. Breakdown (Bonnie & Clyde Theme).
Like A Rolling Stone
- 4-33153 CASH, JOHNNY
Folsom Prison Blues. Daddy Sang Bass
- 4-33154 STREISAND, BARBRA
Funny Girl. I'd Rather Be Blue Over You
- 4-33155 BUCKINGHAMS, THE
Kind Of A Drag. Back In Love Again
- 4-33156 BUTLER, CARL & PEARL
Don't Let Me Cross Over. Little Pedro
- 4-33157 SMITH, O.C.
Hickory Holler's Tramp. Honey
- 2-1200 PEACHES & HERB
Love Is Strange. United
- 2-1201 PEACHES & HERB
Close Your Eyes. For Your Love
- 2-1202 PEACHES & HERB
Two Little Kids. Let's Fall In Love

We told you it would be the greatest of the Greatest Hits programs ever. What else could you expect from Columbia—the company who makes it its business to be first with exciting innovations. After all, the biggest should give you more—more of the best in recorded entertainment. Musically speaking, it's only right!

The Greatest Hits are on Columbia Records 

Tape CARtridge

Stereo City's Franchise Plan on Road

By EARL PAIGE

CHICAGO — Stereo City, Inc., will use a \$6,000 demonstration trailer to open a series of tape specialty stores across the U. S. this summer under a national franchising program.

With one franchise already open in Sarasota, Fla., Stereo City is advertising for franchises in Fort Wayne, South Bend and Indianapolis, Indiana; Rockford, Ill., and Milwaukee.

Physical characteristics of the specialty stores, promotion and advertising and inventory control will be patterned after the firm's four Chicago outlets, said managing director Herbert Levin. All franchised outlets will have the same color scheme and logo: Stereo City, USA.

Manny Green has been named franchise manager, and all activities of the new program will be coordinated from Stereo City's headquarters here.

The plan consists of:

- Market surveys to determine the best store location. Requirements include parking on three sides; at least two installation bays, and a free-standing building. Existing stereo specialty stores can sign up, with Stereo City moving the facility if necessary.
- No advertisements soliciting franchisees are placed until a suitable location is found.
- Franchisees are screened and must be capable of handling installation and repair on equipment; or willing to be trained.

• Franchisees are trained here for four weeks. Training consists of administration, installation, parts and services and sales.

• Inventory is handled through Stereo City's IBM electronic data processing facilities; all hardware and software is 100 per cent guaranteed. "The stores' stock will be kept clean on a 90-day basis," Levin said.

• Advertising, including mailings and promotion, is coordinated from the Chicago offices.

• Fixtures, signs and tools are supplied by Stereo City. Inventory will include both home and auto players, alarms and accessories. Software inventory will be geared to the individual market's projected potential.

"Our outlets will carry everything in tape, including open reel. There are many open reel players being sold and we want part of this business," said Levin. "As for records, television, auto mufflers or seat covers, we're not interested. Our stores will be specialty tape outlets."

A Natural Idea

Levin said the idea of opening franchised tape specialty stores was a natural one. "We had all our stores here reporting on daily sales report forms and all data coordinated on IBM cards. We think we can service out-of-State outlets just as easily as our own here and can offer the advantages of our centralized buying, promotion and advertising.

Panasonic Bows 5 Cassette Units

By WAYNE HARADA

HONOLULU — Five stereo cassette recorders, including an auto-home unit priced at less than \$100, were unveiled here Thursday (15) as 300 Panasonic distributors, dealers and executives assembled at the Hilton Hawaiian Village.

The national convention marked two anniversaries: the fifth birthday of Matsushita Electric of Hawaii, which distributes Panasonic products here, and the 10th year of operation of the Matsushita Electric Corp. of America, which distributes the Japan product in the U. S. Among the new tape products unveiled were:

• The Englewood, an AC or battery-operated auto-home cassette recorder featuring Panasonic's automatic slide-in, pop-up cassette system whereby when the tape reaches the end, it automatically pops up for faster, simpler changing. The Englewood produces 2½ watts of peak music power, and carries a retail price of \$99.95.

• The Constellation and the Orbitone, the latter with built-in AM/FM stereo radio, utilizes slide-rule and push-button controls. Both produce 20 watts of peak music through new, exclusive "solar scoop" spherical speakers. Suggested list price of the Constellation is \$149.95, for the Orbitone, \$229.95.

The Bridgeport features com-

plete push-button controls, pop-up cassette system, a noise suppressor, two roller-bar volume controls, a walnut wood-grain cabinet. It retails for \$109.95.

• The Westwood, like the En-

glewood, operates on either house current or batteries, but comes with an AM/FM radio. A single lever controls the operation for recording, playback, rewinding and fast forward. Retail price is \$99.95.

Muntz' Volume Release To Test Classical Market

LOS ANGELES — Muntz Stereo-Pak is "experimenting" with a concentrated effort to sell classical tapes. The duplicator has released 15 titles from the Angel library and is emphasizing this merchandise in its company-owned store in the San Fernando Valley.

Muntz has offered classical titles in the past but never went into a releasing campaign involving 15 titles all at once. The company's over-all classical catalog is small, with representation from such other lines as Command, Capitol, Nonesuch, Monitor, Westminster, Philips and Mercury.

Muntz is making its first major classical merchandising effort with this product because there seems to be a market for longhair composition in the 4-track configuration.

National sales manager Don Bohanan would like to develop a monthly classical release pro-

gram. "A lot of the Muntz dealers on the West Coast are setting up classical departments for the first time," Bohanan said. College students seem to comprise a major portion of this buying audience.

Muntz's own Cartridge City store has opened a separate classical department as the overall umbrella for the material, and the company suggests that its dealers follow suit.

The \$5.98 Angel product is being purchased by the same person who buys classical albums, so in essence the music attracts the established buff—not a neophyte listener. The classical cartridge buyer is a quantity purchaser according to Bohanan. He selects from six to 12 titles at a setting.

Bohanan says that an increasing number of stores have discovered there is a classical tape market.

Ampex Has 2 New Units

ELK GROVE VILLAGE, Ill. —Two new automobile stereo cassette units, the Micro 40 and Micro 42, are now available from Ampex Corp. They represent the first recorder/players offered by the company for automobile use.

The Micro 42, with a suggested list of \$119.95, is a slot loading, mono record, stereo playback unit. The model incorporates a slide-out accessory tray, mounted on the underside of the unit, that holds extra cassettes and the remote control microphone.

Other features include fast forward, rewind, stop, play, eject, record, tone and two separate volume controls. Also featured are a pilot light, record light, jacks for an earphone and the remote control microphone.

The Micro 40 is a stereo playback-only unit which comes with mounting bracket, hardware and demonstration tape. The suggested list is \$99.95.

As for summer promotion, Ampex is continuing its "Giftables" campaign which involves cassette units and software and offers dealers spot radio commercials, advertising mats and store merchandising pieces. The promotion offers to consumers a free microphone with the Micro 30 cassette recorder and \$23.80 worth of stereo tapes with the purchase of either the Micro 86 or Micro 88 units.

Liberty Giving Cases New Look

LOS ANGELES — Liberty Stereo-Tape has redesigned its 8-track and cassette cases to feature a black front instead of white. The graphic switch is designed to allow the cartridge's four-color artwork to stand out more.

The 8-track cartridges now offer a reprise of the front cover artwork plus complete programming information.

The cassette packs now feature the title and the artist: previously the artist had greater graphic impact. The back space is given to program sequencing.

The new black casing now blends with the company's black outer cardboard holder.

Kraco Into the Player Field

LOS ANGELES — Kraco Products, auto accessory manufacturer, is expanding into the player field with a line of auto cassette and 8-track units.

Since its first involvement with players in January, Kraco has introduced an initial line of five units, and is offering four more models in June, including an 8-track combination auto/home unit.

The Compton-based company plans to expand its dealer operation to include electronic specialty outlets to supplement an established auto stores network, said Larry Kraines, sales vice-president.

Kraco also will set up a distributor network of about 60-70

representatives across the U. S. to handle the nine model line of auto players. Kraines said a national warranty program will be established for new warranty stations, with a warehouse planned for the Midwest area to supplement an existing facility at the company's 180,000-square-foot complex in Compton.

Working with Kraines in developing the player line is Hy Sutnick, national electronics sales manager.

The Kraco line includes a straight 8-track (KS-700) at \$69.95 (list); an 8-track with speakers (KS-800) at \$79.95; a de luxe 8-track with speakers

(KS-888) at \$99.95; a 4 and 8-track compatible unit with speakers (KS-408) at \$109.95; and an auto cassette unit with speakers and microphone (KS-999) at \$129.95.

Kraines said the company is introducing four models at the consumer electronics show in June.

Kraines said the company will eventually enter the home player field, probably in 1970.

Kraco also has developed a four-color contemporary packaging concept for impulse buying, said Kraines. The units are displayed through a "window" in the shipping box, with a styrofoam cushion protecting the hardware.

ADVERTISEMENT

LEISURE TIME TIPS

by: Larry Finley

There are many aggressive distributors in the Tape field and from time to time this column points out their accomplishments.

Today's column has to do with Dick Stultz of Record Supply Company in Orlando, Florida, who has proven himself to be one of the outstanding merchandisers in the Tape industry.

On May 28th, Dick celebrates the 10th Anniversary of Record Supply Company with a Champagne Party & Buffet at which he will entertain over 400 dealers and their wives. With Dick's fabulous affair for merchandising, he has developed a merchandising plan in conjunction with Automatic Radio and NAL which will be presented at the 10th Anniversary Party. In the writer's opinion this plan is so unique that it will be followed and copied by distributors throughout the country.

Last week a full truckload of Automatic Radio Playback Equipment and NAL Tapes arrived in Orlando—and according to Dick Stultz he anticipates sale of the entire contents of this truckload of merchandise.

In addition to Dick and his ten salesmen who cover the State of Florida in territory that extends up to Macon, Georgia, Dave Nager, Vice President of Sales of Automatic Radio; Joe Spinale, Automatic Radio's National Sales Manager, and the writer of this column, who will be representing NAL, will be present.

Dick Stultz is a man who fully recognizes the potential in the proper distribution of playback units as well as tapes. Dick first got into the tape business late in 1965, and today tapes represent 40% of his volume, tape playback equipment represents 20% of his volume, and 40% of his volume is represented in the record field.

When he started in 1965 he had the foresight to assign one man to service tape accounts exclusively and today he has a well-rounded sales staff of ten men who feature Automatic Radio and NAL tapes, as well as handling other lines of equipment and tape. Dick says the reason for the tremendous percentage of tape and equipment is because he believes in personal service to the dealers as well as all the assistance he and his organization can give them in promotion.

We'll be looking forward to meeting Dick Stultz's dealers at the Gold Key Inn, Orlando, Wednesday, May 28th, from 10 in the morning until 10 at night.

Jet Stereo Widens Distrib Net

LOS ANGELES—Jet Stereo, distributor of Lear Jet home and auto players in Southern California and Las Vegas, is now handling the line exclusively in California.

Phil Costanzo, Jet Stereo president, is expanding the dealer network in Northern California to more than 200, and has initiated a promotion/advertising campaign on radio/TV to stimulate dealer-consumer excitement in the Lear line.

Lear pulled the home unit

line from Lancaster, a Motorola distributor, and Afco Distributing, which handled the Lear auto line.

Jet Stereo is planning to open a warehouse sales facility in San Francisco, with marketing-merchandising campaigns formulated at the company's office here. Ronald Osborne, formerly with the Motorola distributorship in San Francisco, will direct Jet Stereo's six-man Northern California operation.

Initial promotion for the San

Francisco operation will be "Clean Sweep," a trade-in gimmick to promote Lear's Jetstar 4 and 8-track compatible unit (A119) at \$89.95-\$99.95. Jet Stereo will give consumers \$20-\$40 on a 4-track trade-in for Lear's 4 and 8-track compatible unit.

The month-long promotion includes advertising, both co-op and factory, in community and metropolitan newspapers and in-store retail promotions.

With much of the Lear promotions geared to the young adult market, Costanzo will take television time on teen-type programs, including "Boss City" and "Groovy," where Jet Stereo uses portable 8-tracks (\$49.95 and \$79.95) as contest giveaways.

Stimler to Organize a Tape, Videotape Cartridge Combine

NEW YORK—Optronics Library Corp., V.T.R. Corp., and Waterbearer Films Inc. form the nucleus of a new tape CARtridge and videotape cartridge complex now being organized by Irv Stimler.

Stimler, director of special projects and tape for MGM Records, leaves the record label June 1 after eight years (see Executive Turntable).

The new tape and videotape firm, backed by a group of Wall Street investors, is negotiating for distribution for a line of 12 cassette and 8-track cartridges, according to Stimler. Four have been produced and the rest are in production.

Stimler said that Optronics will engage in buying rights for audio and visual products for

home use devices. He felt that the nation was gearing for a major explosion in consumer use of videotape products and that Optronics would be ready when it came.

Waterbearer Films will be involved in production of films and short subjects for use by theaters, TV stations, and VTR customers. First product is a short starring the Edwin Hawkins Singers which will be distributed by the Walter Reade Sterling theater chain. V.T.R. will specialize in tape cartridges for the present. In addition, Stimler will act as a consultant through a firm known as Merchandising Economics Consulting Corp. in the music field for Wall Street firms and other financial interests. He expects to hire a staff within the next few weeks.

RCA's Two New Caddies

NEW YORK—RCA Records is introducing two, larger Stereo 8 Tape Cartridge caddies—one for the home and one for automobiles.

The home caddy is of brown leatherette, trimmed in Florentine gold with self clasp. It is in the form of a bound-book with a vacuum formed insert to provide an individual space for cartridge and to make handling of the cartridge easier. It holds up to 10 cartridges, and has a list price category of \$5.95.

The car caddy, which carries 21 cartridges and is named the "21," is of olive leatherette with stainless steel trim, self clasp and twin handles. It has a list price category of \$10.95.

ITCC Bows 'Super Goodies' Promotion on 'Great Oldies'

NEW YORK — International Tape Cartridge Corp. (ITCC) is launching a "Super Goodies" promotion consisting of "great oldies" culled from its catalog.

The campaign, which will be spearheaded by 20 4 and 8-track titles, will run through May 31. Artists represented include Dio & the Belmonts, the Kingsmen, the Turbans, the Skyliners, the Dimensions, the Five Satans, the Olympics, Jimmy Clanton, Maxine Brown, the Shirelles, Gene Pitney, Gary, (U.S.) Bonds, the Lemon Pipers, Ohio Express, Cannibal and the Headhunters, and the Platters.

The "Super Goodies" promo-

tion is the latest in a series of ITCC campaigns which had centered around country music and soul. ITCC will supply dealers and tape merchandisers with store banners and full color "Super Goldies" posters.

As part of the "Super Goldies" promotion, ITCC has released three special cartridges on its ITCC label containing some of the "classics" of rock 'n' roll music. Entitled "16 pieces or Gold, Volumes 1, 2 & 3," these cartridges include "Land of 1,000 Dances" by Cannibal and the Headhunters, "Rhythm of the Rain" by the Cascades, an "So Fine" by the Fiestas, among others.

NAL Opens 3 Wings in New Policy Plan

NEW YORK—North American Leisure Corp. is opening branch sales offices with warehouse facilities in Los Angeles, Dallas and Atlanta to expedite its new high-speed product delivery policy. According to NAL president Larry Finley, this policy assures customers of a 24-hour fulfillment of orders.

The opening of the branch sales offices is the first step toward implementing the high-speed delivery plan, Finley said. These offices, when equipped with warehouse facilities and fully stocked, will be able to provide 24-hour air delivery on all NAL tape product to customers within their territories. Until such time when these facilities will be supplied with in-depth stock, each branch office will teletype orders to NAL's New York headquarters, and product will be air-shipped to the accounts from here.

Finley appointed Alan Landau to head the Los Angeles branch, Al Hawkins in Dallas, and Harris Rogers will head the Atlanta operation (see Executive Turntable).

As reported in last week's Billboard, Finley now owns 100 per cent of NAL following his buy-out of the 55 per cent interest in his company, previously owned by Omega Equities Corp.

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| 1—Fine Tuning | 6—Die-Cast Chrome Front |
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| 3—10 Watts Per Channel | 8—Manual Change Selector Button |
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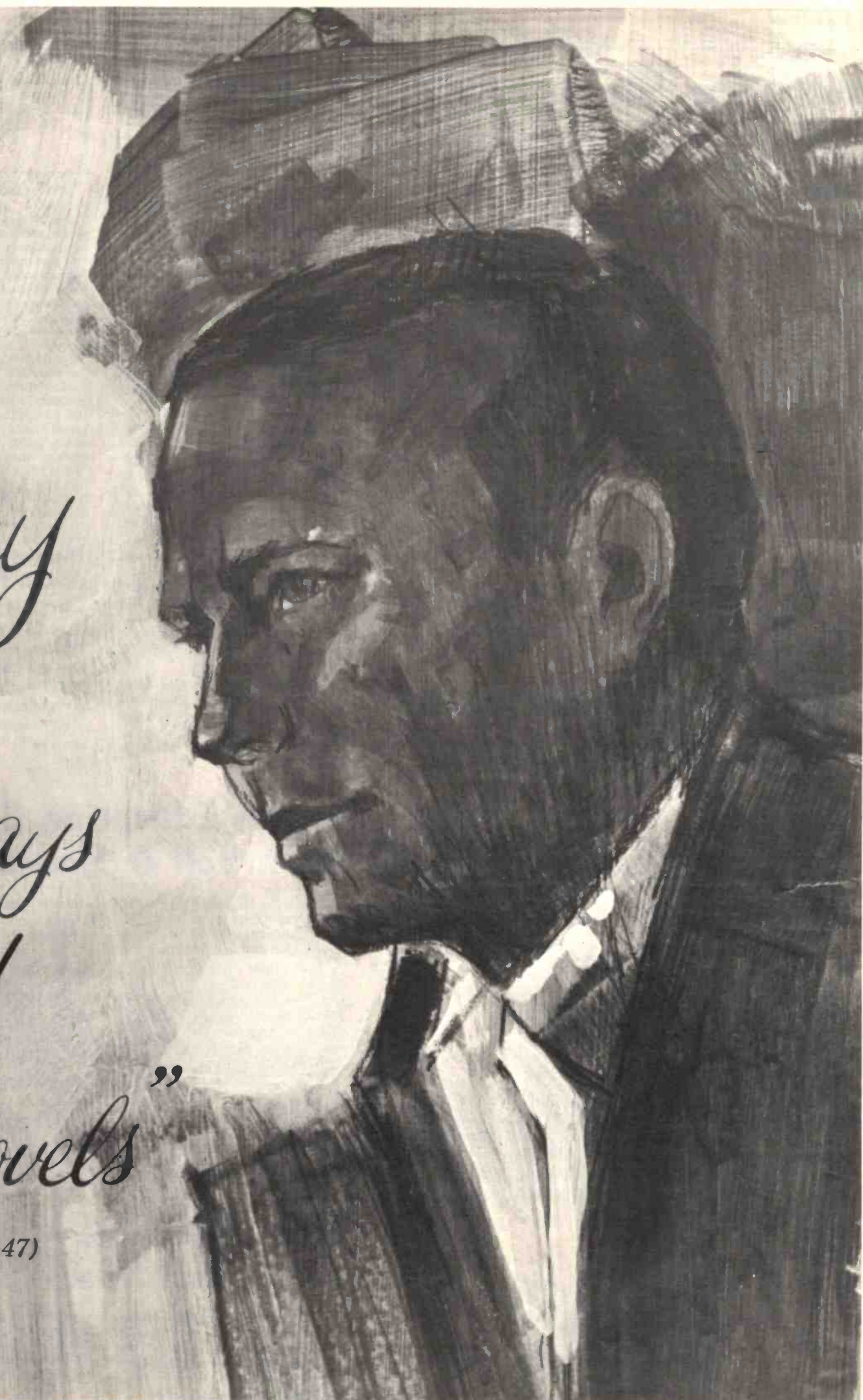
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Don Cherry

“The Days
of Sand
and Shovels”

(Monument 45-1147)



*But soon the days of sand and shovels,
Gave way to the mysteries of life.
Then I noticed she was changed,
And I looked at her through different eyes.*

monument record corp.
NASHVILLE/HOLLYWOOD



Norelco Study: Male Is Buying Boss; Dept. Stores Sales Key

NEW YORK—A marketing study of tape recorder buyers and users, and their preferences, conducted by the Norelco Home Entertainment Products Division of North American Philips Corp. revealed that men are making the purchasing decisions, and that the large percentage of sales are being made in department and radio/TV stores.

The study, dealing with recorders priced \$50 and up, also documents the recent popularity of self-contained systems, according to Wybo Semmelink, vice-president in charge of the division. Semmelink noted cassettes and cartridges—including 4- and 8-track equipment—accounted for 42 per cent of all tape recorder sales in 1968; this compares to 17 per cent in 1967. Additionally, cassettes comprised two-thirds, and portable units 88 per cent, of all 1968 cartridge-type sales, he added.

Semmelink drew a profile of

the purchaser derived from the data: The "composite" buyer is male, married, over 25, earns more than \$10,000 annually, and lives in a major urban center, Semmelink said.

He reported that department and radio/TV stores share top spot as leading retail outlets for tape recorders—each with 20 per cent. They are followed by discount stores at 12 per cent and appliance stores at 9 per cent. Audio speciality, camera, music and jewelry stores trail. This order has remained fairly constant over the last three years although department stores lost five points last year, while radio/TV gained three, and discounters lost three.

Only One Store

Regardless of where the tape recorder store is, 60 per cent of the buyers shop only one store, Semmelink observed. Eleven per cent will visit two stores; 20 per cent shop three or four; and the remaining 9 per cent will visit five or more stores.

This pattern also has shown little change during the past three years.

However, Semmelink said, two-thirds of all brand decisions are made before shopping. He attributes this, in part, to strong advertising and promotional campaigns intended to inform and presell the consumer. He cited Norelco's heavy advertising investment "designed to strengthen the brand name and generate traffic and sales for dealers."

About 50 per cent of the time, the husband does the shopping—almost twice as frequently as the wife. The third most important shoppers as "other adults," with teen-age boys, girls and family following in that order.

A further breakdown disclosed that more than 70 per cent of all tape recorders are self-purchase. The remaining are gifts, of which 40 per cent are for teen boys, 14 per cent for wives and 12 per cent for teen girls.

The male influence is maintained in the home; husbands are the principal tape recorder users, while teen boys use the equipment almost as much as wives.

Tape Happenings

LOS ANGELES—Hitachi has opened a production facility in Tokokawa to manufacture stereophonic equipment, including hi-fi sets, players, components, speakers, and phonographs. . . . Telex, Minneapolis, is introducing an 8-track home stereo cartridge recorder/player at \$189.95. Russ Molloy, consumer products sales manager, said plans are to introduce additional 8-track units.

Bell & Howell is offering a cassette tape player kit, featuring a Roadrunner cassette player, six batteries and earphone. Also in the kit are two tapes with stories, travel facts, behavior tips, sing-along songs and games, a travel booklet and a pre-recorded tape bonus offer. The package sells for \$38.88. The Roadrunner cassette features touch control for fast forward, drop-in cassette loading

and play or stop. Motorola's consumer products division has named Lee Distributing, Chicago, as the Rochester, N. Y., distributor for consumer products. . . . Realtone, Jersey City, N. J., will unveil seven products at the Consumer Electronics Show. They are: cassette recorder with AM/FM radio (model 7843) retails at \$99.95; an 8-track player with AM/FM stereo radio (model 4488) at \$139.95; a monaural cassette unit (model 7620), record/playback, at \$49.95; a cassette recorder (model 7609) at \$34.95; an AM/FM stereo modular unit with speakers (model 4370) at \$89.95; AM/FM stereo modular unit with speakers (model 4356) at \$69.95, and a AM/FM stereo table radio (model 4332) at \$59.55. AIWA to bolster its line with additional cassette and automotive units this summer, with special emphasis on cassette products. . . . Toshiba America has expanded its Los Angeles branch to larger office quarters at 1800 Beverly Boulevard. The company's former headquarters will be retained as the service department for home entertainment and calculator products. Takuzo Sakamoto is the Los Angeles manager for sales and service.

The Stereo Magic division of Eastern Specialties Corp., Mount Arlington, N. J., is introducing an AM cartridge tuner to complete a line of universal plug-in radios for use with all 4 or 8-track tape players. It lists for \$19.95. Other new products are a 2.5 amp AC/DC power supply for use with a line of tape players and a flat chrome speaker (DES-100) at \$9.95. . . . Jim Flora is TEAC's sales representative in Michigan and Toledo, Ohio. He'll headquarter in Plymouth, Mich. Roberts, Los Angeles, has added three sales representatives for its tape recorder and audio accessory lines. Roy O'Donnell Co. of Denver, covers Colorado, Idaho, Montana, Nebraska, Nevada, New Mexico, Texas, Utah and Wyoming. Samuel Frankel of Bala-Cynwyd, Pa., handles Delaware, New Jersey, (southern) and Pennsylvania (eastern). Connor & Associates of Northern California covers Nevada (northern) and Northern California. . . . Pat Cominsky moves to Baltimore as sales manager for Philco Distributors, with William McGourley succeeding Cominsky as sales manager in Philadelphia.

Muntz Deal With Audio Fidelity

NEW YORK — Muntz has concluded a deal with Audio Fidelity Records to manufacture and distribute the AF catalog of 4-track cartridges. It's a non-exclusive contract.

AF expects a release of its product by Muntz early in the fall.

Sports Education Cassettes Push Bell & Howell Units

SKOKIE, Ill.—Bell & Howell is promoting its cassette players this summer with a series of sports education cassettes.

The initial offering, "Julius Boros' Professional Golf Lessons," is being test-marketed in Philadelphia, Miami, Chicago and Los Angeles. The 13 separate lessons, which are supplemented with a 40-page booklet, can be purchased on two cassettes (\$14.95) or on one cassette (\$9.95).

The series, available only through Bell & Howell, will be sold in conjunction with the company's hardware line. The

cassette package is being produced by Nightingale-Conant, Chicago.

Two additional summer promotional products are cassette kits, the "Road Runner," featuring a player and two tapes with stories, travel facts and sing-along games, all set to original music, and "Record-All," a \$59.95 cassette player/recorder with a 30-minute blank cassette.

The company is introducing five cassette recorder/players at the Consumer Electronics Show in June.

Espo Develops Machine to Cut Label Work on Pkgs.

CHICAGO — Manufacturers and duplicators of prerecorded cassettes can avoid excess inventories of software caused by the necessity of having to label packages in large quantities.

A new machine that automatically labels both sides of a cassette simultaneously has been developed by Espo Engineering Corp. here, allowing manufacturers to label product as it is needed.

The pressure-sensitive labeling machine will handle up to 36,000 cassette per seven-hour shift.

Don Esposito, vice-president, research and development, said the five-year-old firm is working on a similar machine for labeling 8-track cartridges and is developing methods to automatically print graphics that use color separation.

Espo, according to Esposito, has been involved as a consultant firm with Ampex, Bell & Howell, Zenith, Motorola and other firms. The firm has two

labeling machines, the Cassette 60, an a smaller Cassette 20, which will handle up to 6,000 cassettes per shift.

RCA Ships 250,000 Copies Of Catalog to Distributors

NEW YORK — More than 250,000 copies of "The Stereo 8 Story," RCA's 130-page full-color Stereo 8 catalog, were shipped to distributors in its first month of release. According to Mort Barnett, manager of recorded tape advertising and promotion, this means that demand for the new catalog is about 25 times the initial demand the company encountered for its previous catalog, which eventually found its way to more than a million consumers.

RCA's catalog, with almost 800 titles, contains product from the following labels: RCA

Victor, Red Seal, Camden, Colgems, Calandar, Buena Vista, Chart, Diamond, Gamble, Crescendo, White Whale and Prestige. In addition to the titles, the catalog also lists such accessories as head cleaning cartridge, Stereo 8 Installation and Service Test cartridge and home and travel caddies.

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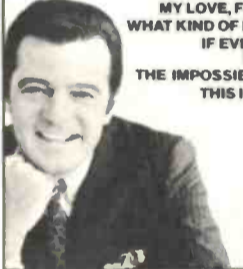
The Greatest of the Greatest Hits programs.

Being first to create new ideas to give your customers better listening pleasure, and to boost your sales and profits is what Columbia does best. It's our business. Creating Greatest Hits programs which meet with great success year after year is an example. We pioneered the GH concept; now we have the largest and best-selling GH catalog in the industry. And you just can't beat the sales potential of GH releases.

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ROBERT GOULET'S GREATEST HITS



MY LOVE, FORGIVE ME
WHAT KIND OF FOOL AM I?
IF EVER I WOULD
LEAVE YOU
THE IMPOSSIBLE DREAM
THIS IS ALL I ASK
and more

CS 9815/18 10 0656*/CQ 1145†


Volume IV
Tony Bennett's Greatest Hits



including:
For Once In My Life
The Shadow Of Your Smile
A Time For Love
Georgia Rose
People

CS 9814/18 10 0654*/CQ 1144†

RAY CONNIFF'S GREATEST HITS



Somewhere,
My Love
Invisible Tears
Memories Are Made Of This
'S Wonderful
Happiness Is
and more

CS 9839/18 10 0686*/14 10 0686**
/HC 1154†


The Buckingham's Greatest Hits



including:
Kind of a Drag/Mercy, Mercy, Mercy
Susan/Back In Love Again/Lawdy Miss Clawdy

CS 9812/18 10 0650*/HC 1143†


MILES DAVIS' GREATEST HITS



INCLUDING:
ROUND MIDNIGHT
SEVEN STEPS TO HEAVEN
ALL BLUES
E.S.P.
MY FUNNY VALENTINE

CS 9808/18 10 0644*/HC 1140†


Bernstein's Greatest Hits Vol. 2 New York Philharmonic



Somewhere from "West Side Story"
The Ride of the Valkyries/The Moldau
Danse Macabre
and others

MS 7246/18 11 0100*/MQ 1100†


ANDRE KOSTELANETZ' GREATEST HITS



INCLUDING:
THE SHADOW OF YOUR SMILE
SOMEWHERE MY LOVE
BLUESETTE
SABRE DANCE
ON THE TRAIL

CS 9740/18 10 0568*/HC 1071†

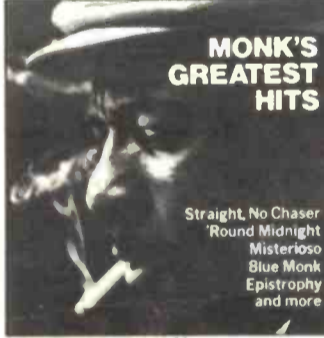
STONEWALL JACKSON'S GREATEST HITS VOL. 2



INCLUDING:
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A LITTLE GUY CALLED JOE/ANGRY WORDS
HELP STAMP OUT LONELINESS

CS 9770/18 10 0608*

MONK'S GREATEST HITS



Straight, No Chaser
Round Midnight
Misterioso
Blue Monk
Epistrophy
and more

CS 9775/18 10 0616*


CARL SMITH'S GREATEST HITS VOL. 2



Faded Love And
Winter Roses
Foggy River
Deep Water
You Ought To Hear Me Cry
There Stands The Glass
and more

CS 9807/18 10 0636*


CARL PERKINS' GREATEST HITS



Blue Suede Shoes/Folsom Prison Blues
Daddy Sang Bass/Mean Woman Blues
Honey Don't
and more

CS 9833/18 10 0676*/HC 1149†


E. POWER BIGGS' GREATEST HITS



Bach: Toccata and Fugue in D Minor
The Little Fugue/Sleepers Awake
Handel: The Cuckoo and the Nightingale
Clarke: Trumpet Voluntary
Widor: Toccata in F
Ives: Variations on "America" and more

MS 7269/MQ 1134†


BILLY WALKER'S GREATEST HITS



COME A LITTLE BIT CLOSER/FOREVER
CROSS THE BRAZOS AT WACO/CATTLE CALL
IF IT PLEASES YOU and more

CS 9798/18 10 0648*/CQ 1142†


LIBERACE'S GREATEST HITS



Warsaw Concerto
As Time Goes By/September Song
Beer Barrel Polka/I'm Always Chasing Rainbows
and more

CS 9845

The Chuck Wagon Gang's Greatest Hits



Including:
Open Up Them Pearly Gates
Thank God For Calvary/I'll Never More Stray
Where The Soul Never Dies
This World Is Not My Home

CS 9804/18 10 0642*/HC 1139†

*Available in 8-track stereo tape cartridge
**Available in 4-track stereo tape cartridge
†Available in 4-track reel-to-reel tape

Talent

Hendrix, Cat Mother & Miles Turn Garden Into a Rock Roost



RAY BLOCH, right, musical director of the "Ed Sullivan Show" since 1948, presents Sullivan with copies of his first two album releases for Ambassador Records.

NEW YORK — A Madison Square Gardenful of screaming teenies, calling from the tiers like crows on a clothesline, cawed and clawed each other to flash a camera in the face of the man who was once Little Richard's guitar player, working up to a typical Jimi Hendrix Experience with cheers for Cat Mother and the All-Night Newsboys, Polydor group, and Mercury's Buddy Miles Express on May 19.

Big Buddy Miles, who huffs like a pressure cooker and swats his drums as though he were beating down a door, has finally gathered together the kind of group predicted when Miles first lowered the old Electric Flag to catch the Express. A beefed-

up brass brigade, Herbie Rich's huddled meditations with the organ, plus Jim McCarty's mad dashes across the guitar have fused with Miles' strongarm drumming to make the Express the darkest, downest, most sapping soul experience working in the rock idiom. Razored on the strop of McCarty's electric strings, bent mercilessly in every direction, the group's weighted-down blues sound penetrates like a blade, as Miles' remote, boyish voice hangs back like second thoughts, adding to the edge by conjuring up a brand of blues that is far away and unsympathetic. Yet the group's hybrid of rock 'n' blues is the most creative undertaking of its kind, though the lead-heavy music may be, because of its density, the secular wound for fans of the hard down. Miles' latest Mercury album, "Electric Church," is co-produced by Hendrix. The group's performances of "Miss Lady" and Otis Redding's "Cigarettes and Coffee" were superb.

Cat Mother, five local boys who dig old rock 'n' roll and a lot of their own uninteresting material, bounded merrily through musical territory unaffected by content or design. Offering lighty and forgettable tunes, the group tripped harmlessly through "Bad News," "The Bramble Bush" and "Marie," scoring with their friendly, now-here style and Monkees-like vitality, but disappointing by adding nothing but their good name to the rock picture. Bob

Smith on organ and Larry Packer on violin, mandolin and lead guitar, could lift the group to more meaningful heights.

Hendrix, a Reprise artist, of course, was loose and leering, bucking and flinching to the groans of his guitar, which is his specialty. Despite the showmanship that keeps serious rock buffs away from his self-celebrations, Hendrix is a brilliant technician and stylist, squeezing from his arsenal of guitars every shock of plugged-in power and

(Continued on page 28)

Who Show Why, How They're Best

NEW YORK — The sustained excitement of the Who's first show at Fillmore East on May 17 handily demonstrated that the Decca Records quartet is the best performing veteran rock group around. While other rock units of the early '60's have broken up or dropped personal appearances, the Who have become better and better.

For the first time here, Peter Townshend didn't resort to ending the show by shattering his guitar. He's such an exciting performer, he doesn't need this device any more. However, it was impossible to restrain Keith Moon, as his drums were strewn about at the finale.

The opening acts were good also, especially It's a Beautiful Day, which was making its first Fillmore East appearance. Sweetwater's heady musicianship also was first-rate. The former also rocked, but with softer elements too. Two good lead vocalists, violinist David LaFlamme and Pattie Santos, also are keys for It's a Beautiful Day.

Much of their set consisted of material from their upcoming debut album on Columbia. "Hot Summer Day" and "White Bird" both utilized the voices of LaFlamme and Santos as solos, in counterpart, as duet, and with organist Fred Webb. LaFlamme, Webb and guitarist Hal Wagonett also had good instrumental segments. Drummer Mike Hol-

man and bass guitarist Val Fuentes supplied solid support.

Then came the Who, a remarkable, dynamic group whose electricity never lets up. Roger Daltry's vocals are as strong as anyone's in the field, while Townshend still is a formidable challenger to the title of the most exciting guitarist around. Moon, at times a comic performer-conductor, ranks among the upper echelon of rock drummers. John Entwistle, not as animated as his three colleagues, is one of the steadiest of bass guitarists.

There were differences in the material this time as the bulk of the set was devoted to selections from their new two-LP rock opera "Tommy," but the excitement was there throughout. The concluding "We're not gonna take it" was devastating.

Then came two hard rockers familiar to Who fans and "Summertime Blues" and "Shake It All Over" have never sounded stronger. The leaping of Daltry and Townshend, who also contributed solid singing in the set, and Moon's remarkable ending brought the large audience to its feet. Half of his drum set fell over, but he kept playing. He carried one snare drum onto

the stage and played it. Before the show ended, this drum and a cymbal were sent flying.

Perhaps the most remarkable part of the show was that it went off at all. A fire gutted an adjacent store the preceding night and caused the May 16 second show to be switched to the afternoon of May 18, but, except for a scorched marquee, there was no damage to Fillmore East. Daltry and Townshend also had a problem with a plainclothesman due to the fire, but it didn't hamper their superb performances. The Who is unique in today's musical scene.

FRED KIRBY

Taylor/McKendree Two Topflight Acts

NEW YORK — Two exceptional folk-style voices contributed to a topflight show at the Bitter End on May 15: James Taylor and Fran McKendree. The latter also had strong instrumental support from the other members of his Decca group: McKendree Spring.

Taylor, accompanying himself on acoustic guitar, relied

heavily on material from his debut Apple album, including "Something in the Way She Moves," "Something's Wrong," "Sunshine Sunshine" and his single "Carolina in My Mind." The last was one of his many highlights.

He went gospel in "People Get Ready," traditional in "Oh, Susannah," restless in "Something's Wrong" and tender throughout, especially in "Something in the Way She Moves" and "Sunshine Sunshine." Taylor also sang the Coca-Cola commercial and a blues take-off with good comic effect. Taylor's easy banter also buoyed his performance.

McKendree Spring is one of the top young folk units around. In McKendree, the group has a vocalist with a Tim Hardin sound. Mike Dreyfuss is one of the most talented of young musicians as he played violin, viola and teremin. Add solid work from electric guitarist Martin Slutsky and bass guitarist Larry Tucker and McKendree Spring has a good sound with a bright future. McKendree played acoustic guitar.

The group also relied heavily on its debut album with the bluesy "No Regrets" and the subtle protest "Spock" standing out. "I Can't Make It Anymore" also utilized a steady folk theme. The faster "If the Sun Should Rise" was another good number from the Decca LP.

FRED KIRBY

Paxton Parlays Folk and Drama Into Winning Double

NEW YORK — Due to an oversight by the pop public and the gentle, uncompromising folk singing of Tom Paxton, the Elektra bard should continue to enjoy his uncelebrated, but undeniable status as America's only urban troubadour. Accompanied by a Nashville-flavored piano and bass, Paxton previewed his latest compositions at the Bitter End, Wednesday (21).

Simple, yet suggestive in his presentation, Paxton has mastered a subtle interaction of music and mime, cleverly manipulating the house lights to die or rise with the drama of his sung anecdotes. His eyes are the gesturing hands of his stories, acting out the distant dreams, rage and emptiness in the lyric as his hands are tied nimbling to the quiet, consistent task of picking his guitar. His finest numbers were "If I Had a Troubadour," "About

the Children," "Angie" and "Chances," while Paxton, as always, skipped with critical, patronizing puckishness through politics, pop culture and country tunes.

Sometimes pretentiously unpretentious as in his apologies for the slick fretwork in his "Bottle of Wine" laughter, Paxton instantly closes in on the warm irony of passive love, longing and the soft fantasies of simple folk, catching the spotlight in and across his eyes, always deep in sympathetic expression with his music. A fine dramatist whose true, clear voice will live long after the Leonard Cohens and Tim Hardins have dropped off the charts with their transient tunes of self-conscious allusion, Paxton's detailed descriptions of city folk and their country neighbors will last as long as real folk music continues as a tradition in America.

Utley Tours With Artists

NEW YORK — Bill Utley, president of Reb Foster Associates, has embarked on a trip to Scandinavia, Amsterdam and London in connection with the tours of Steppenwolf and Three Dog Night. This marks Three Dog Night's first European tour. Steppenwolf is set for television appearances in Belgium, Amsterdam and Paris, as well as concert performances in Stockholm, Aarhus and Copenhagen.

While in Copenhagen, Utley will meet with executives of Bendix Music to form plans for a four-date engagement in the Scandinavian countries for Three Dog Night. In London, Utley will hold meetings with representatives of the Harold Davison Agency, the BBC, members of the European press and EMI.

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Brubeck's Oratorio a Bright Light in Jazz-Classic Music

NEW YORK — Dave Brubeck's oratorio, "The Light in the Wilderness," received a sterling performance at Philharmonic Hall on May 16. The forces included the Cincinnati Symphony, the Miami (Ohio) University A Capella Singers, baritone Robert Hale, and the composer, all ably conducted by Erich Kunzel. Except for Hale, these are the same performers who appear on Decca's successful recording of the religious work.

Brubeck's lengthy work imaginatively utilizes jazz and more standard classical elements, while the text is mainly drawn from the Bible. Musically, the strong-

est part is the choral writing, and the Miami chorus was perfect in its handling of the material with flawless diction which added to the work's impact.

Hale probably gave his finest local performance both vocally and interpretatively. The jazz sections included improvisations by Brubeck at piano and by members of the Symphony Jazz Quintet. These were generally good. Brubeck is a Columbia artist. The oratorio, an obvious crowd pleaser, drew an enthusiastic audience response. Brubeck, Hale and the Miami chorus will accompany the Cincinnati on its European tour, when the oratorio also will be performed.

Max Rudolf, the Cincinnati's music director, opened the program by conducting Nielsen's "Symphony No. 4 (Inextinguishable)," which he has recorded with the orchestra for Decca. **FRED KIRBY**

World Series Of Jazz Set

SAN ANTONIO — The first World Series of Jazz will be held here in the Theatre for the Performing Arts on Monday (27); with the appearance of Jim Cullums' Happy Jazz Band against the World's Greatest Jazz Band of Yank Lawson and Bob Haggart.

In addition to Lawson and Haggart, other musicians in the World's Greatest Jazz Band whose mission it is to save American jazz are Billy Butterfield, Lou McGarity, Carl Fontana, Bud Freeman, Bob Wilber, Ralph Sutton, Gus Johnson Jr., and Maxine Sullivan as vocalist.

Cullums' Happy Jazz band was organized here seven years ago and is composed, in addition to Cullum Sr., of Jim Cullum Jr., Gene McKinney, Cliff Gillette, Curly Williams, Harvey Kindervater and Wilson Davis.

The Nice Booked For a U. S. Return

NEW YORK — The Nice, British group who recently closed a six-week U. S. tour, have been set for a return visit to America in mid-July. During the interim six-week period, the group has been tabbed for a series of dates in England and the Continent.

Meantime, the Nice is riding high with their current album "Ars Longa Vita Brevis" on Immediate Records (distributed by CBS).

Signings

Brother Jack McDuff signed a long-term contract with Blue Note, where his first album will be produced by Lew Futterman of Concert House Productions. . . . Inner Dialogue to Ranwood. . . . Bill Cowstill signed an exclusive production and writing contract with Leonard Stogel & Associates. . . . John Fischer has joined F.E.L./Flair, where his debut album will be issued on the F.E.L. religious label. . . . Timmy Willis signed with Jubilee through George McGregor of Gee Mac Productions. Willis' first single is "I Finally Found a Woman" and "February." . . . Composers Edward Millis and Chris Ducey to James Byron for personal management. . . . Boxer Jerry Quarry signed with the Charles Stern Agency for exclusive representation.

From The Music Capitals of the World

(DOMESTIC)

CHICAGO

Chess Records is sending a producer to Los Angeles, where Bo Diddley will soon be recording again in his home. . . . The Chicago Blues All-Star Band has been formed, featuring Willie Dixon, bass; Johnny Shines, guitar; Walter (Shaky) Horton, mouth organ; Sunnyland Slim, piano; Clifton James, drums. All are lead singers and switch off during their performances. . . . An estimated 50,000 turned out for the Jefferson Airplane Free Concert May 13 at Grant Park. . . . RCA's Ralph Ebler is playing host this week to Marilyn Maye, who is in town for the annual WGN dinner.

Delaney & Bonnie & Friends were in town for a promotion tour. The group has a new Elektra single, "When This Battle Is Over," and a new album, "Delaney & Bonnie & Friends." Hosting the visitors were Ed Redmond, Elektra, and Jimmy Bryant, M.S. Distributing. . . . The John Paul Duo has begun a four-week engagement at the Flower Pot. . . . Who, Buddy Rich & the Buddy Rich Orchestra and Joe Cocker & the Greaseband are slated for Memorial Day weekend at Aaron Russo's Kinetic Playground. . . . Susan Distributing Co., Inc. held an open house May 22 at its plant and offices in suburban Skokie.

John Bishop and his trio will open a three-week engagement on Tuesday (27) at the London House.

Trixi Lopez and Tiny Tim were recent visitors on WBBM-TV's "The Lee Phillip Show." . . . Harry (Tex) Fenster reports that Dick Wickman and his band will be back at New York's Roseland Dance City July 22. . . . Vocalist Cheryl Berdell, comedian Lou Alexander and the Joe Iaco Trio are performing at the Playboy's Penthouse. On tap in the Living Room are the Harold Harris Trio, Keith Droste Trio, Gene Esposito Trio and John Gittens Trio.

Vocalist Dana Valery is winding up a three-week engagement at Mister Kelly's. Appearing with Miss Valery is comedian Jerry Shane. . . . Recently signed artists on the Delmark roster include harmonicaist Carey Bell, guitarist Jimmy (Fast Fingers) Dawkins, Luther Allison and Mighty Joe Young and AACM tenor sax/composer Maurice McIntyre. Bob Koester, producer of Delmark Records, spoke on urban blues during Highland Park High School's recent week-long seminar, "Focus on the City." Dawkins and his band provided the music.

Various promotional appearances in the Chicago area have been slated for the Mass in support of their new release on Neil Records, "I'll Meet You in My Dreams." . . . Ben Arden, Empire Room maestro, has given notice that his orchestra will not re-sign at the expiration of his current contract on July 2. . . . Uncle Andy's Cow Palace Restaurant recently celebrated its opening in suburban Palatine under the ownership of John Bakos.

RON SCHLACHTER

MEMPHIS

Dan Penn and Spooner Oldham have been writing songs for each to do an album. Penn will sing his album for release on Atlantic. Oldham plans an instrumental that features his own piano playing. . . . Chips Moman and Tommy Cogbill, producers at American, worked with Neil Diamond, Sandy Posey and the Box Tops. Mark James, producer at American, is putting strings and horns on a single he recorded on himself. James is one of the writers for the Box Tops and B. J. Thomas. Moman produced a session on Ronnie Stoots for his own AGP Record label. . . .

Mary Holiday, who has been backing up numerous Memphis recording sessions, including Elvis Presley, B. J. Thomas and others, has been joined in Memphis to work on several additional sessions by Jeannie Green, Donna Thatcher and Susan Pilkington from Florence, Ala. They work on sessions at Fame in Muscle Shoals.

Judd Phillips Jr. is now a producer-engineer for Dave Hassinger's Sound Factory in Hollywood. He worked for Sun Record Co. and Holiday Inn Record Co., as a producer-promotions man before going to the West Coast. He is now producing several things in Memphis for the Sound Factory operations. . . . Phillips is also producing in Memphis for other labels. . . . Ike and Tina Turner, a husband-wife team from San Francisco, have been working on a single and album at Hi Record Co., under the aegis of producer Willie Mitchell. . . . Rudolph Russell, president, and Quinton Claunch, vice-president, have completed a production session on James Carr. . . . Betty Berger, president of Continental Artists booking agency, has hired Vincent Alphonzo to work in her agency. She signed Ollie Jackson to a booking contract. The Hombres will play the Gold Room at Shannon, Miss.

JAMES D. KINGSLEY

NEW YORK

Atco's Led Zeppelin, Cadet's Woody Herman and Elektra's Delaney & Bonnie & Friends play Fillmore East on Friday (30) and Saturday (31). . . . Barbara McNair arrives in New York this week for meetings on her debut album on Audio Fidelity. . . . Jimmy Wisner, Columbia's East Coast director of pop recording, flew to the West Coast to produce an album of Italian songs by Robert Goulet. The sessions are being arranged and conducted by Don Costa. . . . Mercury's Buddy Miles Express signed with Neil C. Reshen Business Management for business management and with Janis Murray for press and public relations. Mercury producer Anne Tansley also signed with Reshen.

Felicia Sanders opened a three-week engagement at the Rainbow Grill on Monday (19). . . . The Mr. Stress Blues Band headlined Cincinnati's Black Dome on Friday (23) and Saturday (24). . . . Atco's Vanilla Fudge plays the Hampton Beach (N. J.) Casino on Friday (30); Diamond Beach Club in Wildwood, N. J., on Saturday (31); Chicago's Kinetic Playground, June 6 and 7; Detroit's Grande Ballroom, June 13 and 14; the Lambertville (N. J.) Music Circus, July 6; the Blossom Music Center, North Hampton Township, Ohio, July 8; Dubuque, Ia., July 9; the Graffiti Club of Aurora, Ill., July 11; Majestic Hills of Lake Geneva, Wis., July 12; Ravina Festival at Highland Park, Ill., Aug. 8; Pittsburgh's Civic Arena, Aug. 9; Smithville (N. J.) Music Fair, Aug. 10; Shady Grove Music Fair at Gaithersburg, Md., Aug. 11; and Montreal's Expo Fair Grounds, Aug. 22.

Eric Anderson of Warner Bros.-Seven Arts Records and David Rea play the Main Point in Bryn Mawr, Pa., on Thursday (29) through Sunday (1). Philips' Andy Robinson plays the Main Point with Wooley Thumpers Jug Band, June 12-15. Elektra's Tom Paxton appears June 18-22. . . . Atlantic's Eddie Harris opens a two-week stint at Stockholm's Golden Circle on Sunday (1). . . . Club Revelation, a new multi-media supper club, is presenting its "space odyssey in sound and color" at 8717 Fourth Avenue, Brooklyn. . . . Morris Levy, president of Roulette Records, was honored as "Democrat of the Year" by the Lower

(Continued on page 28)

RICH LITTLE
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'Bound to Happen Billboard's Ed Ochs

has gone completely underground. Then he was always underground, probing R&B in Soul Sauce and reporting the rock scene from Fillmore East. Ed's crisp writing and sharp insight will go heady and heavy, inside and under the "new" music in Billboards,

In June

Say You Saw It in the Billboard

'A' is for Apple, 'Z' is for Zapple.

Introducing Zapple, a new label from Apple Records.

For about a year now Apple has been producing pop records. And it's done quite well too, with Artists like Mary Hopkin, Jackie Lomax, and of course, the Beatles.

Many people have asked, why don't we try something different for a change? Enough pop is enough, they've said.

Well, we don't want Apple to become a 'one product company' any more than anybody else does.

So we've done something about it.

This something is called Zapple.

What's Zapple about?

We want to publish all sorts of sounds. Some of these sounds will be spoken, some electronic, some classical. We'll be producing recorded interviews too. Some of the people we put on record will be well-known some not so well-known.

This means that you'll get plenty of variety. We don't want Zapple to become a one track record label.

We'll publish almost anything providing it's valid, and good. We're not going to put out rubbish, at any price.

What will Zapple cost?

We decided to divide the Zapple label into three price categories. These prices will depend by and large on the contents and production costs of the album. If the album doesn't cost much to produce then you won't pay much. The three

price categories* are as follows:

- (a) 15/- (ZAP.)
- (b) 21/- (ZAPREC.)
- (c) 37/5 (ZAPPLE.)

The first 2 Zapples will be out May 26th.

One's by John Lennon and Yoko Ono. It's called 'Life with the Lions:



John Lennon/Yoko Ono: (Zapple ST 3357)

Unfinished Music No.2'.

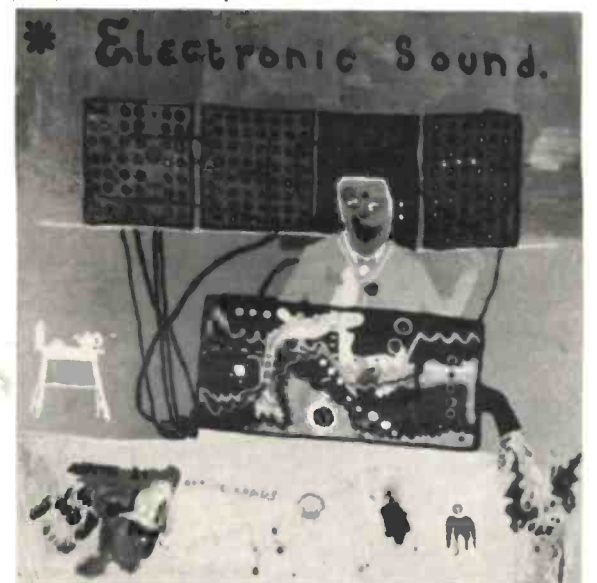
The other's by George Harrison. It's called 'Electronic Sound'. This is a new thing for George. It's all done on a machine called the Moog Synthesiser. One side's called 'Under the Mersey Wall'. The other's called 'No time or space'.

The third Zapple will be by American poet Richard Brautigan. It'll be called 'Listening to Richard Brautigan'. We're hoping to release it soon along with one other, which we've yet to decide on.

Where to buy Zapples.

Zapples should be on sale in most leading record shops and

some book shops. If you're not sure what a 'leading' record shop is and whether there's one near you, fill in the coupon below and pop it in the post to us.



George Harrison:

(Zapple ST 3358)

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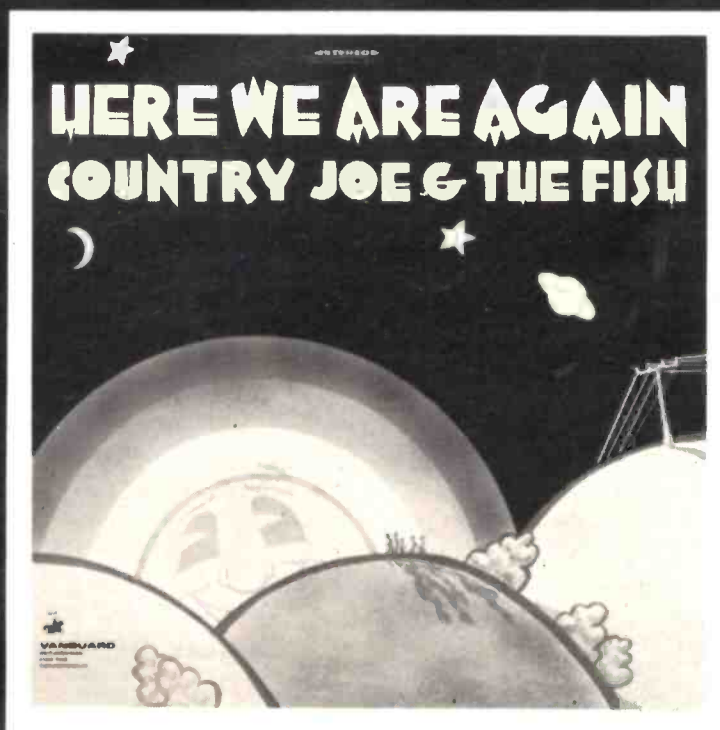
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BUFFY SAINTE-MARIE



COUNTRY JOE & THE FISH

Earrings Turn Hard —Now Easy to Hear

NEW YORK — Battling equipment difficulties, the Golden Earrings indicated they have heavy talent in the hard rock vein. The Polydor quartet opened at Ungano's on Tuesday (20).

Blown fuses cut numbers short three times, while the organ was virtually inoperable. The instrument, borrowed from Joe Cocker and the Grease Band seemed to afford that act no difficulties. Cocker, an A&M artist, filled the room with electricity as his dynamic vocal style spun out such numbers as "Let's Go Get Stoned."

Golden Earrings, producing a harder sound than on their previous Capitol albums, showed they could justify the faith the new U. S. Polydor label has in

making the Dutch unit their first single act.

Both sides of the single were offered, including "It's Alright, But I Admit It Could Be Better." As in most of the material, Rinus Gerritsen stuck to his bass guitar rather than tackle the organ, which he also plays, but the fine rock sound came through.

Barry Hay provided strong lead vocals and also fine flute playing. On the other numbers he also handled rhythm guitar. Lead guitar was well handled by George Kooymans, who also assisted on vocals, while Jaap Eggermont was solid on drums. The single's "B" side, "Song of a Devil Servant," was a good softer number. On this one, Gerritsen tried the electric piano.

The opening, "Good Times," set the pattern for the set. The hard rock was exceptional. The organ wasn't used. A blown fuse cut the number short. Only on the closing "Eight Miles High" was the unit able to finish, although playing without keyboards. Hay and Kooymans were a strong vocal duet, while Gerritsen has an excellent solo on bass guitar. This group can yet make an impact here; their new style certainly suits them.

FRED KIRBY

Alice Cooper Tour Begins in Nevada

SALT LAKE CITY — Alice Cooper, five-man Straight Records group, begins a cross-country tour here on Tuesday (3). Dates include New York's Felt Forum on Friday (6) and Saturday (7), Denver, Cincinnati, Phoenix, Pittsburgh, Buffalo, Philadelphia, the Toronto Pop Festival.

The unit also will play the New York City Pop Festival at Roosevelt Raceway on July 4 and 5. The festival is sponsored by their business manager, Neil Reshen.

Freddie Cole Set For Chicago Hotel

NEW YORK — Freddie Cole, who is riding up on the charts with his De-Lite Records release of "Fourth Blue Monday," is set for a two-week date at the Sheraton O'Hara, Chicago, beginning July 8. Dole, who is a brother of the late Nat King Cole, will be dedicating a school in Chicago in honor of his brother on June 22.

He follows the Chicago booking with an eight-week stay at the New Inn, Okoboji Lake, Ia., starting July 25.

Gardens Rock Roost

• Continued from page 23

psychedelic beauty. His fierce, almost sadistic manipulation of the guitar's mania, is arrogantly featured in his act as he humiliates the instrument by raking it across the microphone stand, playing it disinterestedly behind his back, pushing up the volume till it whines out in pain and, finally, popping a string and discarding it altogether. With Noel Redding on bass and Mitch Mitchell on drums, the Jimi Hendrix Experience is one that every rock nut should have sooner or later. ED OCHS

Davis, 30 Other Performers To Appear at Jazz Festival

SAN DIEGO—Sammy Davis Jr. and about 30 other performers will appear in a "Jazz by the Bay" festival here June 21-22 in the International Sports Arena.

The festival program includes concerts by Davis, Oscar Peterson, Gabor Szabo, Cal Tjader, Jimmy Smith, Odetta, the Young-Holt Trio Unlimited, Ahmad Jamal, Herbie Hancock and Shelly Manne.

"Jazz by the Bay" is scheduled as part of a series of activities beginning June 14 that will include a jazz workshop at San Diego State College and jam sessions featuring local talent in San Diego parks and schools.

Davis kicks off the festival June 21 with an afternoon concert, with Oscar Peterson, the Sandpipers, Gabor Szabo and vocalist Michelle Nichols. An evening performance features Tjader, pianist Calvin Jackson, Oliver Nelson and Jimmy Smith.

The final scheduled performance will be a June 22 afternoon concert with Odetta, the Mighty Panther, Ahmad Jamal, Peggy Menifee, the Young-Holt Trio Unlimited and the San Diego Youth Symphony.

Also scheduled to perform

during the festival are the Fabulous Impressions, Shelly Manne, the Clara Ward Singers, Herbie Hancock, Paul Lopez, Rita Moss, Bob Pell, Bill Evans and the San Diego State Jazz Ensemble.

The festival is produced by Jimmy Lyons, founder and director of the Monterey Jazz Festival, and sponsored by COPE (Community Opportunity Programs in Education) in conjunction with San Diego's 200th anniversary.

Low-Priced Concerts Star Elektra Acts

LOS ANGELES — Elektra Records will showcase its artists in an inexpensive concert series at the Aquarius Theater here in July and August. Running on consecutive Mondays, the series has a tentative ticket price of \$2 each.

Among the Elektra acts scheduled to perform are the Doors, Spider John Koerner and Willie Murphy, Rhinoceros, Lamb, Paul Butterfield Blues Band, the Soft White Underbelly, the Dillards, Lonnie Mack, Bread, the Stooges, and Delaney and Bonnie and Friends.

The Aquarius has been the home of the Los Angeles production of "Hair" since December. The arrangements for the series were made by Jack Holzman, Elektra president, through Pat Faralla, West Coast publicists.

Elektra also will rent the Aquarius for a special concert on Monday (26) with the Incredible String Band. This concert carries a \$3.50 top. The Theater, which holds more than 1,100 persons, was the original Hullabaloo Club and later Kaleidoscope. Alan Emig, a West Coast producer-engineer for Elektra, will handle sound for the concerts.

Campus Dates

Epic's Sly & the Family Stone play Hampton Sidney Institute on June 27.

Capitol's Cannonball Adderley performs at Rutgers University on July 26.

The Queens (N. Y.) College Golden Center Concert Series for 1969-70 includes violinist Isaac Stern of Columbia, Oct. 11; the Detroit Symphony, Nov. 1; London pianist Vladimir Ashkenazy, Nov. 8; Angel mezzo-soprano Janet Baker, Jan. 3; bass Martti Talvela, Feb. 14; cellist Janos Starker, March 14; Orchestra Sinfonia de Compo, March 28; and Rotterdam Philharmonic, April 25.

September dates for United Artists' Josh White Jr. include St. Bernard (Ala.) College, Sept. 9; Idaho State University, Sept. 12; College of South Idaho, Sept. 13; College of Idaho, Sept. 15; Boise State College, Sept. 16; and University of Idaho, Sept. 18.

Conservatory's Jazz Courses

BOSTON—The New England Conservatory of Music will inaugurate a fully accredited jazz department this September. Courses will cover all aspects of jazz theory, history, arranging, composition and improvisation.

A bachelor's or master's degree will be offered in jazz. The school begins its jazz program this summer at its Tanglewood institute with two three-week seminars, July 14-Aug. 2, and Aug. 4 through Aug. 22.

Jazz ensembles will be formed by the students to work in performance techniques, improvisation and fundamentals of theory. Instructors will be Jerry Coker and David Baker. A tuition of \$150 per three-week session will be charged.

Auditors will be allowed to sit in on any of the classes at \$50 per week.

LAST WEEK . . .

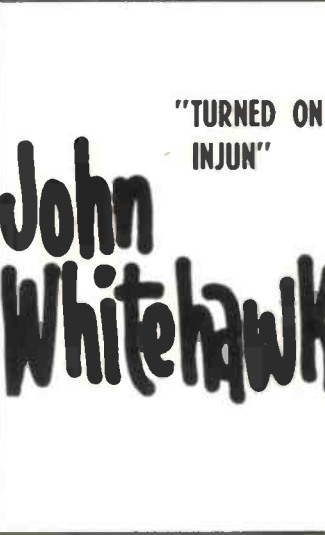


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Commercials

Warwick & Legler Join Bulb Set

By CLAUDE HALL

NEW YORK — Warwick & Legler Inc.—which handles such accounts as Seagram liquor brands, Beck's Beer, Chooz, American Can and Timex—has wrapped up a TV commercial for the Holland Bulb Association. The animated cartoon strip shows bulbs of various varieties growing, such as the Prince Charles and the Queen of Sheba—all to music, reports creative director Bob Miller of Warwick & Legler. The music will probably be canned on this commercial. On a recent Beck's

Beer commercial, Warwick & Legler used music from Corelli Jacobs Film Music Inc. that was composed by Kurt Rehfeld—specifically two music selections called "In the Tyrol" and "Vienna Rendezvous."

Miller said he hoped to get Warwick & Legler deeper involved in the creative aspects of music in commercials. Just recently joining Warwick & Legler from BBD&O where he was an associate creative director, Miller has a varied background emphasizing both copywriting

for advertisements and music. With another copywriter named Bill Conklin, Miller wrote a musical play in 1964 called "Oh, Say Can You See" that ran six weeks in New York. To illustrate his belief in music, he pointed out that in his 12 years at BBD&O, they'd come up with the Schaefer Beer commercial tune and used it for the past eight years. "That's the secret—if you have a good jingle you can stay with it indefinitely and keep attacking it with fresh ver-

(Continued on page 48)

Phillips Deals New Hot Hand

By RON BATISTE

LOS ANGELES — What do movies, records and beer commercials all have in common?

The answer—Stu Phillips, one of Hollywood's most successful and prolific arrangers, producers, composers—and now a top commercial writer.

Phillips, 35, and originally from New York, recently completed work on a series of Hamms Beer advertisements for J. Walter Thompson, the giant New York advertising firm. Also among recent commercial credits is an Eldon Toys series.

And while all of these were going on, the graduate of the Eastman School of Music, Rochester, N. Y., scored "Follow Me," arranged "Through Spray Colored Glasses" for Dino, Desi and Billy, and scored the movie, "Run, Angel, Run."

He is working on two other films—"Gay Deceivers" and Commonwealth/United's "The Big Blast," starring Peter Lawford. For the beer commercials, Phillips said most of his work consisted of arranging music already in the public domain for a small combo. Ad copy was used rather than lyrics.

The return to commercials ends a seven-year hiatus for Phillips. The last time he wrote ad music was in 1962 when he scored the Yuban Coffee presentations. Among others he did earlier were General Times, Herbert Tarcyton cigarettes, and Q-Tips.

He is now an independent producer and has no contract with any studio. His records have been produced on several labels. He plans production of a special on the rock singer, Sagid Khan. Phillips already has produced one of Khan's albums.

Phillips would not say exactly how much time he spent on his projects—"Some naturally come easier than others"—but he said arranging was easier than composing original music. He credits his big break in music to Milton Berle. Berle hired Phillips as a music copyist for the "Texaco Hour" on TV out of scores of other applicants. He added this would not be his last venture into commercial music scoring; he expects to be more active in the medium.

Ad Notes

By CLAUDE HALL
Radio-TV Editor

"I've Got a Tiger by the Tail" and "Sam's Place" are slated for Coke commercials. The man who'll be airing them is Buck Owens, Capitol Records artist, who made both tunes country music hits. He just finished recording the spots, which will be blanketed over the nation. . . . Maurie Webster, vice-president of division services at CBS Radio, told Kansas City advertising executives that there are five ways agencies and clients can turn a good radio commercial into a disaster: Avoid a commercial with a clear concept; write poorly and if that doesn't work, over-write; use bad lyrics on a music spot or hire completely incompetent singers; have background music or sound so loud that the listeners can't get the foreground message; in casting announcers or actors, use only agency secretaries or junior account men, or, if possible, the client's relatives.

Theme Productions, 17596 Wyoming Avenue, Detroit, has recently created commercials for such national clients as Kent cigarettes, Mustang Malt Liquors, Lanolin Plus, and Mystery of Black cosmetics. Local spots have been done for Wrigley's and Packer's supermarkets and People's Outfitting Co. Carl Porter, president of the black-owned firm, says he uses the talents of many of the same songwriters, musicians, and recording artists who work for Motown Records for spots. . . . Katz TV has been named national sales representative for KATU-TV, Portland, Ore. . . . James Brown of King Records is among those who have cut spots for the World Health Organization which will be carried by the networks and also distributed to 1,500 radio stations. Ira Ashley produced the series of 23 ten-second-to-one-minute spots, the first in the 21-year history of the U. N. organization.

The national Tanfastic and the new national TV spot for Levis were voiced-over by KYA, San Francisco, air personality Johnny Holliday. . . . Louis T. Fischer of Dancer-Fitzgerald-Sample was awarded the Gold Key of the Station Representative Association here May 20 at a luncheon; the Silver Nail Timebuyer of the Year award went to Robert L. Turner of McCann-Erickson. . . . Jean Jacques Perrey, whose electronic musical effects are heard on numerous commercials, just completed new spots for Eveready Alkaline, produced by Howard Cowell for the William Esty Co. and Halo Shampoo, produced by John Blumenthal, also of William Esty Co. Both will be aired in the near future. Perrey does jingle work for Laurie Productions.

Composer-artist Dick Behrke, also known as King Richard of the Flugel Knights, has scored the signature for the new General Foods Dream Whip campaign; Kathy Land produced for the Grey Advertising agency, William Mostad was art director, Vance Arbuckle was copywriter. . . . Chleo Hamilton produced and composed the music for a series of seven TV spots for the Brown Shoe Co., each with a different musical concept. Helen Nelson produced for the Leo Burnett agency and the spots will hit the screen in June. . . . Emil Ascher Inc., king of the background music libraries, has reissued a catalog listing all of the music acquired in the last two years. It's 180 pages and is only one-of-four catalogs the company has available. For copies, write Emil Ascher Inc., Suite 410, 745 Fifth Avenue, New York, N. Y. 10022.

Renfrew Rides Via Capitol Department

By ELIOT TIEGEL

LOS ANGELES—Renfrew of the Groupies is the lead character in a running series of 120-second radio spots promoting progressive rock music and created by Capitol's pop merchandising department.

The Renfrew spots are designed to create a comical serialization type of commercial. "Our approach is akin to a soap opera," explained Al Davis, a former broadcaster who is now the label's pop product merchandising manager and its chief commercial creator.

Davis and Farley Smith, an associate, began writing the series one month ago, and the first six spots have already played in several major markets, including a progressive rock station in Salt Lake City.

Each commercial tells a "story" of the famed policeman starting out in search of something and running into a "groupie" (a sexually liberated female) who hangs around with rock musicians. The emphasis is all on a soft sell approach, but

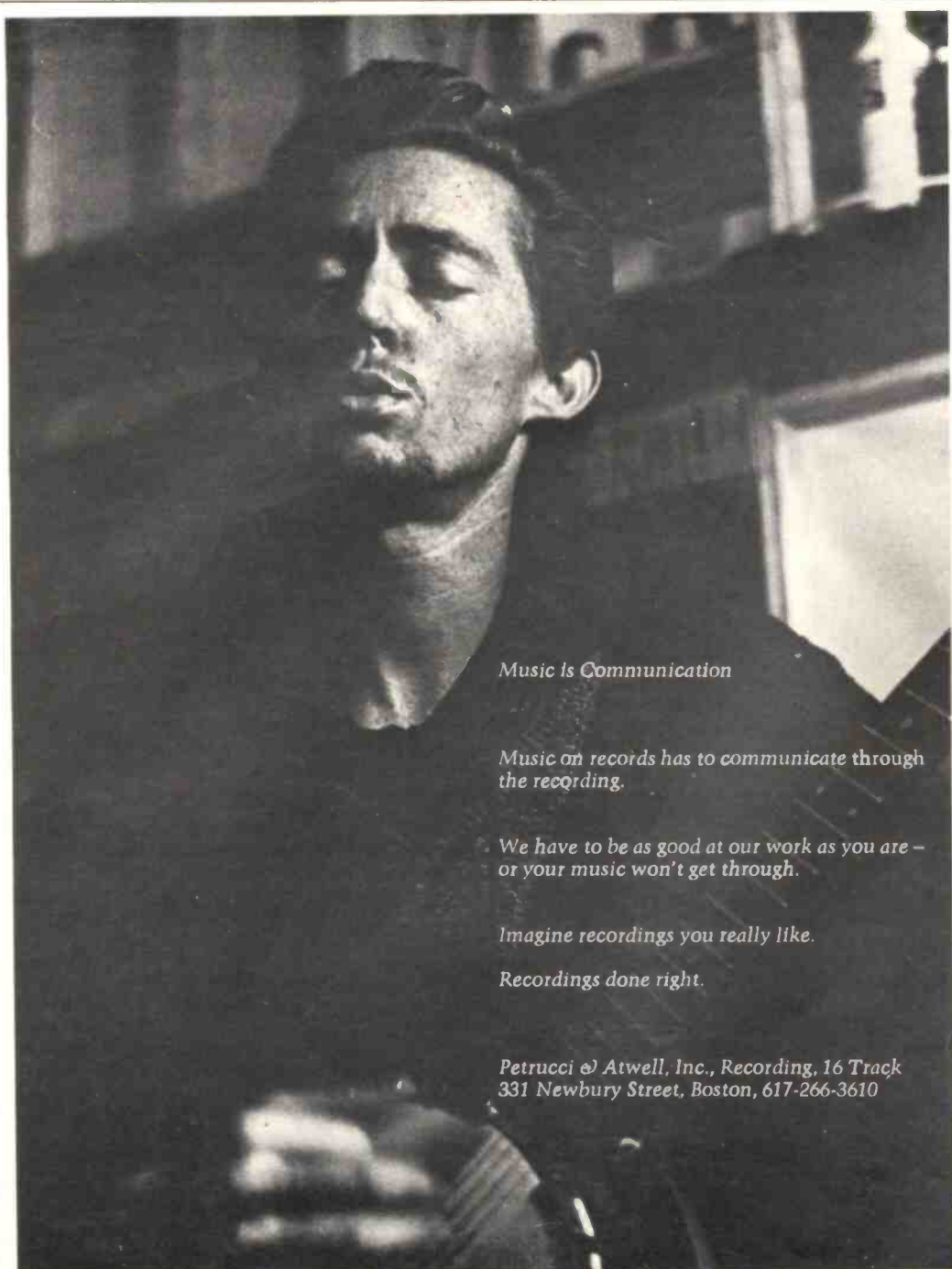
(Continued on page 48)

Commercials Wing Formed by Farrell

NEW YORK—Wes Farrell, head of an independent record production and publishing firm, has established a subsidiary for producing commercials that will be known as the Commercials Management Group Inc. The Wes Farrell Organization's publishing wing—Pocket Full of Tunes—has two songs now being aired as commercials, "Indian Lake," which was a hit for the Cowsills on MGM Rec-

ords, and "Muguet de Bois," which was especially written for Coty and is performed by the Brooklyn Bridge, a group that Farrell produces for the Buddah Records label. The Coty tune has been on the air since about May 1 and Farrell states that "public reaction to the song has been so enthusiastic that a demand has been created for a single. Coty's re-

(Continued on page 50)



Music Is Communication

Music on records has to communicate through the recording.

We have to be as good at our work as you are — or your music won't get through.

Imagine recordings you really like.

Recordings done right.

Petrucci © Atwell, Inc., Recording, 16 Track
331 Newbury Street, Boston, 617-266-3610

**Kapp records
takes pride in
introducing
a distinctive new
international star**

**THE EXCITING
JOHN ROWLES**

**M'LADY
ONE DAY
BY THE TIME
I GET TO PHOENIX
IF I ONLY HAD TIME
HONEY
ONLY YOU
(and others)**

KAPP ALBUM #KS-3597



A Division of
MCA, Inc.

THE "NOW" CONFERENCE FOR THE RADIO INDUSTRY

**2ND
ANNUAL**

**radio FORUM
programming**

JUNE 19-22

**WALDORF
ASTORIA
HOTEL N.Y.C.**

SPONSORED BY BILLBOARD

THE AUDIENCE

PROGRAM MANAGERS
STATION OWNERS AND MANAGERS
DEEJAYS
RECORD COMPANIES

AND EVERYONE INVOLVED WITH
INCREASING EFFECTIVENESS AND
IMPACT OF RADIO

THE FORMATS

TOP 40 • COUNTRY • R&B
MIDDLE OF THE ROAD
PROGRESSIVE ROCK

STATION TYPES

AM & FM
LARGE, MEDIUM, SMALL
RURAL, METROPOLITAN

FEATURES

"SOUNDS OF THE TIMES" EXHIBIT

A first-ever exhibit of the actual sounds of trend setting stations in every format throughout the country. Tapes of the stations will be put on cassettes through the co-operation of the engineers of Norelco. You will hear the jingles, the commercials, the news approach, the deejays, the music and every aspect of a typical radio day. Representatives of the station will be on hand to answer your questions—an unprecedented chance for you to listen to what's happening in radio nationwide.

THE PROGRAM

THURSDAY, JUNE 19

12:00 noon-8:00 p.m.
REGISTRATION

3:00 p.m. - 8:00 p.m.
EXHIBIT—"Sounds of the Times"

FRIDAY MORNING, JUNE 20

8:00 a.m. - 12:00 noon
REGISTRATION

9:00 a.m.-12:00 noon

Session 1

The Dynamic Power of Radio

a. The Future of Radio—Decline, Growth or Status Quo
Miles David, President, Radio Advertising Bureau
New York, N. Y.

b. How and Why Radio Must Help Stem Deterioration of City Life and Commerce
(to be announced)

c. The Vital Impact of Proposed Copyright Changes on Radio and the Record Industry
Harry Olsen, General Attorney
CBS
New York, New York

FRIDAY AFTERNOON, JUNE 20

12:30 p.m. - 1:30 p.m.
LUNCH

12:00 noon - 2:15 p.m.

EXHIBIT—"Sounds of the Times"

2:15 p.m. - 5:30 p.m.

CONCURRENT CONFERENCE SESSIONS

These five sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the five sessions, attending one at 2:15 p.m. and the other at 4:00 p.m.

Session 2

Finding the Hit Records

a. Checking Music Popularity in Your Market and Relating It to Air Play
Norman Wain, Vice-President, Secretary
Westchester Corporation
General Manager: WIXY-1260 and WDOX-FM
Cleveland, Ohio

b. Record Popularity Charts in Magazines and Newsletters—What Value Are They
Don Owens, Director: Charts and Reviews
Billboard Publications
New York, New York

Session 3

Building Your Audience With On-the-Air Promotions

a. What Practical Results Can On-the-Air Promotions Achieve for a Station?

Howard S. Kester, Vice-President, General Manager
AVCO Radio Corporation
AVCO Broadcasting Corp.
San Francisco, California

b. New Promotional Ideas—The Winners and the Losers

Charles R. Parker, Vice-President and
Program Manager
Radio Station WDRC
Hartford, Connecticut

Session 4

The Need to Look at Your Station Objectively

a. The Danger Flags That Indicate You Need to Make a Change

David R. Klemm, Director of Marketing and
Operations
John Blair and Company
New York, New York

b. A New Way to Look at the Impact of Your Station—The Brand Rating Index

John E. Allen III, Ph.D., Vice-President
Brand Rating Research Corporation
New York, New York

Session 5

Top 40 Programming

a. Is Top 40 Radio Dying?

Bill Stewart, Operations Manager
WNOE Radio
New Orleans, Louisiana

b. What Variety of Music Should Top 40 Program to Compete Successfully?

John Borders, Group Program Manager
Texas State Network Owned Stations/and Network
Fort Worth, Texas

Session 6

Achieving Greater Impact With a Small or Medium Market Station

a. The New Records—Keeping Up With and Deciding Which to Play

Ron Fraiser, Program Director
WNOR Radio
Norfolk, Virginia

b. Competing With Major Stations Reaching Your Market

Jack Murphy, National Program Manager
Susquehanna Broadcasting Co.
York, Pennsylvania

5:30 p.m.-7:00 p.m.

EXHIBIT—"Sounds of the Times"

6:30 p.m.-7:30 p.m.

ARTIST APPRECIATION COCKTAIL RECEPTION

A get-acquainted reception, strictly social will provide an opportunity for every registrant to meet and to socialize with a number of recording artists, representing all types of music.

SATURDAY MORNING, JUNE 21

8:00 a.m.-9:00 a.m.

EXHIBIT—"Sounds of the Times"

9:00 a.m.-12:15 p.m.

CONCURRENT CONFERENCE SESSIONS

These five sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the five sessions, attending one at 9:00 a.m. and the other at 10:45 a.m.

Session 7

Selecting Records for Air Play

a. Picking the Records—Who Should Select Them and What Criteria Should Be Used

Deane Johnson, Program Director
Radio Station KDWB—ValJon, Inc.
Minneapolis, Minnesota

b. How Do You Pick the Best LP Cuts?

Pat McMahon, Program Director
KRIZ Radio
Phoenix, Arizona



Session 8**Where Country Music Rides Today**

a. Trends in Country Music Sound and Lyrics and Its Impact on Pop

Jim Harrison, Program Director
Radio KFOX
Sonderling Broadcast Company
Long Beach, California

b. Programming a Modern Country Format

Jack Gardiner, Program Director
KBOX Radio
Dallas, Texas

Session 9**How Important Are Personalities to the Station**

a. What is the Difference in the Skills Required Today for the Successful Personality?

Allan M. Newman, Program Director
KSFO Radio
San Francisco, California

b. How Do You Handle Personalities Effectively—The Super Personality, the Over-the-Hill DeeJay, etc.

Richard F. Carr, Vice-President and General Manager
WIP Radio
Philadelphia, Pennsylvania

Session 10**Outside Aids to Help Programming**

a. Using Production Aids Effectively—ID Jingles, Sound Effects, Tradeouts, Show Promotions

Don Bruce, Vice-President
Airplay International
Division of Pepper & Tanner, Inc.
Memphis, Tennessee

b. Beyond Demographics—A New Research Approach of Completely Targeting Your Audience (Psychographics)

Frank Magid
Frank Magid Associates
Cedar Rapids, Iowa

Session 11**Developments in FM Radio**

a. What Are the Prospects for FM Profitably Competing With AM?

Lynn A. Christian, President
Dawson Communications Inc.
Dallas, Texas

b. Two Success Stories of FM Programming

Peter V. Taylor, General Manager
WJIB—Kaiser Broadcasting
Boston, Massachusetts

Robert Podesta, Owner-Manager
KREP
Santa Clara, California

SATURDAY AFTERNOON, JUNE 21

12:30 p.m.-1:30 p.m.

LUNCH

12:15 p.m.-2:15 p.m.

EXHIBIT—"Sounds of the Times"

2:15 p.m.—5:30 p.m.

CONCURRENT CONFERENCE SESSIONS

These five sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the five sessions, attending one at 2:15 p.m. and the other at 4:00 p.m.

ARTISTS APPRECIATION NIGHT

On Friday evening at cocktails, the Conference will host a reception for artists who play and sing every type of music. Here's a rare chance to meet the names you have heard about and the people whose records your station is spinning.

Here's the meeting that anyone connected with the radio industry will not want to miss!

Session 12**Middle of the Road Listening**

a. How Contemporary Can Your Sound Be Without Chasing Listeners Away?

Donald L. Shafer, Program Director
WTAE Radio
Pittsburgh, Pennsylvania

b. Music vs. Personality—Determining How Much and What Kind of Each

Buzz Lawrence, DeeJay
KHOW Radio
Denver, Colorado

Session 13**"The Day I Dreamed I Was a Program Director . . ."**

a. What the DeeJay Would Do

Dick Biondi, DeeJay
WCFL Radio
Chicago, Illinois

b. What the Record Promotion Man Would Do

Wade G. Pepper, National Country Sales and Promotion Manager
Capitol Records Distributing Corporation
Atlanta, Georgia

c. What the Advertiser Would Do

Harry Sazz, Vice President, TV-Radio Services
Ted Bates & Co., Inc.
New York, New York

Session 14**New Direction in Music**

a. The Growth of Progressive Rock as a Music Format

John Detz, Station Manager
WABX (FM)
Detroit, Michigan

b. The Broadening Listener Appeal of R&B Music

Al Jefferson
Radio Station WWIN
Baltimore, Maryland

Session 15**What Programmers and DeeJays Should Know About Advertising**

a. The Changing and Different Demands of National vs. Local Advertisers

Ben Holmes
Edward Petry & Co., Inc.
New York, New York

b. How the Local Station Can Creatively Produce Better Commercials

Larry K. Ryan, Program Director
LIN Broadcasting Corp.
KEEL Radio
Shreveport, Louisiana

Session 16**Setting Record Policy at a Station**

a. A Re-examination—Should the Personality Pick His Own Records

Lee Sherwood, Program Director
Radio Station WFIL
Philadelphia, Pennsylvania

b. Deciding on Frequency of Playlist Additions and Play of Oldies vs. Top Records

Bill Sherard, Program Director
WAVZ, New Haven
(a Division of Kops-Monohan Communications)
New Haven, Connecticut

5:30 p.m.-6:30 p.m.

EXHIBIT—"Sounds of the Times"

6:00 p.m.-7:00 p.m.

BILLBOARD OPEN HOUSE AND COCKTAIL RECEPTION AT THE BILLBOARD OFFICE AND ROOF TERRACE

SUNDAY MORNING, JUNE 22

10:00 a.m.-11:00 a.m.

CONCURRENT CONFERENCE SESSIONS

These two Sessions are concurrent. Each session will be in a separate room. You will hear on tape the music described by the speaker, giving you a first-hand experience of the kind of sound that is happening now or will be breaking on the music scene.

Session 17**New Trends in Modern Music**

Frank Zappa
Bizarre Productions
Los Angeles, California

Peter Yarrow
Peter, Paul & Mary
New York, New York

Session 18**Innovations in Sound Introduced by Creative Recording Approaches**

Phil Ramone, Executive Vice President
A & R Recording Inc.
New York, New York

11:15 a.m.-12:15 p.m.

ROUND TABLE CONFERENCE DISCUSSION—CONCURRENT SESSIONS

These five discussions are concurrent. Each will be held in a separate room. Each registrant will select one subject to attend. Each room will be set with round tables with ten people per table. Under a discussion leader, every group of ten persons will exchange ideas and experiences on prepared questions, relating to various aspects of the one subject. The discussion approach will permit every registrant to discuss his individual problems and to gain a host of new ideas from success stories—and failures—of stations throughout the country.

Session 19**Developing Teamwork at Station to Achieve Programming Goals**

Khan Hamon, Program Director
KTSA Radio
San Antonio, Texas

Session 20**Deciding on Time, Frequency, Kind of News Coverage**

Buddy McGregor, Program Director
Radio Station KNUZ
Houston, Texas

Session 21**How to Attract the Housewife Listener During the Day**

George Williams, National Program Manager
Southern Broadcasting Company
Winston-Salem, North Carolina

Session 22**What Variety of Music and Non-Music Do Teens Want to Hear**

Bob Todd, Program Director
WKY Radio
Louisville, Kentucky

Session 23**Keeping Up With and Evaluating the New Record Releases**

Barry E. Gaston, Operations Director
KFH Radio and KHF-FM
Wichita, Kansas

SUNDAY AFTERNOON, JUNE 22

12:45 p.m.-2:15 p.m.

LUNCH

GROWING SIGNIFICANCE OF COMMUNITY INVOLVEMENT FOR RADIO—PROGRAMS OF ACTION**AWARDS FOR COMMUNITY INVOLVEMENT****BILLBOARD PRESENTATION**

2:15 p.m.-4:00 p.m.

EXHIBIT—"Sounds of the Times"

MAIL IN YOUR REGISTRATION TODAY**REGISTRATION FORM**

Please register me for the BILLBOARD RADIO PROGRAMMING FORUM, June 19-22, Waldorf-Astoria, New York City. (If you wish to register others besides yourself from your organization, please send the names and payments on your letterhead.)

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

Check enclosed (Registration Fee \$125). Send registration and check to RADIO PROGRAMMING FORUM, 9th Floor, 300 Madison Avenue, New York City, New York 10017.

Complete refunds will be made for cancellations received before June 12. After that time a cancellation charge of \$35.00 will be charged.

Radio-TV programming

WWRL Does Its Thing—Well

NEW YORK—WWRL's goal is to be the type of r&b radio station from which those who love the music can listen to without turning away, says Jerry Boulding, operations manager. "The sound has to be something that people can listen to for an hour or more. That's why we don't allow commercials on the air that offend human dignity and that's why we do what we do as well as we can. Even if people don't like r&b music, WWRL is still a very listenable station. Our aim is to appeal to the people who like the music rather than just a black audience . . . and we know we're reaching an integrated audience."

Recently, the flagship Sonderling station had proof of its "total audience" reach. Shell Oil Co. bought a recruitment commercial on the station specifically seeking black secretaries "but half of the girls who showed up were white," said Boulding.

For this reason, WWRL counter-program to WABC and WOR-FM and even WMCA to some extent because "these are our competitors." The station blends hard r&b records with Dionne Warwick, Fifth Dimension, and other softer sounds. The basic playlist of 45 records allows deejays to play two oldies an hour (oldies are used to balance the sound). The playlist includes 10 up and coming records and an average new record gets played seven-to-nine times a day for three weeks, before it's dropped as a dud.

PROGRAMMER PROFILE

Randal's Mod Plan in Phase 2

By ELIOT TIEGEL

LOS ANGELES—Programming consultant Ted Randal has entered "phase two" in his restructuring of his newest client, KFI, powerful clear channel NBC affiliate.

The 47-year-old local station, one of 12 all-clear channels in the country, is being modernized by Randal. The assignment caps the executive's 10-year career as a "programming doctor."

Randal has an endearing feeling for the 50,000 watter since he grew up listening to its programs and he now finds himself slowly changing the station's sound into a contemporary property.

KFI was formerly a holdout in block programming, featuring a variety of musical shows and the Los Angeles Dodgers. Baseball, plus a signal which carries at night clear across the country, have provided KFI's management with good ad billing and a solid image. But in entertainment, the music reflected the 1930's and 1940's.

Randal says this is the first time in the station's history that it has operated with a formatted sound. "Personality entertainment was always a factor," he said and his present lineup of air voices, reflects this concept. Randal has selected lively men to host the programs and they are given freedom to develop their routines during their air tricks. Since being hired Feb. 10 by general manager Ed Bunker, Randal has added Dave Hull, Al Collins and Frank Terry. Ted Quillin, with Jerry Bishop the newest man joining June 1.

On the administrative level Randal installed Mark Denis (formerly a program director with KGB, San Diego) as his resident program director. He works with librarian Don Anti (formerly of KFWB, here), who was hired by the former program director, Dave Moorhead.

Randal's office manager, Mike Lundy, is the third part of the programming triumvirate which works on KFI projects. But it is Randal's carefully drawn out

WWRL checks a total of 81 retail record stores and from this data "projects" where a record will be in popularity three weeks away to determine the amount of airplay. The reason for doing this, Boulding said, "is that listeners have probably already bought the No. 1 record and are tired of hearing it on radio." All records are keyed with second-to-vocal to facilitate production.

Though the aim of the station is to appeal to all listeners, its goal is to serve the black community. For this, Boulding has beefed up the news department and the station is deeply involved in community projects. It produces the "Profiles in Black" series about famous Negroes that is aired on other Sonderling stations.

"We're out to be a class black station," Boulding said. "We spent \$15,000 for our jingles and we have the best personality staff available—Enoch Gregory, Hal Atkins, Jerry Bledsoe, Al Gee, Jeff Troy and Gary Byrd who just joined us from WYSL in Buffalo."

Boulding came to WWRL in September 1968, from WEBB in Baltimore, where he'd served as program director. He'd been with WOL in Washington before that. A graduate in journalism from Duquesne University, Boulding has worked on WYOU in Newport News, WABQ in Cleveland, WILY in Pittsburgh, and KJCK, Kansas City.

programming concept with which the "new" KFI operates.

Randal talks of developing this mechanical formula over the past six years. The audience the station is striving to reach is the 18-49 bracket, with 25 the mean age.

KFI's format is designed not to sound repetitious. Randal's format "takes away the repetitive sound which many formatted stations get and which is deadly for a middle of the roader."

Musical Universe

Randal's "musical universe," as he calls it, covers 2,000 records in both the single and LP category. The programmer claims a record will not be repeated within four hours, but that his formula specifies percentages for singles, LP cuts and recall records. All his oldies are hand-picked and the deejays play the material off the assigned list. Denis and Anti put the playlist together, but Randal makes the final decision on pieces of music which someone may question.

KFI's now sound is a bright compendium of current tunes with the personalities able to show off their mental capacities.

Jay Lawrence has emerged as a new comic personality in the afternoon. The morning team of Lohman and Barkely (who were already at the station when Randal arrived) are more droll and formatted in their comedy routines. Al (Jazzbo) Collins communicates with a national audience, not just the local folks at night. He has a softly flowing organ track playing behind him as a taste of his former association with jazz.

Guides Them Back

When any of the personalities go off on a blind vocal trek, Randal steps in and brings them back onto the prescribed path. He is able to monitor the stations he works with via special phone lines and a phone amplifier unit. "I first heard part of KFI's new programming while I was in Halifax, Nova Scotia," he recalls.

KFI has a large auditorium which had been the originating point for many famous NBC radio programs. Randal has an eye on this facility for future special programming.

"I am attempting a 50-50 balance between my personalities and my music. Most stations are running 85 to 15
(Continued on page 44)

WPIX Into Syndicated Specials

NEW YORK — WPIX-TV, local independent station, is entering the syndicated "specials" business with a series of half-hour programs centered largely on record artists and albums.

Blueprinting this move into the syndication field is programs vice-president Hendrik Booraem Jr. The shows are being produced by WPIX-TV in collaboration with producer-director Hal Tulchin. Though most are being produced in New York, some will be done in other TV stations in Puerto Rico and Los Angeles—all by WPIX-TV.

An example of the direction of each show will be the new Julie London special, 10 p.m.

Tuesday (3), a week-long series of locally produced specials (the show has taped and aired about a dozen during the past two years) with which WPIX-TV will keynote its summer programming. The show is titled "Yummy, Yummy, Yummy," after Miss London's latest Liberty album. And the songs she and Tulchin chose for this show are included in the album. The Serendipity Singers aired originals in their special (seen recently) which are slated for album exposure as well.

The station has produced specials featuring Tony Bennett, Lainie Kazan, and Tony Martin. Specials centered around artists like Kay Stevens are in-



JACK WILSON, HOST of the "High Noon" show on KBTU-TV in Denver, welcomes the First Edition of Reprise Records. From left: Wilson; Edition members Mike Settle, Mary Arnold, and Terry Williams.

WSB GIVES CLERGYMEN CHANCE TO JUDGE LYRICS

ATLANTA—WSB put today's pop music lyrics to the toughest test of all recently—a panel of ministers. WSB program director Brent Hill lined up a trio of Catholic, Episcopal, and Methodist churchmen for a radio show examining lyrics as part of the station's observance of National Music Week. Examined were the lyrics of such tunes as "Both Sides Now," "Long White Room," "Windmills of Your Mind," and "Aquarius."

Dean Henry Collins of the Episcopal Cathedral of St. Philip, believes that much of today's music "allows us to share the feelings of others. Such empathy is crucial if we are to communicate with one another," he said.

"Popular songs today are not necessarily pretty and the words may not be good poetry," according to Dr. Thomas Smith of the First United Methodist Church of College Park, "but today's music reveals an attempt to say something about our times and to express aspirations of our age."

According to Father Henry Gracz of the Catholic Cathedral of Christ the King, music today asks who we are, where we are going, and how we can overcome the problems we face. "Music is the signs of our times for all to hear," he said.



JAY HOFFER, vice-president of KRAK in Sacramento, tells Capitol Records artist Buck Owens, left, that the house is packed (Memorial Auditorium) for his show. Owens was the headliner for the recent KRAK-sponsored country music show.

KUDU Goes All Country

VENTURA, Calif. — KUDU has switched to country music around-the-clock, according to general manager Mike Thomas. Larry Daniels, who'd been operations manager and program director for the Buck Owens-owned KUZU in Bakersfield for nearly eight years until recently, has become program director of the new country station, and is handling the changeover. Daniels had most recently been involved with songwriter-performer Dennis Payne in a promotion firm called Bakersfield Entertainment Enterprises.

KUDU, which covers such cities as Santa Barbara, Oxnard, and Santa Paula, is in the process of increasing power to 5,000 watts, Thomas said.

KYA's Campbell Hosts TV Show

SAN FRANCISCO — Tom Campbell, evening personality on radio station KYA, will host a new version of the old "Pow" TV show, now in production at KPIX-TV here. The half-hour channel 5 show, tentatively slated for Sunday viewing, will feature music as well as other types of entertainment. Campbell, who also writes a column on music for The San Francisco Examiner, said the new show would not be a teen-type bandstand show, but touch all musical and entertainment bases.

cluded for the future, including Abby Lane.

Booraem notes that the idea for doing syndicable music specials stemmed from a happenstance remark by Tony Bennett's record promotion man Joe Petralia. The station had done a couple of specials with Bennett, one of which was taped at the Waldorf-Astoria last year when Bennett was headlining the hotel's Empire Room show. Petralia said sales of Bennett's album had jumped following the Channel 11 colorcast.

Booraem and Tulchin then put heads together to determine how many similar music specials they could co-produce.
(Continued on page 43)

FAR
OUT!



A
SWELL
COMIC

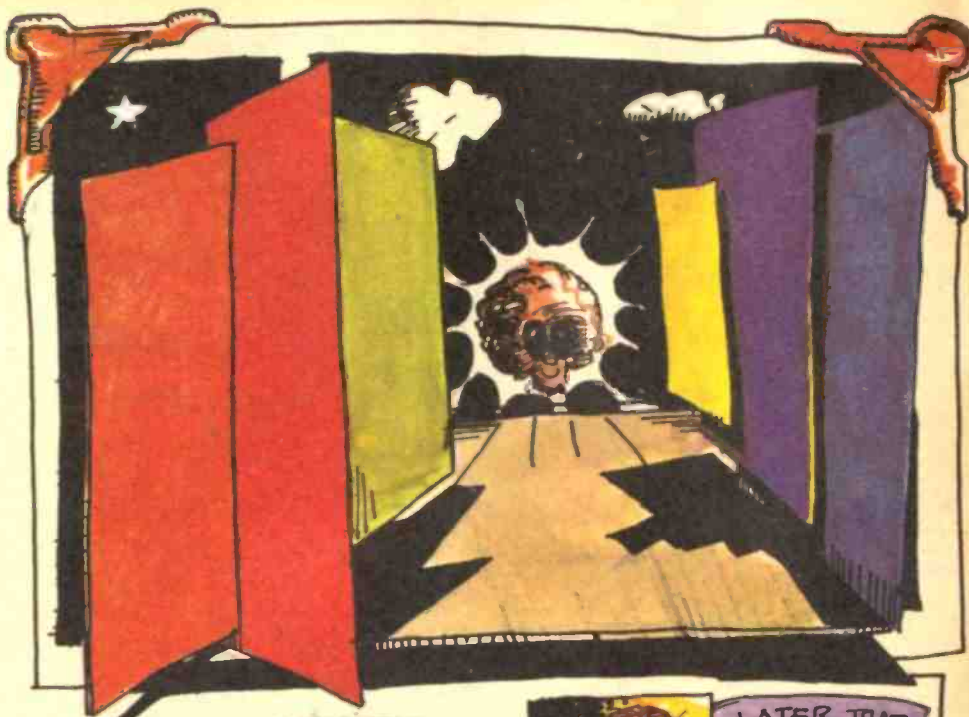


AL WALTON '69



©1969 DOT RECORDS





SPEAKING OF COLORS...



COLOR HER CLASSIC!

COLOR HER JAZZ

COLOR HER KELLIE GREENE



COLORS?! FAR OUT!

I'D LOVE TO ALVIN

LATER THAT EVENING ALVIN HAS SCORED...

2 TICKETS TO THE COUNT BASIE DANCE! WANNA GO JANE??



UMBRELLAS OF CHERBOURG
THE GRADUATE
ROMEO & JULIET
THE FOX

SWEET CHARITY
& 6 MORE
MOVIE GREATS.

SWEET!

LET'S PICK
UP THAT
IKE COLE
ALBUM AFTER
THE COUNT
DOWNS
BASIC DANCE
ALVIN...



GO ALVIN!

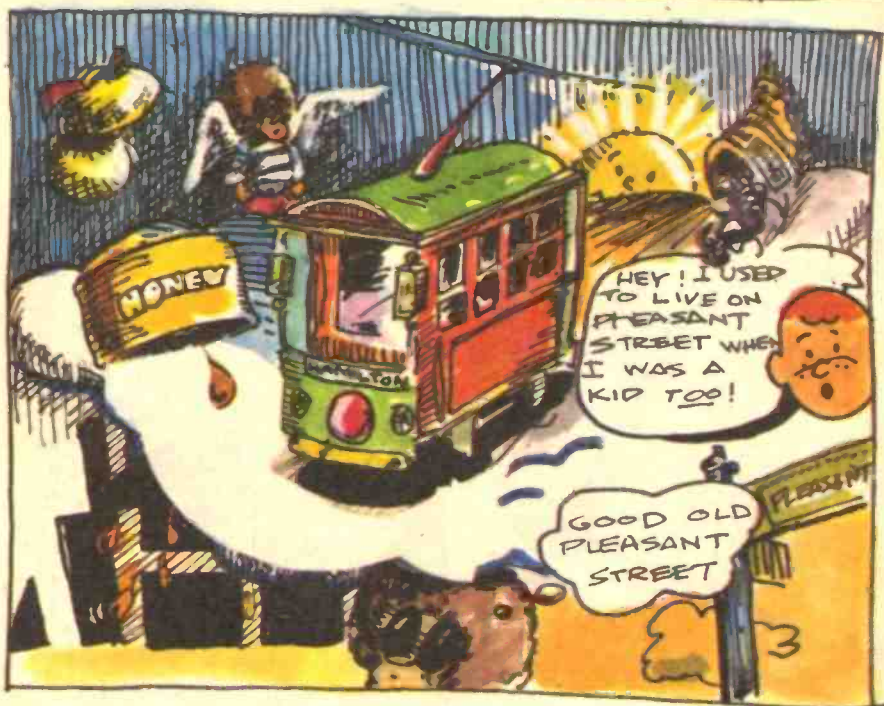
YAY!

STANDING Ovation
COUNT BASE



LET'S GO
DOWN TO AJAX
AND GET THAT
ALBUM...





YOU'VE GOT A
MOLE UNDER YOUR
LEFT ARM JUST
LIKE MINE!!
YOU MUST BE
MY MISSING
BROTHER!!!

FAR OUT

WAAAAH!!

PEACE ON
THE EARTH!


OM



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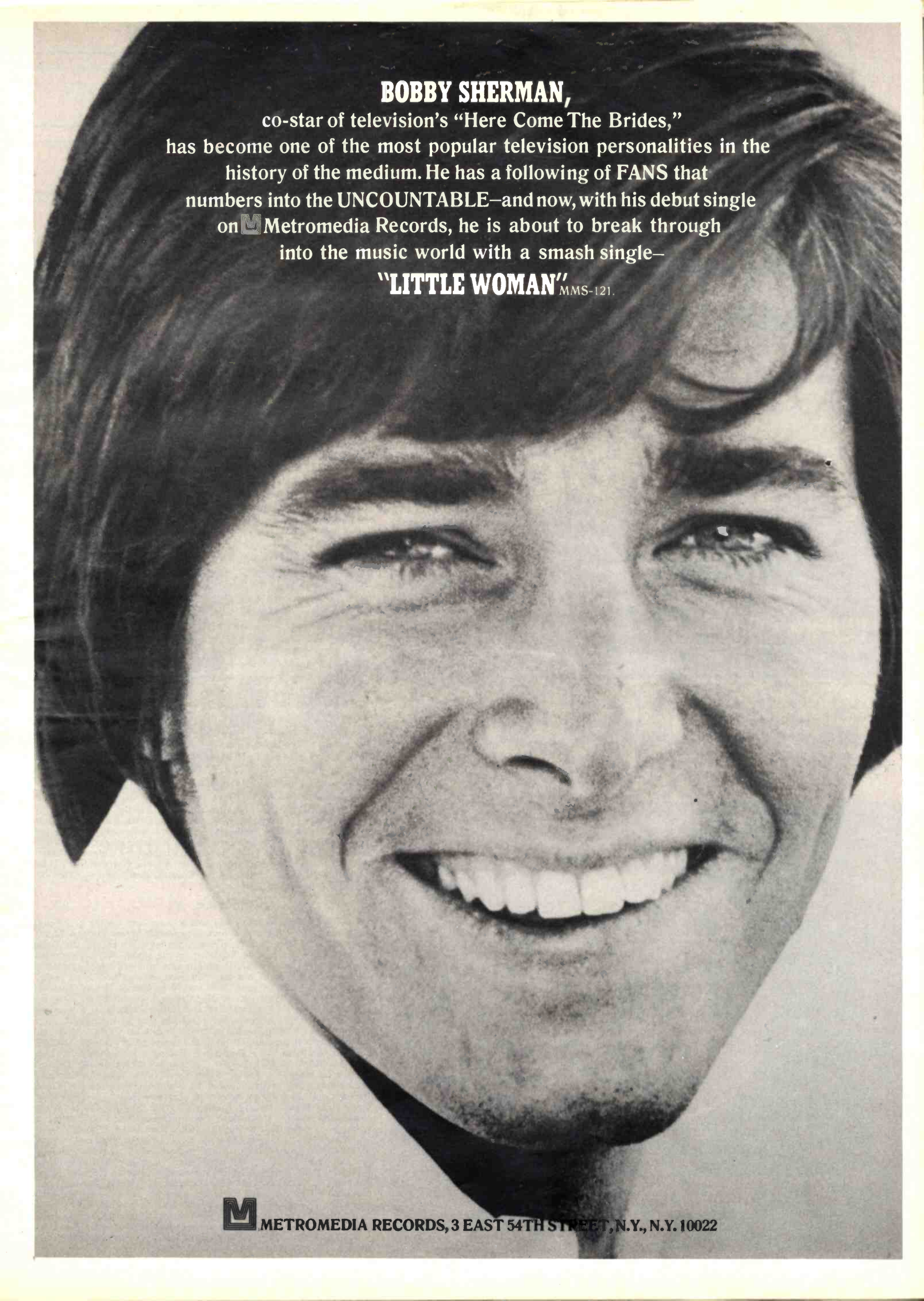



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DOT RECORDS, A DIVISION OF PARAMOUNT PICTURES CORPORATION



BOBBY SHERMAN,
co-star of television's "Here Come The Brides,"
has become one of the most popular television personalities in the
history of the medium. He has a following of FANS that
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on  Metromedia Records, he is about to break through
into the music world with a smash single—

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I TURNED YOU ON
THE ISLEY BROTHERS

TN-902

UNDERGROUND SOUL EXPLOSION



BROTHERS-THREE
TURN ON, TUNE IN, DROP OUT

TN-903

SELLING LIKE A SINGLE

I Know Who You Been Socking It To / Somebody Been Messin'
It's Your Thing



TNS-3001

Distributed, marketed and promoted by **BUDDAH RECORDS** ...of course!!!



A subsidiary of Viewlex, Inc.

Rhythm & Blues

Soul Sauce



BEST NEW RECORD
OF THE WEEK
"FUNNY FEELIN'"
DELPHONICS
(Philly Groove)

By ED OCHS

SOUL SLICES: Replacing Diana Ross when she splits from the Supremes next August to concentrate on films will be studio singer Rita Wright. . . . Eddie Holland's Invictus Records will be pressed, distributed and marketed in the U. S. by Capitol. Holland has retained creative freedom in running the label. . . . Jerry Butler breaks into the commercial field with a series of five radio commercials for Ultra Sheen hair care products manufactured by Johnson Products Co. of Chicago. The spots feature Butler singing lyrics co-written with his brother, Billy. . . . Harold Battiste, executive producer with Pulsar Records, former arranger-producer with Sonny & Cher and Dr. John the Nighttripper, has rejoined his former West Coast partner Melvin Lastie of Halmac Productions. . . . Speaking of commercials, Detroit's Theme Productions, Inc., a black-owned company, creates the radio spot jingles for 80 per cent of the nation's black-oriented stations, including a new package for Detroit's WJLB, which is soon due to go r&b 24 hours a day. The company will soon enter the newspaper syndication field with a black comic strip, "Captain Soul." . . . The current Joe Tex single has been flipped to "Chicken Crazy." . . . Atlantic has hired ex-pro footballer Bob Gaiters, NFL Rookie of the Year with the Giants in 1961, to do West Coast promotion with the label. . . . Ida Sands is making local smoke in Norfolk with her Howbig Records, "Start All Over Again," and headlining her own review with the Soul Duo, the Action Pack, Sebastian William and the Gold Bees. . . . C & the Shells will appear on the East Coast next month with a date at the Beach Ball Club in Boston, June 2-15. . . . "Gettin' It All Together," the hour-long TV show featuring Stax/Volt artists, aired in April, attracted more than a million viewers. . . . Raymond Patterson, president of Bedford Records, and Kip Anderson, executive vice-president, and former Chess/Checker artist, have debuted on the Brooklyn-based label with Chuck Carter's "A Tear Drop Fell." Carter once hit the charts with "Pretty Little Brown Skin Girl." . . . Joe Jones of "You Talk Too Much" fame has penned a tune on his own label for Alvin Robinson. The artist bows with "Whatever You Had (You Ain't Got It No More)" b/w "You Brought My Heart Right Down." Jones recently produced the "Cissy Strut" hit by the Meters and formerly handled the Dixie Cups and Arron Neville. . . . Buddah media man, Richard Robinson, has debuted with the first issue of his "Black Music Review" magazine and will interview Eddie Floyd on his upcoming Channel 5 TV show, "Comin' Around," aired in the afternoons. . . . Atlantic has grabbed "Take Your Love and Shove It," by the Cousins, distributed by Atco on the Shove Love label.

★ ★ ★

TID-GRITS: Mercury will toss a party, put up the bread and cut a single for—not a new rock group—but Moms Mabley. Moms will record a live comedy album, Tuesday (27) before the trade press, deejays and friends, following up the album with a promotion push on major media. She'll issue a rare single when she releases a serious recitation of the hit "Abraham, Martin and John" song. . . . New albums of quality to consider: Young Hearts' first on Minit, Dee Dee Warwick on Mercury and a new B. B. King on Bluesway. King's LP is half live and features his "Why I Sing the Blues" chart disk. It could bring his big pop breakthrough. . . . Holly Maxwell should score a hot hit debut on Curtom with her Curtis Mayfield penned and produced recording of "Suffer," backed by "No One Else." . . . Roulette is finding a leftfield winner with Sam Moultrie's "Funky Jerk." . . . Calla is working on Big Ella on the Lo Lo label. . . . Junior Wells opened for a week at Ungano's Wednesday (28), to be followed by a June engagement by Little Richard and, in July, by Screaming Jay Hawkins. . . . The "First Generation Blues" festival continues at the Electric Circus every Wednesday night, but we don't recommend it. . . . Double Shot is working to establish the Bagdads with their latest release, "Love Has Two Faces." . . . Sonny Cox has recorded an instrumental version of Joe Simon's big "Chokin' Kind" disk for Bell. . . . Blue Thumb has purchased an LP master, to be titled "Truckin'," featuring blues guitarist Albert Collins, presently included in Imperial Records' blues campaign. . . . Composer-conductor-arranger H. B. Barnum has produced an r&b-flavored campaign song for Los Angeles mayoral candidate Tom Bradley. Barnum will also do a single for Cleveland's Mayor Carl Stokes. Bradley's tune, "Los Angeles Needs a Man," features Gene Diamond on Barnum's new Mothers Records. . . . On his way to England to scout new talent is arranger-composer Horace Ott, who reads Soul Sauce. Do You?

**The only trouble with being #1 is that
it leaves little room for improvement!**

**FIRST — #1 IN SCANDANAVIA
THEN #1 IN CHARLOTTE — WAYS**

NOW BREAKING NATIONALLY

"LET'S DANCE"

OLA & THE JANGLERS

GNP CRESCENDO #423



GNP
Crescendo
RECORDS

9165 SUNSET BLVD., HOLLYWOOD, CALIFORNIA 90069—PHONE 275-1108, CABLE: CRESREC

GENE NORMAN — PRESIDENT EST. 1954
JAN BASHAM — PROMOTION DIRECTOR

BEST SELLING
**Rhythm & Blues
 Singles**

Billboard SPECIAL SURVEY For Week Ending 5/31/69

★ STAR Performer—Single's registering greatest proportionate upward progress this week.

This Week	Last Week	Title, Artist, Label, No. & Pub.	Weeks on Chart	This Week	Last Week	Title, Artist, Label, No. & Pub.	Weeks on Chart
1	1	CHOKIN' KIND Joe Simon, Sound Stage 7 2628 (Wilderness, BMI)	10	26	18	BUYING A BOOK Joe Tex, Dial 4090 (Tree, BMI)	7
2	4	TOO BUSY THINKING ABOUT MY BABY Marvin Gaye, Tamla 54181 (Jobete, BMI)	5	27	27	(We've Got) HONEY LOVE Martha Reeves & the Vandellas, Gordy 7085 (Jobete, BMI)	6
3	3	I DON'T WANT NOBODY TO GIVE ME NOTHING James Brown, King 6624 (Dynatone, BMI)	8	28	—	MEDLEY: CAN SING A RAINBOW/LOVE IS BLUE Dells, Cadet 5641 (Mark VII/Croma, ASCAP)	1
4	5	I CAN'T SEE MYSELF LEAVING YOU Aretha Franklin, Atlantic 2619 (14th Hour, BMI)	6	29	21	THE COMPOSER Diana Ross & the Supremes, Motown 1146 (Jobete, BMI)	4
5	2	IT'S YOUR THING Isley Brothers, T Neck 901 (Brothers Three, BMI)	12	30	22	NEVER GONNA LET HIM KNOW Debbie Taylor, GWP 501 (Willbridge/MRC, BMI)	11
6	6	CISSY STRUT Meters, Josie 1005 (Marsalnt Music, BMI)	7	31	31	WHY SHOULD WE STOP NOW Natural Four, ABC 11205 (Wilhos/Pamco, BMI)	5
7	12	SO I CAN LOVE YOU Emotions, Volt 4010 (Pervis/Staples, BMI)	5	32	26	SEVEN YEARS Impressions, Curtom 1940 (Camad, BMI)	7
8	8	O HAPPY DAY Edwin Hawkins Singers, Buddah 20001 (Kama Ripppa/Hawkins, ASCAP)	4	33	33	MY WIFE, MY DOG, MY CAT Maskmen & the Agents, Dynamo 131 (Catalogue/Claiborne, BMI)	5
9	9	GRAZING IN THE GRASS Friends of Distinction, RCA Victor 74-0207 (Chisa, BMI)	9	34	44	I'VE BEEN LOVING YOU TOO LONG Ike & Tina Turner, Blue Thumb 101 (East/Time/Curtom, BMI)	3
10	17	(I Wanna) TESTIFY Johnnie Taylor, Stax 0033 (Groovesville, BMI)	4	35	41	I WANT TO TAKE YOU HIGHER Sly & the Family Stone, Epic 10450 (Daly City, BMI)	2
11	13	WE GOT MORE SOUL Dyke & the Blazers, Original Sound 86 (Drive-In, BMI)	6	36	39	LET ME LOVE YOU Ray Charles, ABC 11213 (ASA/Racer, ASCAP)	2
12	10	ONLY THE STRONG SURVIVE Jerry Butler, Mercury 72898 (Parabul/Double Diamond/Downstairs, BMI)	13	37	34	IT'S A GROOVY WORLD Unifics, Kapp 985 (Andjun, ASCAP)	8
13	15	JUST A LITTLE BIT Little Milton, Checker 1217 (Armo, BMI)	6	38	29	I CAN'T SAY NO TO YOU Betty Everett, UNI 55122 (Screen Gems-Columbia, BMI)	6
14	14	STAND Sly & the Family Stone, Epic 10450 (Daly City, BMI)	7	39	35	WALK AWAY Ann Peebles, Hi 2157 (Salco/Jec, BMI)	7
15	16	PROUD MARY Solomon Burke, Bell 783 (Jondora, BMI)	4	40	—	APRIL FOOLS Dionne Warwick, Scepter 12249 (Blue Seas/Jac/April, ASCAP)	1
16	7	TIME IS TIGHT Booker T. & the M.G.'s, Stax 0028 (East/Memphis, BMI)	9	41	49	MY WHOLE WORLD IS FALLING DOWN William Bell, Stax 0032 (East/Memphis, BMI)	2
17	11	AQUARIUS/LET THE SUN SHINE IN 5th Dimension, Soul City 772 (United Artists, ASCAP)	10	42	—	BORN TO BE WILD Wilson Pickett, Atlantic 2631 (Duchess, BMI)	1
18	—	DON'T LET THE JONESES GET YOU DOWN Temptations, Gordy 7086 (Jobete, BMI)	1	43	—	LOVE MAN Otis Redding, Atco 6677 (East/Memphis/Time Redwal, BMI)	1
19	28	BLACK PEARL Sonny Charles with the Checkmates, Ltd., A&M 1053 (Irving, BMI)	3	44	47	A NEW DAY BEGINS Parliaments, Atco 6675 (Cotillion/LeBaron, BMI)	2
20	32	WHY I SING THE BLUES B. B. King, BluesWay 61034 (Pamco/Sounds of Lucille, BMI)	5	45	45	IT'S YOUR THING Senor Soul, WHIZ 611 (Brothers Three, BMI)	2
21	24	GOTTA GET TO KNOW YOU BETTER Bobby Bland, Duke 447 (Don, BMI)	4	46	46	I'M GONNA DO ALL I CAN Ike & Tina Turner, Minit 32060 (Barton, BMI)	2
22	38	IT'S MY THING (Your Can't Tell Me Who to Sock It To) Marva Whitney, King 6229 (Dynatone, BMI)	2	47	—	GOOD MORNING STARSHINE C & the Shells, Cotillion 44033 (United Artists, ASCAP)	1
23	—	WHAT DOES IT TAKE TO WIN YOUR LOVE Jr. Walker & the All Stars, Soul 35062 (Jobete, BMI)	1	48	48	AIN'T GON' BE NO CUTTIN' LOOSE Junior Parker, Blue Rock 4080 (Jadan, BMI)	2
24	37	I WANT TO LOVE YOU BABY Peggy Scott & Jojo Benson, SSS International 769 (Green Owl, ASCAP)	4	49	—	TIGHTEN UP MY THANG Soul Children, Stax 0030 (Birdes, ASCAP)	1
25	20	SUNDAY Moments, Stang 5003 (Gambi, BMI)	8	50	50	PITY FOR THE LONELY Luther Ingram, Ko Ko 2102 (Klondike, BMI)	2

Renfrew Rides Via Capitol Department

• Continued from page 30

excerpts of music from a specific group's LP being promoted are usually heard. The group being sold usually has the quality (or something) which Renfrew is looking for.

Davis hires actors and books studio time in the Capitol Tower. The same two voices play Renfrew and Miss Groupie.

At first, several stations refused to air the two-minute spots, but after hearing the humorous approach they relented.

Renfrew is a super straight character. To promote the San Francisco act, Sons of Champlin, Davis had Renfrew searching the hills of Marin County, outside San Francisco. To promote a group called Pollution, Davis had Renfrew seeking the cause of pollution.

The pitch for the product only occurs in the tag when a sample of that artist's style of music is played. Capitol has designed bumper tags, sweat

shirts and a logo which will all be sent to stations airing the series.

Why is Capitol Records doing its own radio spots? The number of spots the company requires would make the cost too prohibitive, Davis claims. He can turn them out for \$500 a shot. "It's not like creating a campaign for any other form of product," he says.

In addition to creating commercials for the progressive rock acts, Davis also develops radio spots for other Capitol artists. A Glen Campbell spot was aired in 23 markets. A spot promoting seven rock albums all listed under the title "Goodbye California" ran into trouble with one local station, KHJ, because of the topic of an earthquake destroying the State. But KRLA accepted the spot.

In addition to writing his own spots, Davis farms out work to Spot House, a local new company, and to Globe Propaganda in San Francisco.

Warwick & Legler Join Bulb Set

• Continued from page 30

sions. For the first four years, we did different arrangements of the tune, then we switched to famous singers such as Lena Horne and Vic Damone singing the song. Last year, BBD&O started the Schaefer talent search campaign."

A Unique Form

The music jingle form is a type of music unto itself, Miller feels. It should be simple and easy to remember. "For certain products—especially those for which you're trying to create an image—the music jingle can be an enormous aid."

Lately, the music tag has come into vogue, especially with airlines—tags like "Pan Am makes the going great" and "Fly the friendly skies of United." Sometimes, these work out well. On the other hand, Eastern Airlines' "Eastern makes it easier to fly" tag was too musical and stylish . . . "even now I have trouble singing it." It lacked certain values, he feels. But

the new "Smiling faces going places" was good.

One thing that always seems to have a lot of popularity in the commercials field, he indicated, are old songs. Fifty thousand dollars is now the going price on some of these songs. For example, I once picked out the marching society song from the Broadway musical 'Where's Charlie' by Frank Loesser for General Electric and that was the price we paid. TWA built a whole campaign around 'Up, Up and Away,' a year ago. United had its 'Come Fly With Me.' Contact had 'You Belong to Me.' United used 'Take Me Along.'"

For some commercials, of course, the producer must create a mood. Some of the best writers for this type of thing include Sid Ramon and Bill Giant, who wrote many of the tunes for the Elvis Presley movies, and Ray Ellis. Most of the things done by Miller at BBD&O used original music of this type. And it will be one of the concerns of Miller for the future with Warwick & Legler projects.

Vox Jox

• Continued from page 44

nite judgment is like coming from a foreign country, reading paragraph two on page six of Billboard and making a judgment. When criticizing someone professionally, I think we should realize how important what we say is. I've always been a heavy proponent of Vox Jox. That's why I felt compelled to let you know I would hate to see it turn into a programming critique page—despite your experience in programming radio."

★ ★ ★

From vice-president and general manager Dick Kelsey, WINZ, Miami: "We appreciate your mention of WINZ in your last column during your Nassau trip, but I think I should point out that John Engel is not an air personality on WINZ,

but rather a local banking executive whose voice is frequently heard on commercials. I read your column with great interest every week and feel you would appreciate the above correction."

From Larry Kenney of WOWO in Fort Wayne, Ind.: "In regards to Vox Jox, May 10: "His name is Larry Kenney, and he thanks you for the kind remarks." . . . And from Phillip Bradshaw of WHNY in McComb, Miss.: "I thought I'd let you know how much I enjoy your column each week . . . especially those weeks when you have just returned from some trip. It's interesting to note your comment concerning certain stations . . . we all can use some constructive criticism, I especially agree about the comments you made concerning KAAV, Little Rock, Ark. It is disappointing to

know a 50 kw. puts so little in its programming. I was surprised that you did not mention the fact that KAAV uses very little personality, since you stress it so much."

★ ★ ★

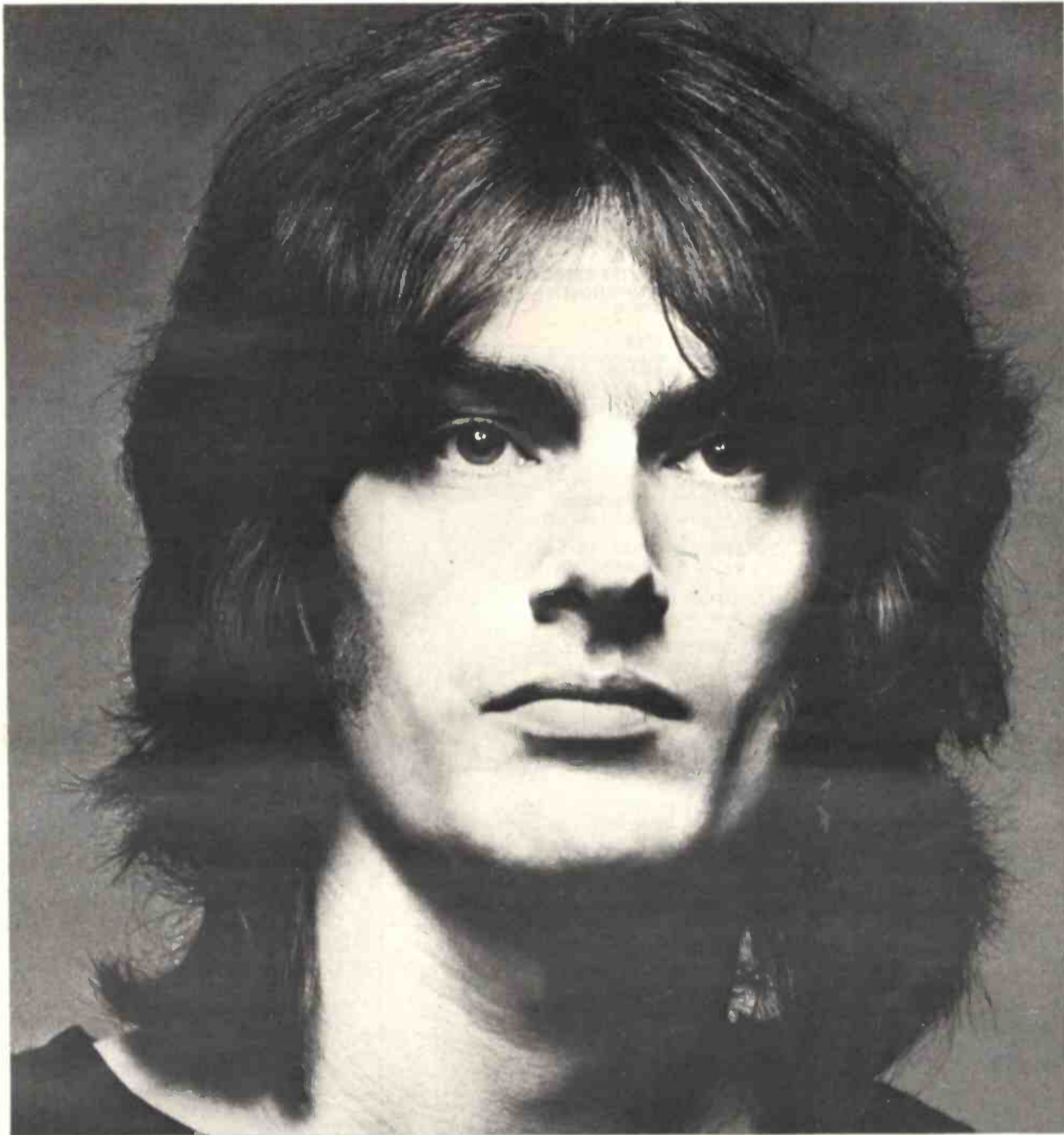
I need more resumes from small and medium market personalities who'd like to move up. Please state if you have first or third class license and all that jazz. I've got almost three dozen stations looking—secretly—right now. The staff lineup at KMDO, Fort Scott, Kan.: Program director Tom D. Nelson from KTTN, Trenton, Mo.; John Shane from KNEM, Nevada, Mo.; Bill Hurst, who returned from KESM in Eldorado Springs, Mo., and Chuck Morilla, who was a record promotion man in California. . . . Just got one of the best letters I've ever

(Continued on page 50)



MOTOWN'S MARVIN GAYE accepts a presentation of three gold disks from Barney Ales, left, Motown vice-president in charge of sales, for his single, "I Heard It Through the Grapevine," Motown's best selling single ever. Holding two of the gold records are Al Klein, director of Motown's single sales, and Motown's national promotion director Gordon Prince, right.

"Is This What You Want?"
is an album (ST-3354)
"Is This What You Want?"
is a question
The answer
to the question is **"yes"**



The answer
to the album is
YES YES YES
YES YES YES
YES YES (yes)

Jackie Lomax
on Apple Records

"Is This What You Want?"
Well, is it?

"Yes" a million times "yes"

(But you've got to listen.
Always you must listen.)

BEST SELLING
Rhythm & Blues LP's

Billboard SPECIAL SURVEY For Week Ending 5/31/69

★ STAR Performer—LP's registering greatest proportionate upward progress this week.

This Week	Last Week	Title, Artist, Label, No. & Pub.	Weeks on Chart	This Week	Last Week	Title, Artist, Label, No. & Pub.	Weeks on Chart
1	1	CLOUD NINE Temptations, Gordy GLPS 939 (S)	12	26	17	ALWAYS TOGETHER Dells, Cadet 822 (S)	14
2	3	IT'S OUR THING Isley Brothers, T-Neck TNS 3001 (S)	6	27	24	RAW BLUES Johnny Taylor, Stax STS 2008 (S)	4
3	5	ICE MAN COMETH Jerry Butler, Mercury SR 66188 (S)	21	28	28	SAY IT LOUD Lou Donaldson, Blue Note BST 84299 (S)	7
4	4	STAND Sly & the Family Stone, Epic BN 26456 (S)	5	29	13	SOUND OF SEXY SOUL Delphonics, Philly Groove LP 1151 (S)	15
5	2	SOULFUL Dionne Warwick, Scepter 573 (S)	9	30	31	SOFT AND BEAUTIFUL Aretha Franklin, Columbia CS 9776 (S)	6
6	8	SOUL '69 Aretha Franklin, Atlantic 8212 (S)	16	31	38	DIANA ROSS & THE SUPREMES JOIN THE TEMPTATIONS Motown MS 679 (S)	26
7	6	SAY IT LOUD—I'M BLACK AND I'M PROUD James Brown, King 5-1047 (S)	8	32	32	ONE EYE OPEN Bethea the Masked Man & the Agents, Dynamo DS 8004 (S)	4
8	7	UPTIGHT Soundtrack, Stax STS 2006 (S)	17	33	34	BLOOD, SWEAT & TEARS Columbia CS 9720 (S)	6
9	9	FOR ONCE IN MY LIFE O.C. Smith, Columbia CS 9756 (S)	11	34	41	SILK 'N SOUL Gladys Knight & the Pips, Sou' SS 711 (S)	22
10	15	LET US GO INTO THE HOUSE OF THE LORD Edwin Hawkins Singers, Pavilion BPS 10001 (S)	3	35	36	MEMPHIS UNDERGROUND Herbie Mann, Atlantic SD 1522 (S)	2
11	11	STONE SOUL Mongo Santamaría, Columbia CS 9780 (S)	13	36	39	16 BIG HITS, VOL. 10 Various Artists, Motown MS 684 (S)	3
12	10	MOTHER NATURE'S SON Ramsey Lewis, Cadet LPS 821 (S)	13	37	37	GETTIN' DOWN TO IT James Brown, King KSD 5-1051 (S)	2
13	16	LIVE AT THE COPA Temptations, Gordy GS 938 (S)	22	38	30	HICKORY HOLLER REVISITED O. C. Smith, Columbia CS 9680 (S)	48
14	14	TCB Diana Ross & the Supremes with the Temptations, Motown MS 682 (S)	22	39	44	IT'S TRUE! IT'S TRUE! Bill Cosby, Warner Bros.-7 Arts WS 1770 (S)	16
15	12	CAN I CHANGE MY MIND Tyrone Davis, Dakar SD 9005 (S)	12	40	40	TOGETHER Watts 103rd Street Rhythm Band, Warner Bros.-Seven Arts 7250 (S)	5
16	27	25 MILES Edwin Starr, Gordy GS 940 (S)	3	41	43	BAYOU COUNTRY Creedence Clearwater Revival, Fantasy 8387	8
17	19	SOULFUL STRUT Young-Holt Unlimited, Brunswick BL 754144 (S)	22	42	42	THE WORM Jimmy McGriff, Solid State SS 18045 (S)	22
18	18	WHO'S MAKING LOVE Johnny Taylor, Stax STS 2005 (S)	19	43	35	SMOKEY ROBINSON & THE MIRACLES— LIVE Tamla TS 289 (S)	16
19	29	GRAZIN' IN THE GRASS Friends of Distinction, RCA Victor LSP 4149 (S)	4	44	33	SILVER CYCLES Eddie Harris, Atlantic SD 1517 (S)	15
20	20	PROMISES PROMISES Dionne Warwick, Scepter SPS 571 (S)	23	45	—	THERE'LL COME A TIME Betty Everett, Uni 73048 (S)	1
21	26	YOUNG MODS, FORGOTTEN STORY Impressions, Curtom CRS 8003 (S)	4	46	—	SWEET SOUL SHAKIN' Young Hearts, Minit LP-24016 (S)	1
22	22	HEY JUDE Wilson Pickett, Atlantic SD 8215 (S)	15	47	—	YEARS GONE BY Albert King, Stax STS 2010 (S)	1
23	23	LOVE'S HAPPENING Five Stairsteps & Cubie, Curtom CRS 8002 (S)	5	48	—	SOULFUL STRINGS IN CONCERT Checker, LSP 10051 (S)	1
24	21	JAMES BROWN AT THE APOLLO, VOLUME 2 King 1022 (S)	39	49	48	THE DYNAMIC CLARENCE CARTER Atlantic SD 8199 (S)	15
25	25	I'M ALL YOURS BABY Ray Charles, ABC ABCS-675 (S)	4	50	49	MOTOWN WINNER CIRCLE, VOL. 2 Various Artists, Gordy GS 936 (S)	67

Vox Jox

• Continued from page 48

received; it's from Chuck Brigman, music director of AKBC in North Wilkesboro, N. C. Perry Samuels, senior vice-president for radio of AVCO Broadcasting, will speak at the graduating ceremonies of International Broadcasting School, Dayton, June 7. Program director Roger McClintock and air personality Edward W. Wendling need easy listening records at KRKC, 1,000-watt station at P.O. Box 625, King City, Calif. 93930. Station plays progressive rock Saturday nights.

Got a note from Wes Dickinson, who's now at KYOK in Houston, and he reports that Wash Allen is there with him. Wash Allen is one of the finest men in this business. Rick Roberts is program director of the r&b-formatted station. Music director David P. Schmidt at WIZZ, an MOR station at P.O. Box 377, Streator, Ill. 61364 needs records. Larry Shannon, an announcer at WNOR in Norfolk, Va., is now program director and air personality at WPVL in Painesville, Ohio.

Here's the staff at WDAD in Indiana, Pa., now: General manager Ray Goss, program director Paul Todd, Mike Cavanaugh, Jim Stanley, and Gary Persons. Jim D. Kime has been appointed station manager of KGW, Portland, Ore.; he's been with the station since 1959. Jim Hunter has been named production director of the station; he'd been production director of such stations as WLS in Chicago, WKYC in Cleveland, and KOIL in Omaha. WRVA in Richmond, Va., during the past year received letters from 76 listeners in 12 foreign countries, including a British fan named Richard Wood who picked up the station while visiting in Hawaii.

Gary Stone, formerly 6:30-midnight personality with KFVR in Bismarck, N. D., is now afternoon drive deejay with KCJB in Minot, N. D., using the name of Sean McKay. KCJB program director Davey Bee announces that the Hot 100 format station will up power to 5,000 watts any airshift now. Line-up there also includes Terry Dean, John Ruby, Dean Allen, and Lee James.

WOKY in Milwaukee is still king of the mountain with a 22.7 Total Rated Time Periods in the latest Hooper, followed by MOR-formatted WTMJ with a 19.6 and MOR-formatted WEMP with a 16.5. Staff at WOKY includes general manager Ralph Barnes, program director George Wilson, deejays Jack Lee, Jim Brown, Bob Barry, Jac McCoy, Carl Como,

and Ron Knight with talk-man Jon Esther. Deejay Don Clark at KNBR in San Francisco really knows how to hurt a guy. Celebrating the birthday of Don Rickles, the cut 'n' slash comedian, he aired cut 'n' slash best wishes from George Shearing, Buddy Rich, Redd Foxx, Johnny Carson, Bill Cosby, etc. Jim Kennedy has left as program director of WTAI in Eau Gallie, Fla., to join KHLO in Hilo, Hawaii, where he'll do a 4-9 show.

Program director Johnny Hyde at KROY, Sacramento, reports the February / March Pulse shows KROY with a 20.2 for the 18-hour average. KRAK has a 12.7 with country music. KXOA has 12.5. Deejay line-up at KROY, a Top 40 station, goes: Uncle Johnny Hyde, Bob Sherwood, Chuck Roy, Dr. Tom Becker, and Mr. Lee. KROY has a 26 from 3-midnight. Dick Widdoss is the new operations manager at KEZU in Rapid City, S. D., and plans to use a "modified Drake of Most Music" playing the best of country music in the wee hours and the soft rock in the afternoon. Needs records. Widdoss had been with KIMM in Rapid City.

Seminar on Communication

CHICAGO — A conference embracing such fields as radio-TV commercials production, audio recording, video recording, film making, advertising, music package production and others will be held here Monday (26). The event, a first in the Chicago market, is under the auspices of Chicago Unlimited, a communications industry association, and will be held in the auditorium of the Prudential Building starting at 6:30 p.m.

Admission is free. Invitations are extended to all individuals interested in developing Chicago as "the Middle Coast," Chicago Unlimited said. Among the speakers will be Bernie Clapper, Universal Recording Studios; Dick Marx, Dick Marx Associates; Brad Eidmann, WGN Continental Productions; Bill Newton, Sarra, Inc.; Carl Turk, Turk Productions; Len Levy, Leo Burnett; John Mann, Camer-Krasselt; and Joe Slatery, president, American Federation of Television and Radio Artists.

Commercials Wing Formed by Farrell

• Continued from page 30

sponse has been to double the proposed number of spots." The "Indian Lake" tune backs up the Dodge Charger commercial.

Farrell, who will hire an account executive shortly for the firm, said he set up the separate company because of the "growing demands of the advertising industry for product identification through the use of provocative contemporary music." The advertising agencies need direct access to lyric copywriters and composers, he said. "What we will offer the advertising industry, then, is a staff of knowledgeable experts in the music industry under one roof, a one-stop source of advice,

council, and performance by established professionals."

He said Commercial Management Group would seek the services of outside producers as well. In addition, the firm will be involved in producing background scores for movies and television shows.

It's Now WUFE

BAXLEY, Ga.—WUFE are the new call letters of the station that used to be known as WHAB here. The 5,000-watt station serves some 40 towns in south and middle Georgia, according to general manager Al Graham. Personalities include Bob Joiner, Bill Edenfield, Jim Overstreet and Bobby Holland.

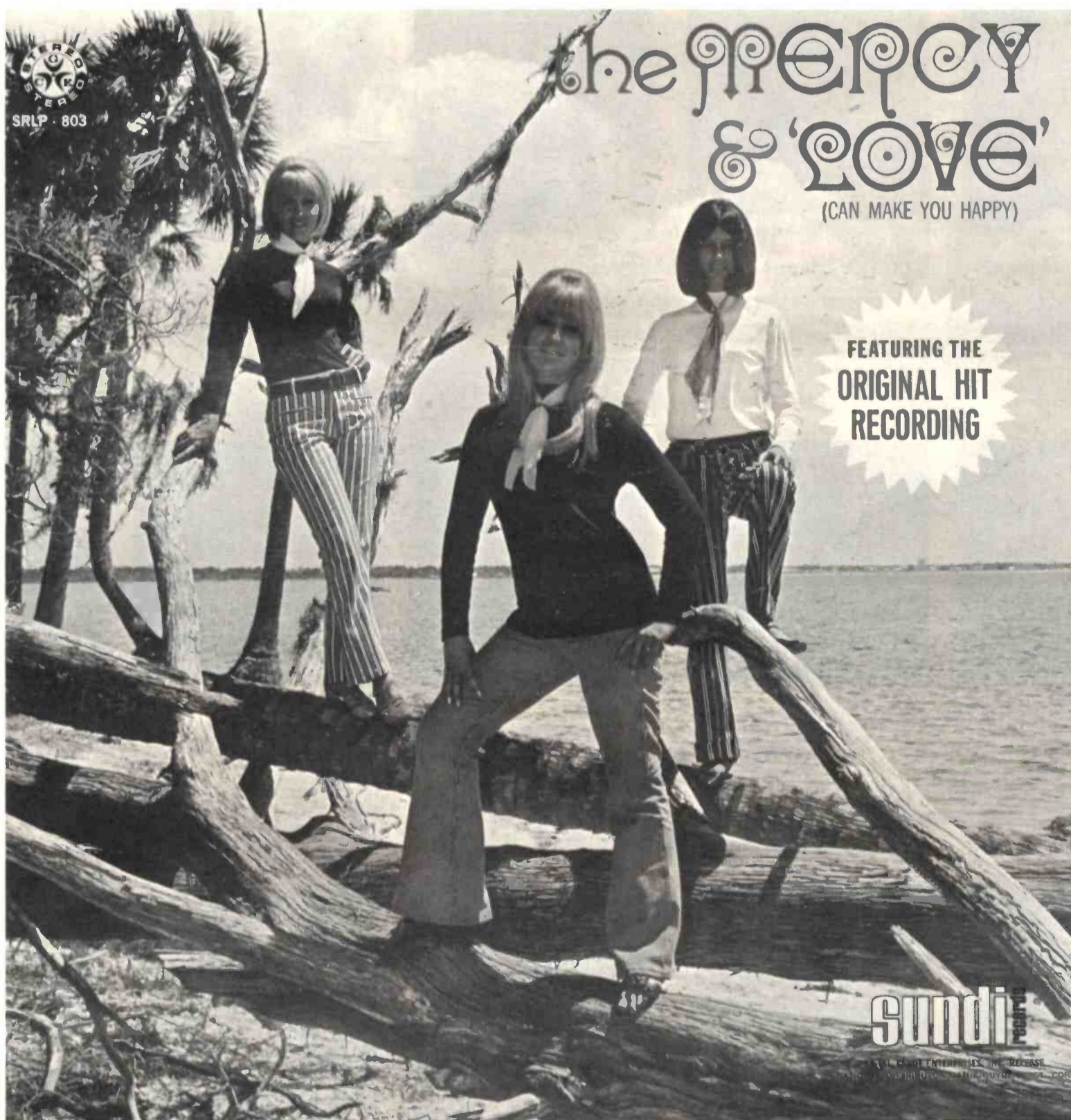
The charts tell the story —
Billboard
 has
THE CHARTS



DETROIT COURT Judge George W. Crockett, second from right, is treated to a personal tour of Berry Gordy's Motown headquarters, stopping to chat with Gordy's sister, Mrs. Esther Edwards, Motown senior vice-president. Berry Gordy Sr., left, and Ewart Abner, vice-president of Motown's management wing, join Judge Crockett at a presentation of an album containing the last speeches made by the late Dr. Martin Luther King Jr.

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Billboard Album Reviews

MAY 31, 1969



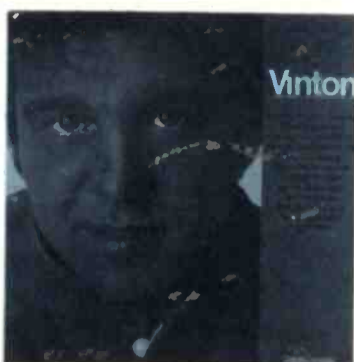
POP
5th DIMENSION—
The Age of Aquarius.
Soul City SCS 92005 (S)

If there is one sure thing in records this week, it is this latest release by the 5th Dimension. Thanks to "Aquarius/Let the Sunshine In" they have zoomed to the top of the singles charts. They are vocal acrobats and, with expert arrangements and performances, traipse through an even dozen of winners, including their million seller and a dramatic reading of Laura Nyro's "Wedding Bell Blues."



POP
MARVIN GAYE—M.P.G.
Tamla TS 292 (S)

Leading off with his big hit, "Too Busy Thinking About My Baby," Marvin Gaye has another big album here. All 12 cuts are sold in the popular Gaye style. "Try My True Love," "Seek and You Shall Find," and "That's the Way Love Is" are among the other winners on this album.



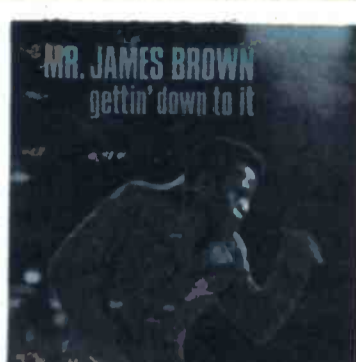
POP
BOBBY VINTON—Vinton.
Epic BN 26471 (S)

Bobby Vinton has another easy-to-take album here that should continue his string of album chart successes. Standards such as "It's a Sin to Tell a Lie" and "Try a Little Tenderness" are side by side with recent pops such as "This Guy's in Love With You" and "To Know You Is to Love You" all sung well. Then, there's "The Days of Sand and Shovels" and "Are You Sincere," others in a series of gems.



POP
THE WHO—Tommy.
Decca DXSW 7205 (S)

The Who, hard rock revelers of "Tommy," a two-record rock opera composed by Peter Townshend, features among the 21 cuts, the group's "Pinball Wizard" hit. A deluxe fold-out cover and a 12-page color booklet round out the group's masterwork highlighted by Sonny Boy Williamson's "Eyesight to the Blind," "Christmas," "The Acid Queen," "Sensation" and "Welcome," which top the vocals, while plenty of instrumentals make this package a hot item.



POP
MR. JAMES BROWN—
Gettin' Down to It.
King 5-1051 (S)

Soul screamer James Brown continues his flood of product, this time doing away with his raunchy, rousing soul band for a rhythm trio, the Dee Felice Trio. He walls through standards and contemporary tunes like "That's Life," "Sentimental Reasons" and "Sunny." Added for good measure are "Cold Sweat" and "There Was a Time," both charts hits, as Brown strikes again with rhythm and new pop polish.



POP
MARVIN GAYE AND HIS GIRLS—
Tamla TS 293 (S)

May is Marvin Gaye month in Motown country and the pop-soul star should celebrate the following months with new chart LP's and, of course, a steady stream of hit singles. One-half of the May Gaye payoff on the artist's talents is this package of sweet soul duets, both old and new, with past partners Mary Wells and Kim Weston, and his latest chart flame, Tammi Terrell. "Can't Help But Love You" and "Good Lovin' Ain't Easy" star on this hit-bound team.



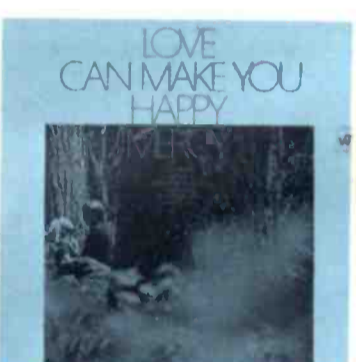
POP
JOE SIMON—
The Chokin' Kind.
Monument SSS 15006 (S)

With "The Chokin' Kind" zooming to the top of the Hot 100 chart, Joe Simon can't miss with this LP. . . and the other songs are can't miss songs, including his "Baby, Don't Be Looking in My Mind" and sparkling versions of "Lonely Man" and "Wichita Lineman."



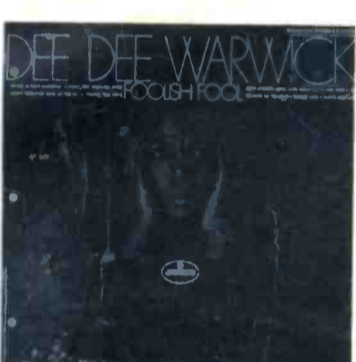
POP
RAY STEVENS—Gitarzan
Monument SLP 18115 (S)

This latest LP venture, recorded in concert, is by far the most exciting thing he's ever put down on disk. Temporarily putting aside his serious vein, Stevens recaptures the excitement and hilarity of his original winners, "Ahab the Arab" and "Harry the Hairy Ape," along with unbeatable versions of "Alley Oop" and "Along Came Jones." The "Gitarzan" album should quickly follow in the footsteps of the Top Ten single.



POP
MERCY—Love Can Make You
Happy. Warner Bros.-Seven Arts
WS 1799 (S)

Mercy has a delicious sound. It's a group with a harmony technique that's warm and caressing and with top appeal for pop ears as attested by their first single hit, "Love Can Make You Happy." The repertoire in this LP is in a similar groove, especially "Forever," which looks like it could step out as a single.



POP
DEE DEE WARWICK—
Foolish Fool.
Mercury SR 61221 (S)

No longer "Dionne's sister" with the chart success of her "Foolish Fool" disk, Dee Dee Warwick arrives at her promise of pop-soul popularity with her Ed Townsend-penned and produced records. Her latest, "That's Not Love," should sustain the hit momentum won at last with the aid of Jimmy Wisner, Jerry Ross and others. Also featured are "Thank You Love" and "Where Is That Rainbow."



POP
CONNIE FRANCIS
The Wedding Cake.
MGM SE 4637 (S)

"The Wedding Cake" has brought Connie Francis back to the singles forefront and it should do the same for her album sales. Working under the aegis of Shelby Singleton, Miss Francis has found new pop strength. The songs are in the country-pop groove and are delivered with an overall market appeal.



POP
JOHNNY MANN SINGERS—
Goodnight My Love.
Liberty LST 7620 (S)

Typically warm, lovely perennial standards by the Johnny Mann Singers—songs designed to last a while like "I've Gotta Be Me," "This Magic Moment," "I'm Gonna Make You Love Me," and "Let It Be Me." On top of all this, there's a sensational "I Love How You Love Me." An automatic hit album.



POP
JULIE DRISCOLL/Brian Auger
& THE TRINITY—Street Noise.
Atco SD 2-701 (S)

Julie Driscoll again joins Brian Auger, one of the finest pop organists around, in an excellent disk, ably aided by the other two members of the Trinity. This two-LP disk includes Miss Driscoll's strong vocals on "Take Me to the Water," "Light My Fire," and "The Flesh Failsures (Let the Sunshine In)." Auger's playing is outstanding throughout.



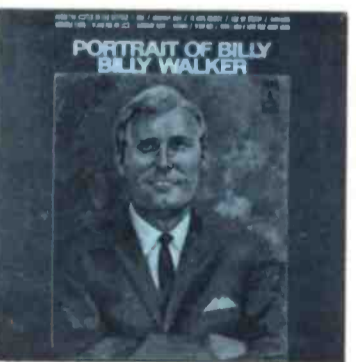
POP
LEE HAZLEWOOD &
ANN-MARGRET—
The Cowboy and the Lady.
LHI S 12007 (S)

Ann-Margret gets tough and uptight on a couple of the tunes on this album—notably "Only Mama That'll Walk the Line"—but the main drift is country-pop flavored tunes by her and Lee Hazlewood, who comes in strong on a solo-accented "No Regrets." "Hangin' On" deserves radio exposure as does the Hazlewood single "Greyhound Bus Depot."



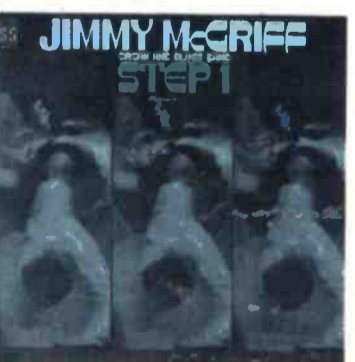
POP
BUDDY MILES EXPRESS—
Electric Church.
Mercury SR 61222 (S)

Miles wields his nine-man soul band in a power play of hard, down blues and churning rhythm blasts. Co-production by Jimi Hendrix and Anne Tansey, Miles re-creates his Electric Flag effort, "Texas," as well as "Destructive Love," and a shorter version of his previously recorded "Wrap It Up." Otis Redding's "Cigarettes and Coffee" also featured on an 8-minute trip.



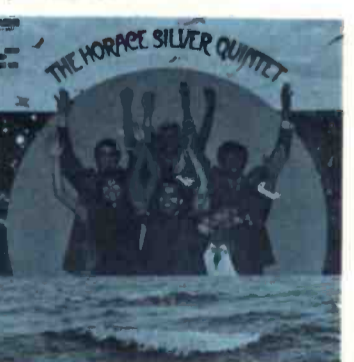
COUNTRY
BILLY WALKER—
Portrait of Billy.
Monument SLP 18116 (S)

Billy Walker is constantly on top . . . and there's a reason: every record is projected across to his audience convincingly. Here, he'll convince you of the down-and-out world with "From the Bottle to the Bottom." His "Ramona," a big hit, is a convincing love story. "Age of Worry" and "Highway Man" are two tunes that deserve repeated airplay.



JAZZ
JIMMY McGRUFF—Step 1.
Solid State SS 18053 (S)

Organist McGriff, already in the jazz chart with "The Worm," has another strong follow-up with this album. It's the leader backed by his "blues band"—a small group of blues-jazz oriented musicians. But right at the center of it all is McGriff's total musicianship in the blues and jazz field. On the album is an extended version of "Step One" a McGriff single that earlier made the r&b chart.



JAZZ
HORACE SILVER QUINTET—
You Gotta Take a Little Love.
Blue Note BST 84309 (S)

Another well-up-to-standard album by the Silver quintet—which means some swinging, rolling blues filled instrumentals of broad appeal. Like Art Blakey, Silver manages to keep the character of his group intact despite personnel changes. Main reason for this is probably Silver's own writing and distinctive piano work. "The Risin' Sun" really explains what Silver's style is all about.



CLASSICAL
FOUR FAVORITE TRIOS—
Istomin-Stern-Rose Trio.
Columbia O 3 S 799 (S)

Chamber music is at its finest here as this illustrious trio gives performances which have been widely acclaimed as separate recordings. Represented in this specially priced 3-LP set are works by Beethoven, Brahms, Mendelssohn and Schubert.



LOW-PRICE CLASSICAL
BELLINI: NORMA—
Callas/Filippeschi/Stignani
Various Artists/La Scala Orch.
(Seraphin). Seraphim
IC 6037 (M)

Here's grand opportunity to pick up this package the second time around, and at the low price, too. Miss Callas' Norma is one of her richest and moving portrayals. And she gets some sparkling assists from Filippeschi, Stignani, the La Scala and conductor Tullio Serafin.

LIBERTY STEREO 8 CARTRIDGE TAPE

AGE OF AQUARIUS THE 5TH DIMENSION



...THE BEST SHAPE
ENTERTAINMENT
HAS EVER BEEN IN!



This is a locked display-case lock for cartridges.

This is a Liberty Stereo Tape PIK-PAK which contains one cartridge.



You won't have to lock-up a case (usually consumers see the tape, with only the title name visible to them).



PIK-PAK in any the spine of and artist's

Liberty Stereo Tape's PIK-PAK eliminates the "behind locked doors" concept of tape merchandising. The PIK-PAK offers the consumer the opportunity of seeing the complete, full color tape cover without asking for a salesman to un-lock *that* case.

You *won't* see your PIK-PAK inventory reduced by pilferage (you just can't pick-pocket a 3' x 12' PIK-PAK). You *will* see your tape sales increase when you display Liberty Stereo Tape's PIK-PAK.

CONVERT FROM LITTLE TO BIG AND YOU'LL GET:

PIK-PAKS containing "The Age Of Aquarius" by The 5th Dimension and "A Touch Of Gold" by Johnny Rivers, *plus* a unique point of purchase custom tailored browser-box with a posterized header card that insures the maximum point of sale benefits that no consumer can miss.



The free PIK-PAK and browser-box will increase your sales and decrease your theft rate, plus PIK-PAK gives your customers what they really want: a tape product to see and hold, not just a name and an artist, behind lock and key. PIK-PAK displays the actual full color cover in its entirety.

SO This new visual and physical approach to tape merchandising is really the PIK of the year...

CONVERT ALREADY!

Album Reviews



POP
HORST JANKOWSKI—
 Jankowski Plays Jankowski.
 Mercury SR 61219 (S)

Jankowski the composer meets Jankowski the pianist and the result is another smooth and refreshing album ready for pay dirt. His touch is soft and caressing, light and buoyant in tunes such as "Any Problems Now?" "Little Old Town" and "Dream-flight."



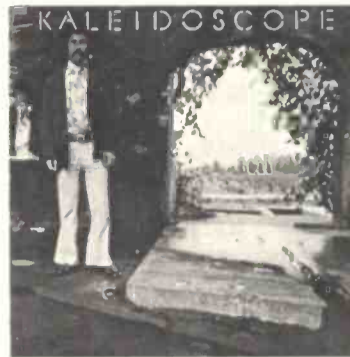
POP
GLENN YARBROUGH—
 Somehow, Someday.
 Warner Bros.-Seven Arts
 WS 1782 (S)

Yarbrough's latest album is very special, for, besides the entertainment provided by the gifted folk tenor, all his royalties will go to the SCHOLE Foundation, non-denominational, integrated school for orphans in California. Yarbrough is a modern day minstrel, converting music and lyrics to warmth and love, and gives evidence that he practices what he preaches.



POP
GUN—Epic
 BN 26468 (S)

One of the heaviest groups in some time, Gun, a British hard rock trio, has a thunderous U. S. disk debut here. On number after number, Gun is overpowering. Their British hit, "Race With the Devil" leads off this pressing and it is quickly followed by two of the most imaginative numbers here: "The Sad Saga of the Boy and the Bee" and the instrumental "Ruppert's Travels." "Take Off" is an excellent extended cut.



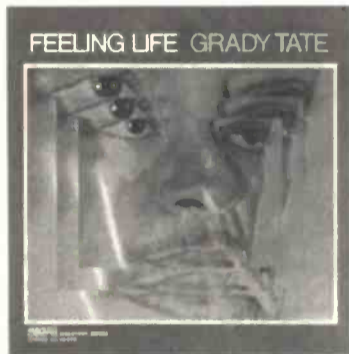
POP
KALEIDOSCOPE—
 Epic BN 26467 (S)

Kaleidoscope should finally crack through with this, their third album. Not only is this set exceptional musically, but sales should be aided by the remarkable reviews the act has been receiving. The extended "Seven-Ate Sweet" shows Mideastern influence, while other numbers, such as "Let the Good Flow" and "Petit Fleur," are country flavored. "Banjo" is a fine instrumental. "Cuckoo" is strong blues.



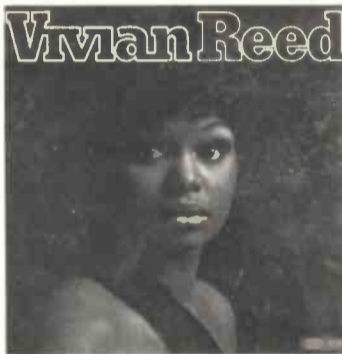
POP
JOSH WHITE, JR.—
 "One Step Further."
 United Artists UAS 6703 (S)

Hot with the campus crowd, White Jr. should spread his appeal to a larger buying public, with this album that widens to pop as well. Whether in the folk idiom or in the pop vein, with "I've Gotta Be Me" or "Games People Play," his style is clear, sharp and swinging.



POP
GRADY TATE—Feeling Life.
 Skye SK 1007D

Grady Tate, a drummer who is turning more and more to singing, has produced an album of high quality material that he puts a nice gloss on. His last album, "Windmills on My Mind" created quite a stir and this (although without benefit of a convenient film song or the like) could do the same. There's a very tasty reading of "My Ship" that gives an idea of the album.



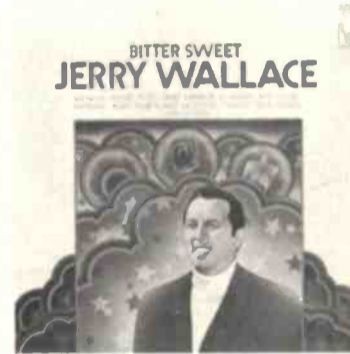
POP
VIVIAN REED—
 Epic BN 26412 (S)

A classy songstress equally at home at the funky Apollo Theatre, Vivian Reed has already climbed up the pop and soul charts with her featured cuts, "Yours Until Tomorrow," "Shape of Things to Come" and "You've Lost That Lovin' Feeling" medley. Her twin-market appeal, fine voice and gritty readings of contemporary tunes should establish Miss Reed as a chart regular capable of crossing trends and styles with her genuine talent.



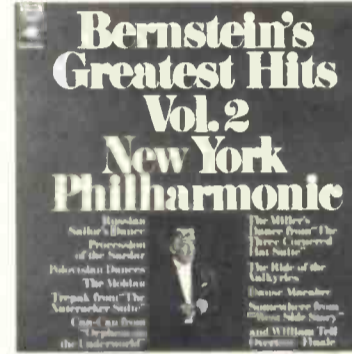
POP
MEL BROWN—Blues for We.
 Impulse A 9180 (S)

Mel Brown's "Swamp Fever" disk paved the way for this, his third LP as a leader and a soloist. Equipped with a fully developed and original style, the jazz and blues guitarist bids for chart honors with soul readings of the title tune, as well as Lennon and McCartney's "Ob-La-Di, Ob-La-Da," "Set Me Free" and a wistful "Stranger on the Shore." Bound to break Brown in all markets, this jazzy LP adds a major voice to the pop scene.



COUNTRY
JERRY WALLACE—
 Bitter Sweet. Liberty
 LST 7617 (S)

Jerry Wallace has usually bordered on both the country and pop fields. Here, he gets deeper into the pop bag with a beautiful, mellow revamp of the old "Save the Last Dance for Me" and a zingy "My Love." But "There She Goes" and "The Last Letter" and "Afraid" are worth listening to over and over.



CLASSICAL
BERNSTEIN'S GREATEST HITS,
 Vol. 2—New York Philharmonic.
 Columbia MS 7246 (S)

Here's another volume that will bring in more sales as follow-up to an already blossoming first volume. Only difference is in the material, for Bernstein remains his impeccable conductor, forceful, forging ahead. Included here are works from "Die Walkure," "Nutteracker Suite" and "The Red Poppy."



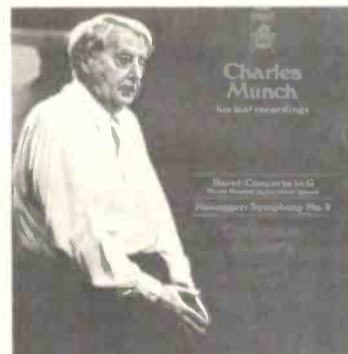
CLASSICAL
THE SPECTACULAR SOUND OF STRAVINSKY—CBC Symphony/
 Columbia Symphony
 (Stravinsky). Columbia
 MS 7094 (S)

Stravinsky sets off fireworks of his own as he conducts his own compositions such as "Fireworks" and the Infernal Dance from "The Firebird." The Danse Sacrale from the "Rite of Spring" is particularly exciting and a fitting climax to a bright album.



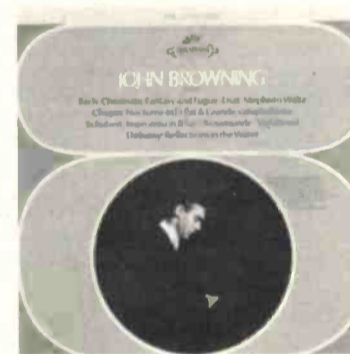
CLASSICAL
TISCHENKO: CONCERTO/
SHOSTAKOVICH: TRIO No. 2—
 Rostropovich/Vaiman/
 Serebrayakov/Leningrad
 Philharmonic (Blazhkov).
 Melodiya/Angel SR 40091 (S)

One of the major cellists puts his skill and technique behind the premiere recording of the Tishchenko concerto. The result is a peak performance. The wind and percussion units are equal to the task as well. In the Trio No. 2, he, violinist and cellist give and take with style.



CLASSICAL
RAVEL: CONCERTO IN G/
HONEGGER: SYMPHONY No. 2—
 Orch. de Paris (Munch).
 Angel S 36585 (S)

Munch is highlighted here, of course. But it is Henroit-Schweitzer's rich piano that embodies the unconventional Ravel work. And it is in the somber No. 2 that Munch creates vividly the gigantic struggle of war with a profound feeling, supported admirably by the French orchestra.



LOW-PRICE CLASSICAL
BACH/CHOPIN/SCHUBERT/
DEBUSSY—John Browning.
 Seraphim S 60099 (S)

John Browning's poetic piano artistry is in full flower on this LP. Working with compositions by Bach, Chopin, Liszt, Schubert and Debussy, Browning has a repertoire that's perfect for his piano manner and broad enough to appeal to a wide audience.



JAZZ
CHICO HAMILTON—
 The Head Hunters.
 Solid State SS 18050 (S)

Chico Hamilton continues to explore musical facts and, in this album delves into highly pleasant concepts, blending, for example, the Far East with the Far Out. "Reach and Grab It!" contain these eastern sounds as an overlay to rhythmic beat patterns. Other tunes broach on the psychedelic, but still retain down-to-earth jazz elements for a mass audience.



INTERNATIONAL
CHARLES AZNAVOUR—
 Aznavour! Monument
 SLP 18120 (S)

When Aznavour sings it is a treat; when he sings Aznavour it is a recording event. His latest LP for Monument features new and updated recordings of some of his best songs, and the sound is striking, emphasizing every dramatic nuance of poetry and voice. Noteworthy among the 10 cuts are "Le Palais de Nos Chimeres" and "Il Y Avait."

★★★★ 4 STAR ★★★★★

SOUNDTRACK ★★★★★

SOUNDTRACK—Winning. Decca DL 79169 (S)

SOUNDTRACK—Seven Golden Men. United Artists UAS 5193 (S)

POPULAR ★★★★★

PAPER GARDEN—Muscor MS 3175 (S)

ARTHUR LYMAN—The Winner's Circle. HiFi Life SL 1039 (S)

EYES OF BLUE—In the Fields of Ardath. Mercury SR 61220 (S)

INNER DIALOGUE—Ranwood R 8050 (S)

THE ELECTRIC JUNKYARD—RCA LSP 4158 (S)

QUATRIN—Tetragrammaton T 5002 (S)

JOHN NEEL—John Neel's Amazing Marching Machine. Epic BN 26431 (S)

JERRY MERRICK—Follow Follow Follow. Mercury SR 61208 (S)

BLACK VELVET—Love City. Okeh OKS 14130 (S)

MICHELE—Saturn Rings. ABC ABCS 684 (S)

LENNY DEE—Little Green Apples. Decca DL 75112 (S)

THE PEDDLERS—Three In a Call. Epic BN 26458 (S)

LOW PRICE POPULAR ★★★★★

LOUIS ARMSTRONG—The One and Only Louis Armstrong. Vocalion VL 73871 (S)

THE TODAY PEOPLE—The Million Sellers. Vocalion VL 73868 (S)

JESSE CRAWFORD—When Day Is Done. Vocalion VL 73869 (S)

COUNTRY ★★★★★

THE MOON MULLICAN SHOWCASE—Kapp KS 3600 (S)

CLASSICAL ★★★★★

PROKOFIEV: SYMPHONY No. 3—Moscow Radio Symphony (Rozhdestvensky). Melodiya/Angel SR 40092 (S)

RAVEL: RHAPSODIE ESPAGNOLE/OTHERS—Chicago Symphony (Martin). RCA Red Seal LSC 3093 (S)

RAVEL / POULENC / FRANCAIX—Melos Ensemble of London. Angel S 36586 (S)

RACHMANINOFF / CHOPIN: CONCERTOS IN G MINOR—Torteller/Ciccolini. Angel S 36591 (S)

EVETT: HARPSICHORD SONATA / HUMEL: VIOLIN SONATA / PRELUDIUM UND SCHERZO—Parris / Gross / Hewitt / Baron. CRI CRI 237 USD (S)

HAYDN: BARYTON TRIOS—Johannes Koch/Ulrich Koch/Reinhold Johannes Buhl. RCA Victorla VICS 1425 (S)

LOW PRICE CLASSICAL ★★★★★

BRUCKNER: SYMPHONY No. 3—Vienna Philharmonic (Schuricht). Seraphim S 60090 (S)

DEBUSSY / IBERT / RAVEL—Orch. National de la Radiodiffusion Francaise. (Stokowski). Seraphim S 60102 (S)

RACHMANINOFF: CONCERTO No. 2 / PAGANINI RHAPSODY—Augustin Anievas. Seraphim S 60091 (S)

JAZZ ★★★★★

BILLY LARKIN—I Got the Feelin'. World Pacific WPS 21891 (S)

GARY BARTZ—Another Earth. Milestone MSP 9018 (S)

(Continued on page 56)

ALBUM REVIEWS

BB SPOTLIGHT

Best of the album releases of the week in all categories as picked by the BB Review Panel for top sales and chart movement.

SPECIAL MERIT

Albums with sales potential that are deserving of special consideration at both the dealer and radio level.

FOUR STARS

★★★★ Albums with sales potential within their category of music and possible chart items.

More Album

Reviews on

Pages 52 & 56



SUMMER IS A TAPE THING.

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Design "Summer is a Tape Thing." commissioned by Billboard & Merchandising Week

In 8-Track, Your Only As Good As Your Catalogue.

We Deliver.



Music Maker For The Masses



Everybody loves tape—teens, hippies and the mod set.

By **BRUCE WEBER**

The tape industry is going to be doing its thing with a promotional fling this summer.

And enough evidence is accumulating now to make an early verdict: the tape industry is a music maker for the masses.

Whether it be 8-track or cassette, pre-recorded music or blank tape, or software or hardware, there is an electronics revolution in progress. And the multimillion-dollar pursuit of the American consumer is just now beginning.

Hardware manufacturers are no longer only catering to the audiophile with expensive and highly technical playthings. Low cost equipment—much of it portable—both for the home and the auto, is aimed at the new electronics consumer, who is not confused by the plethora of equipment and systems available on the market today.

Record companies, once fearful of the tape explosion, are jumping on the tape wagon after discovering that record profits are unaffected by tape sales, and that they could, in fact, profit by supplying music packaged in cartridges.

Retailers and tape duplicators are indulging the mods and the minis who know what they want and have the buying power to get it.

The biggest names in the home entertainment industry also joined the parade toward instant music: RCA, General Electric, Motorola, Philco-Ford, Bell & Howell, Ampex and Norelco.

Besides these household names, a number of Japanese firms have entered the business: Sony, Hitachi, Panasonic (Matsushita), Aiwa, Toshiba and TEAC.

Why? A rising stream of spending by the consumer is giving the tape industry a blue chip appearance.

Just how big the industry has really grown can be seen in this: By 1970, about 11.3 million Americans will own either a tape recorder or a tape cartridge player. Six years ago, by contrast, cartridge sales were just above the 100,000 mark and cassettes sales were zero. In 1969, experts figure sales of cassette recorders will hit 3.4 million, while 1.8 million cartridge players will be sold.

And how fast the tape industry has grown can be seen in this: By 1970, total tape sales should strike the \$450 million level, and by 1975 tape sales could account for as much as 40-45 per cent of the total recorded music business.

Total retail volume in 8-track players and cartridges alone in 1968 was about \$350 million. Adding the value of player sales, one can project a total 8-track industry of more than \$500 million in 1970. Retail sales of 8-track tape in 1969 will approximate the record industry's total sales in 1959, revealed RCA statistics.

All this, and this summer or early fall, RCA and CBS (Columbia Records) may mark the beginning of a new era in the tape industry. That's when the two giants, long opposed to the cassette system, will release "best selling recordings" on cassette tape cartridges.

Hastening the record companies' entry into supplying their music on cassettes is that more than 100 set manufacturers have adopted the cassette concept. And the hardware producers, primarily Norelco, are pouring multimillion-dollar promotion campaigns aimed at a mass market.

The rise of the cassette has added substantially to the great buzzing confusion that characterizes the tape cartridge business. A variety of competing cartridge systems—differing mechanically and in the amount of music they will hold—have battled for supremacy in the market place.

Retailers have been walking a configuration tight-rope for several years now (8-track vs. cassette, etc.)—that many are in a mood just to relax and welcome all systems.

While cassette obviously now has the glamour appeal (simpler to operate, more compact and more foolproof than the cartridge) the 8-track system is supported by Detroit, which installs that system as original equipment in most vehicles. And it was Detroit, with its great love affair with the 8-track, that squeezed the pioneer, relatively low-priced and teen-oriented 4-track, a favorite of West Coast teen-agers, into the background.

The advantage that the cassette has over the 8-track cartridge is that it can be used for recording as well as playback, and this is generally conceded to be a factor in the RCA and CBS decisions to enter the cassette field.

But Detroit, Lear Jet and RCA, among others, feel there is room for each system, with each carving out a distinct market for itself.

Irwin Tarr, RCA marketing vice-president, says it this way: "The 8-track cartridge and the cassette can and will coexist in the U. S. and the world market for many years to come. The real question is the relative level of that coexistence. It will be the young consumer that will make that determination (8-track or cassette) as they enter the market and decide how to spend their money."

Oscar Kusisto, Motorola vice-president and general manager of the automotive products division, agrees with Tarr. "I don't believe there is or should be any need for competition between cassette and cartridge systems. I see cassette important in its proper market segment. And I see 8-track in its proper market segment. Each has its specific niche."

James R. Gall, vice-president of marketing for Lear Jet Stereo, also maintains there are two separate markets for cartridge and cassettes.

But cassette adherents think their system eventually will supersede all others, with or without Detroit. But no one is betting when technological stability will be a fact, if ever.

W. L. Zalsman, managing director of Philips Industries, stresses the importance of one system. "We feel the cassette will, in the long run, prove to be the surviving form. It's simpler to operate, more compact and more foolproof than the cartridge."

Wybo Semmelink, North American Philips executive, believes cassette recorder/players will account for two million of the six million recorders of all types sold in a 12-month span; this would compare with 1,375,000 and 5,500,000 respectively in 1967. Thus, nearly all the growth in tape recorder volume this year is coming from cassettes.

Two years ago at a National Assn. of Record Mer-

chandisers convention, a CBS executive discounted the effect cassette tape would have on retail merchandising. Now, however, members of NARM feel that with Columbia and RCA moving into cassettes, the system has "turned the corner."

Jim Shipley of Main Line Record Service, Cleveland, summed it up this way: "The belated entry of Columbia and RCA into the cassette field has given that configuration great sales impetus."

Giving further weight to the cassette explosion are two facts: plans of the major electronics importers to flood the U. S. market with a variety of cassette recorders and players, including auto units, and the introduction by Motorola's consumer products division of its initial cassette unit: a player/recorder.

But for the more clinically inclined, RCA released an analysis of the two tape systems given by an eminent psychologist.

"The appeal of Stereo 8 (8-track) has strong sensual overtones, with users emphasizing the "power" and "all enveloping" quality of the sound. Its appeal, in cartridge geometry, mode of cartridge insertion, and sound is strongly weighted toward males.

"In contrast to the sensual, mobile male appeal of 8-track, the cassette has a more feminine appeal with its dainty proportions and its purse-sized cosmetic-style case."

It's doubtful that will change the minds of many consumers. But the auto manufacturers might.

In the auto field, Detroit is committed to 8-track systems totally, many believe, with the major American auto manufacturers holding contracts with 8-track suppliers.

An RCA survey indicated more than 85 per cent of the auto buyers say they either have installed 8-track in cars or definitely plan to have it installed after the initial purchase. Detroit, too, is convinced the 8-track system is ideally suited to car use for two reasons: cartridges with continuous loop are easier and simpler to use than cassettes and the 3¾ ips speed of cartridges gives them a fidelity not possible with the 1¾ ips speed standard on cassettes.

But, there are some who believe the auto manufacturers are willing to experiment with cassette auto units. An Ampex executive said: "This fall there will be a tremendous growth in cassette after-market units for cars. It opens the market opportunities for cassette. For the first time, really, cassette is going to go into the area where 8-track is strongest."

Many feel that if Detroit makes up its mind to put cassette units in as original equipment, the fight will be on.

In the end, however, the choice seems one of relative price, size and simplicity.

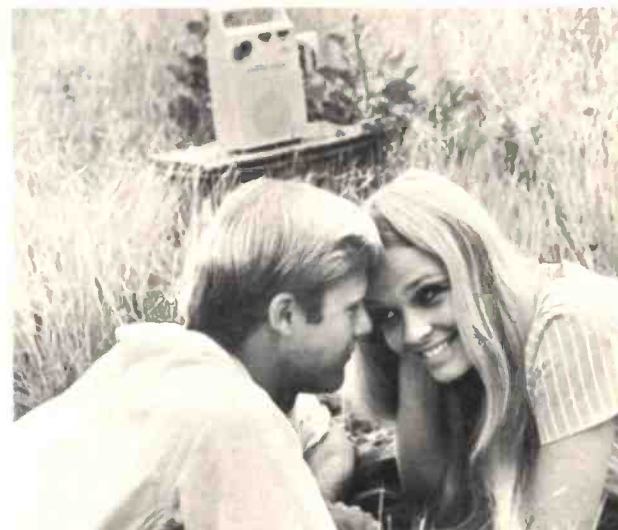
Is there a possibility of standardization—one system—in the immediate future? Most experts feel the consumer will decide, not the record companies, or the retailer or even the hardware manufacturer.

One thing is certain, though. Whether you're supporting 8-track over cassette, or betting on both, the rising consumer interest in the tape industry is just beginning. And what began as a quiet electronics revolution just a few years ago is exploding into a billion-dollar industry.

And it's going to get better.

The Teen Market:

Top Buyers
And Now
New Duplicators



Tape Today Means Transportable Entertainment

By ELIOT TIEGEL

The present and the future of cartridge entertainment seems locked in the solid hands of America's youth. Not only have young people become the major audience for "cartridgeized" music, but they have begun to reap some of the financial remuneration normally going to the manufacturer and duplicator.

A new crop of enterprising youngsters across the country has discovered that tape duplication is a new-found way of earning money and they have joined the dreaded ranks of the backyard duplicators, much to the chagrin of legitimate companies specializing in reproducing music for cartridges.

In many instances young people buy their favorite songs from classmates who have invested in the proper duplicating equipment and have turned their homes into part-time factories with many the signs of industrial wear and tear.

"A kid can buy the equipment for \$100 and in three weeks he has it paid for," says Earl Muntz, who perhaps better than anyone, knows the impact of the bootlegger. Muntz, the indefatigable defender of the 4-track concept, paints a rosey picture for the teen-age bootlegger. "The bootleggers are doing great business and they always will." They have the best selection of material because they pick the top 40 best selling singles off the national chart and their customers pick the 10 songs of their selection. These songs are duplicated in a cartridge sometimes by the kid's mother while he's in school learning about the financial structure of the country, its industrial complex and the capitalistic form of enterprise.

Eight-track blank cartridges are selling like blank cassette tapes, Muntz theorizes. His 4-track business has always been plagued by the illegal duplicator, who first filled orders on artists not available on 4-track, but who now sells price as a determining reason for staying in business.

Youngsters across the country discover who their friendly backyard duplicators are and often stock up on their own hit

parade type of sampler cartridges. "I wish we could have that kind of programming," Muntz laments, looking at the Billboard single chart and envisioning kids selecting 10 tunes from the top 40 positions.

"The bootleggers operate at a one to one ratio, so their sound reproduction is rather good. Kid can buy bootlegged tapes for around \$2.98. Duplicators are even wholesaling them in either the 4 or 8-track versions for \$1.50. Stores are even buying and selling product obtained from these illegal operators."

"There are more kids now involved in bootlegging than ever before," cries one music company executive. "There's a lot of activity in Chicago and Los Angeles."

One estimate is that around 65 per cent of the bootlegging occurs in California where tape cartridges have become a commonly accepted form of youthful entertainment.

The music being supported by young people covers the broad range of popular styles. If the artist bows with a hit album, its counterpart tape is sure to gain the nod from teens.

Geographical location can be a factor in the daily or seasonal sale of taped music. On a weekend a few weeks ago, teen-agers flocked to two San Fernando Valley stores in the sprawling Los Angeles suburb. Business the next day was not nearly as good. In Detroit, motor driven kids packed tape stores on Saturday.

The reason? In Southern California where the weather is generally conducive to outdoor leisure time activities, teens prefer to do their shopping prior to the weekend. On Saturday and Sunday "surf's up" and the highways leading to the beaches are jammed with cars of all sizes. The din of music, usually rock, wafts through the air, and is clearly heard when cars stop to park and one hears the natural sound of the pounding surf.

In Detroit, the theorem goes, teens are not nearly as magnetized toward spending as much time outdoors all year

round and the lack of ocean-front crimps any romantic thoughts of listening to one's favorite tapes while developing a spring tan.

The impact of the teen-ager with his regular allowance and ineffable appetite for musical entertainment has created an almost monopolistic state in the cartridge business. In five years, the cartridge business has moved out of the infancy stage and into the maturation age, prodded steadily by young America, which has supported the system once the price of players came down out of the elite \$200 category.

Teen-agers account for 50 per cent of the total cartridge business, estimates Bob Demain, vice-president at Modern Tape Corp., a blues specialty house. Sales of vintage blues performances which appear on the Modern line hold up well in the South and West, Demain claims. There are a few areas where rhythm and blues just doesn't make it, baby, such as in the Rocky Mountain States, or Pacific Northwest. Blues markets are Chicago, Atlanta, Dallas, San Francisco, New York, Los Angeles, Philadelphia, Baltimore and St. Louis.

Young people today are oriented toward blues packages, and such old-timers as Elmore James and Howlin' Wolf are reaping the benefits of exposure for the first time before young ears. Vintage blues cartridges haven't become an overwhelming part of the teen market, but sales are gaining steadily. Young people who dig a rural blues caravan for the first time at a coffee house, or college concert, can be expected to re-create the experience by buying a tape by that performer or someone who sings in the same mode.

Since cartridges initially were related to automobiles, individual state driving laws affect sales patterns in various regions. In Florida, where kids can drive at 16, the tape market has grown nicely. Tape sales in Texas and Louisiana, for example, are linked to the fact that kids also drive at a young age.

Since boys generally own

more cars than girls, boys tend to buy more cartridges. With singles and albums, girls traditionally were the sales leaders.

In Florida, "kids are constantly outdoors and they want music," says Panasonic's Dave Hirsch, a resident cartridge player salesman in the Sunshine State. Miami is the second largest cartridge market, Hirsch claims, with kids buying very heavily in the cassette configuration, according to Hirsch. This surge forward for cassette music has occurred during the past six months. "Because of the weather," Hirsch says with the same kind of civic pride as would a Southern Californian, "kids aren't confined indoors and they need portable equipment because they're outside so much."

Florida is also a state of universities, and this conglomeration of students is a major factor in turning the area into tape town. "The students are very music conscious in Florida," Hirsch continues, and then there are some who have gotten involved with cassettes because they can record music or speech with the equipment. The kids are very aware that 8-track machinery doesn't have this capability.

Youngsters are aware that the sound quality is improving all the time in the cartridge field. Kids have never been the mass buyers of high fidelity equipment, points out Capitol's Oris Beucler, so the sound they are accustomed to is often better than what they hear on their small transistorized radios.

"Teens have always been interested in a big sound in the midrange. They have no feel for great fidelity in the extreme high or low ranges," but Beucler does feel that young people are "demanding better sound" from the set manufacturers.

The teen set seems to have discovered the cassette system, Beucler believes, with the same alacrity as when 8-track was the newest electronic baby.

The cassette system has one special feature going for it which endears it to teens. A manufacturer can program four tunes on a cassette, and the teen has his oldies but goodies tape for

less than \$2. Eight-track duplicators are held back economically in this category.

Economics are also a factor in introducing money-conscious youngsters to cartridge systems. Machinery is down low enough for most people to afford. "I don't think a kid will buy an album if he's got a cartridge player," comments Earl Muntz.

Many tape duplicators, promoted on rock radio stations because this is where young ears are tuned to.

Tape to a good many youngsters has come to represent "transportable entertainment" and teens have "led the revolution into packaged music." The quotes are from Liberty/UA's corporate vice-president Lee Mendell.

This revolution which at first saw kids buying whatever was available—just so there was constant music playing while they showed their new sound rig off to friends—has evolved into the buying pattern of kids showing interest in the excitement of new product.

But this excitement is prone to wane if the tape counterpart of a hit album is not available. "If the record's cooled off and you're just getting the cartridge," says Music City's Ethan Caston, "the excitement factor is cut and it can affect sales."

Kids are more aware of tape than their parents, the retailer believes. Usually this interest begins when a teen-ager comes of driving age. By the time they are 16 they have developed artist loyalties and taste patterns.

The teener in New York, Atlanta or Denver usually seeks out those first artists heard on records when it comes time to stock a library. That's why ever-green hits are duplicated. Past hits stimulate past memories.

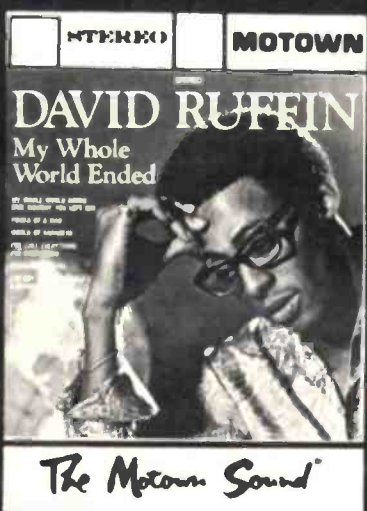
The formula seems to read: past hits stimulate past memories.

And new hits motivate new excitements.

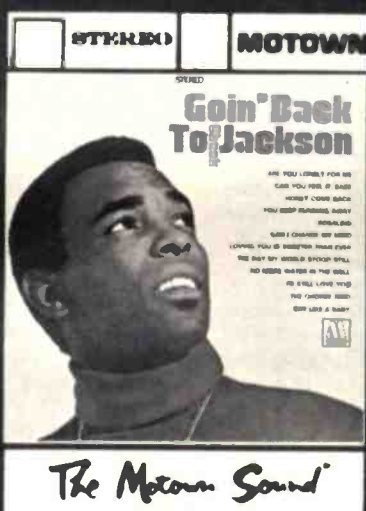
So most forms of mass appeal pop music keep the teen-age buyer on an up-tempo path to his favorite tape dealer.

Or favorite school chum turned duplicator.

Motown Stereo Tapes... for Sound Summer Profits



M 8 1685



M 8 1687



M 8 1689



G 8 1940



T 8 1287



T 8 1292



T 8 1293



S 8 1717

Nothing Moves Like "The Motown Sound"
The Sound of Young America



Retailers Gear For Summer Super Boom



The sweet sound of money is booming forth from the tape cartridge market to retailers across the nation.

Industry forecasts in both hardware and soft goods have set the volume level for summer sales at a record-breaking high.

So, what are retailers doing to stimulate additional summer sales?

At Sears and Montgomery Ward the merchandising and marketing concept is to gear up to the affluent middle-income, young adult found living in Southern California's sprawling freeway suburbs.

If you want to make it selling tape and related hardware equipment at White Front, a 22-store chain in California, tune into the teen market, where discount pricing rings the cash register.

At music specialty shops, too, owners are taking a hard, long look at sales and are now making room for additional tape stock.

And at Muntz-Stereo Pak's retail store, "It's music on wheels, man, and like if you ain't got it, you ain't with it." The teen-age press of business recently so clogged installation facilities that the company pulled its regular radio sales ads and substituted a message to delay purchase-happy youngsters from coming out to the facility.

It didn't work. The next day, despite appeals on two teen-oriented radio stations, pleading with teen-agers to call ahead for an appointment, the four-lane installation center again was a traffic jam.

The reason: a 4-track stereo unit regularly retailing at \$39.95 was selling for \$21.95.

A push for each tape concept, whether it be cartridge, cassette, or open-reel, is coming from most retail outlets. And they're jumping on the hardware bandwagon, too.

The report from key mass merchandisers is that "tape is not only a summer thing but a year-round happening." And manufacturers are beefing up their co-operative advertising programs to prove it.

Specialty stores such as Sprouse-Reitz, a 16-store chain; Kay Jewelers of Los Angeles and Sacramento, and the Pep Boys, an automotive supply outlet, are all taking advantage of the summer tape superboom, too.

Player manufacturers are using radio, TV and newspaper advertising to promote their product. With more low-priced player equipment available to the teen-ager this year, several companies are placing emphasis

in equipment giveaways through regional contests.

The teen-age group is going in a big way for cartridge players, and the demand for cassette recorders, particularly those priced from \$40 down, is beginning now to come on strong.

California retailers are showing a willingness to merchandise both cartridge and cassette. With a good business going for them in both 4 and 8-track cartridge players—in homes now, as well as in automobiles — merchants here apparently have no reservations about the influx of cassette recorders.

Just how big the player market is in California is evident from the upswing in business this year. Next year, White Front, May Co., Sears, and others, expect to carry an even larger inventory in players.

Summer promotions aimed at teen-agers and young adults come right to the point. They stress low-cost units. The White Front Stores, for instance, are advertising cassette tape recorders at \$29.97 list, MGM's 2-track player at \$11.96. Concord's portable reel-to-reel recorder at \$19.75, a Webcor cassette recorder at \$29.95 and a secondary brand cassette recorder at \$24.97.

May Co., a 16-unit department store chain, also joined the summer promotion parade with Playtape's Hipster player model at \$25.99, Concord's cassette radiocorder at \$69.95, a compact open-reel recorder by Concord that carries a list price of \$19.95, and a 4 and 8-track compatible unit at \$48.88.

Bullock's department stores are promoting a Magnavox cassette recorder at \$59.90, and Radio Shack offers a variety of equipment, including cassette recorders priced from \$24.95 and up, plus two portable open-reel units at \$14.95 and \$24.95.

Specialty shop promotions are being concentrated on lower priced merchandise. The Pep Boys, for instance, is featuring a 4-track auto unit (sans speakers) at \$26.88 and a 4 and 8-track compatible car stereo at \$56.95, with tape cartridges at \$1.49.

In the specialty field, Sav-On, a drugstore chain, is offering a Craig portable tape recorder (model 212) at \$34.95, and a budget line of Premier blank cassettes for 69 cents (30 min.), 99 cents (60 min.) and \$1.29 (90 min.). The tape sale also includes 8-track and cassette tapes at \$2.95.

For car-bound teens, Sears is pushing 4 and 8-track stereo players at \$79.88 and a 4-track

player at \$29.88. In Sacramento, Grand Auto Stores, a five-store chain, is advertising a 4-track stereo player for \$29.88. It also is offering 8-track tape from Capitol, Atlantic, London, Scepter, Atco, RCA, Decca and Liberty for \$5.79, with a twin pack bonus special for \$4.99.

Muntz Stereo-Pak features a 4-track stereo unit for \$21.95 (regular price: \$39.95); a 4 and 8-track compatible stereo player at \$59.95; a Sony 8-track tape recorder at \$129.95; 60-minute blank cassettes at 99 cents; 4-track tapes at \$1.98, and 8-track tapes at \$2.98.

In Craig's outlets, a cassette portable tape recorder (model 2603) retails at \$59.95; a portable cassette recorder with AM/FM radio (2606) at \$119.95; a portable cassette tape recorder (2602) at \$69.95; a portable tape recorder (2108) at \$54.95, and another portable (2106) at \$69.95. The company's low-end portable tape recorder (model 212) retails at \$34.95.

Higher priced tape equipment is also advertised, primarily with the adult market in mind. White Front features a Sony cassette recorder priced at \$99.50, a Webcor 8-track stereo cartridge player at \$69.97, and a portable compatible for both 4 and 8-track tapes at \$89.97.

K-Mart, a division of S. S. Kresge Co., has a cartridge tape recorder for \$49.97, while Kay Jewelers is offering a cassette recorder at \$29.95. Handy-Andy stores in Sacramento also are carrying more cassette equipment, including a Panasonic cassette player/recorder at \$29.95 and another cassette recorder for \$34.88. It also offers an RCA reel-to-reel recorder for \$28.88.

A drug chain, MDX, is jumping on the hardware bandwagon by offering a Mayfair cassette recorder for \$23.88 (regularly \$29.95).

Tape sales also will become part of the summer fling. Thrifty, a major drugstore chain, is selling 4-track cartridges at \$3.69 and 8-track cartridges at \$4.44. K-Mart is offering blank tapes (30 min.) at 88 cents, while blank tape (60 min.) at MDX retails at 87 cents (regularly \$1.49).

Pre-recorder cassette and 8-track tapes at Save-On are priced at \$2.95.

In California, 4-track and 8-track are the sales warhorses, but the retailer here views the proliferation of cassette equipment as another opportunity to make further headway with the swinging tape market.

Summer Is a Tape Thing

YOUNG AMERICA:

Blank Tapes Fountain of Youth

Ask Irv Katz, president of Audio Magnetics, about the future of blank tape and he'll respond with words exuding uninhibited confidence.

Audio Magnetics, blank tape manufacturer and duplicator and one of the pioneer entrants in the blank tape market, is a company on the move with its blank cassette product.

And the target of Audio Magnetics is Young America.

Young people really can do things about the economic climate in the tape market. And what they do—and what they don't do—can send sales and profits of some companies soaring, others tumbling.

Audio Magnetics is willing to gamble on the "under 25" crowd.

Just how big Audio Magnetics' cassette business has really grown can be seen in this: it has manufactured and shipped 1.3 million cassettes this month, of which 400,000 were pre-leaded and supplied to prerecorded tape duplicators. In June, 2 million cassettes will be produced, of which 1 million will be pre-leaded for tape duplicator use.

And how does Audio Magnetics go after the youth market? "Easy," said Katz, "we cater to the mods and the minis." It recently produced a new line of youth products, including a 15-minute extended play blank cassette to retail at 79 cents. Audio Magnetics also offered a 36-minute blank long-playing cassette, listed at 98 cents, and a compact blank cassette twin-pack at \$1.79.

"And that's just for openers," according to Katz. "To further tailor its cassette line for Young America, Audio Magnetics plans to merchandise cassettes in unique ways. "Our EP and LP cassettes will be marketed in lively colors—pink, blue, purple. Or what about scented cassettes?"

Audio Magnetics feels it can triple its business this year by

catering to youthful cassette buyers. The company recently created a separate operation to service the cassette market, and also revamped its factory operation to accommodate a more cassette-g geared marketing program.

To reach the broadest possible market for its tape product, the company uses every form of outlet available. In addition to conventional retailers, Audio Magnetics distributes product to drugstore chains, specialty outlets and variety stores.

When the cassette boom came, Katz was ready.

How?

Audio Magnetics product is available at J. C. Penney, Sears, Radio Shack, Western Auto, Walgreens, S. S. Kresge, Woolworth's, Thrifty, among others. It supplies cassette product to 10 major duplicators and six traditional record manufacturers. And to a list of player manufacturers, including Norelco (Philips) and Bell & Howell.

The company recently formed an international division to direct its overseas operations in Mexico, Israel and India, with additional commitments in Europe, South America, Canada, the Near East, South Africa and the Southwest Pacific.

Katz, whose company does about 25 per cent of its business in the overseas market, sees about 24 million cassettes being sold in his "primary overseas market," including 15 million in Europe, 2 million in South Africa, 2 million in South America, 500,000 in the Near East, 1.5 million in Canada, 500,000 in Mexico and 3 million in the Southwest Pacific.

He sees sales reaching \$10 million this year, a tidy growth from its \$2.2 million sales year in 1967.

The reason: Young America has discovered the blank cassette. And the boom is turning into a superboom.

Muntz Goes After Graduates

Muntz Stereo-Pak will promote its M-12 compatible player with a graduation promotion this June. The campaign will utilize radio and print media to stimulate parents to buy their graduating seniors a \$39.95 unit.

The California company is starting to think nationally in terms of its promotions. It has been assisting Carlson's of Salt Lake City in developing merchandising and advertising aids for a campaign promoting music and machinery. Muntz's own ad department prepares the materials for the Utah company which foots the bill for all the aids.

"If you can merchandise a store the way you merchandise an LP," believes Muntz sales manager Don Bohanan, "you can draw lots of people." Muntz has opened special country and western and rhythm and blues sections in its Los Angeles store, and other West Coast Muntz dealers are picking up the idea.

There is a company theory that a steady music customer will observe new player machinery

and ultimately upgrade his own player because of the constant exposure to the higher priced equipment.

The company plans opening two "instant stores" in the Los Angeles area — mobile trailers converted into 4-track music and player shops. These new stores which come completely equipped and are trucked to a vacant location and then placed on foundations, will be the objects of strong promotion during the summer months. President Earl Muntz hopes to build a network of these franchised operations from Los Angeles to San Francisco.

There will be a large and small version of the instant store with as many as three persons required to run an operation. A large store will stock \$10,000 in music and \$5,000 in units.

Muntz will provide a credit plan for a franchisee backed by the Commercial Credit Co.

The idea of developing a movable store for a product which is inexorably tied to a transportable society seems very fitting.



**THE HITS
KEEP COMING
ON
ATLANTIC
ATCO
COTILLION
8-TRACK
STEREO
CARTRIDGE
TAPES!**



About the New Tape Cartridge Charts

This issue inaugurates a new weekly series of best-selling charts covering tape cartridges by configuration.

Research to produce these charts was conducted among 1,500 dealers of various types—racked and independent—including music-record stores, department stores, mass merchandisers, tape centers and automotive outlets.

Respondents listed, in rank order, their 15 best sellers based on the most recent week's sales. Points were assigned, title by title, on an inverse point ratio system, with the No. 1 best seller listing getting 15 points, No. 2 getting 14 points, etc., down to the No. 15 listing which earned 1 point. Points were added, by configuration,

for each best seller listing. Rank, as shown in the charts, was determined on total points earned by each title. Completed responses were received from outlets in 23 different States, with each major region of the country represented. All responding outlets offered 8-track, 75 per cent offered cassettes, and 21 per cent sold 4-track tapes.

The number of positions shown in the charts in this issue are not fixed. They will grow in depth as the number of respondents grow and the validity of ranks beyond the positions show here matches Billboard's research standards.

Popularity charts are published basically to provide buying guidance for retailers, although they are also used in

many other ways at all levels of the industry. Dealers are cautioned not to limit their buying within the narrow range of these charts. This is the product that can be counted on to deliver substantial sales, but there are many other titles in all configurations which are in high consumer demand and should be part of the basic inventory. Many of these can be found in the tape cartridge columns of Billboard's weekly Top LP's chart. Thus, for buying evaluation purposes, these two charts—supported by Billboard's regular listings of new tape cartridge releases—should provide excellent buying guidance for all outlets in the tape cartridge business.

RCA Follows the Sun

RCA Records will be rolling with the theme "Follow the sun with musical fun" in its advertising-promotion-publicity campaign for Stereo 8 this summer.

"Although Stereo 8 is in every sense an all-year business, it is true that the number of places where Stereo 8 turns up increases in the summer months—beaches, sail boats, picnic areas, patios and the like," said Mort Barnett, manager, recorded tape advertising and promotion.

The advertising is scheduled in the following publications, some with multiple insertions:

Newsweek, Look, Evergreen, Saturday Review, High Fidelity, Country Song & Roundup, Stereo Review, Playboy, Harrison Tape Catalogue and the record trade publications.

In addition to extensive print advertising, RCA will conduct a comprehensive spot radio campaign in major markets during the summer, Barnett said. "Our past experience has shown us that radio is very effective for cartridge sales," he continued.

Promotionally, RCA is introducing two new display/shipper prepacks, one a 10-cartridge con-

tainer for "Hair," and the second a 20-cartridge container for assorted country cartridges. These have been designed to merchandise product at point of sale to the consumer. In addition to a header card for store display, the prepack contains a window-counter-wall streamer. Ad mats are also available.

The prepacks have been prepared as a result of the success of four such packs introduced in January for "Oliver!" "Sound of Music," "Elvis" and "Feliciano," and are designed to attract the "impulse buyer" in retail outlets.

Superscope Planning Tape Windfall

Sony Superscope will use this summer as a time for development and consolidation of ideas for the launching of the company's line of budget-priced 8-track and cassette tapes.

The company is also staffing up its duplicating facility to eventually handle the manufacture of these Superscope tapes which will cover all fields of musical expression.

"This is a time for developing management systems so we can go full steam in the fall,"

explains marketing man Bob Behrens.

Superscope will unveil its pre-recorded music at the consumer electronics show in New York in mid-June.

The company will develop promotions in conjunction with the 5,500 franchised Sony tape recorder dealers in the U. S. "The public will relate our tapes to the recorders," Behrens adds.

To develop its own graphic appearance, the company has created an art department for

music products, headed by Mary Scott, formerly of Capitol. Behrens as well as executive a&r producer Jack Wagner are all former Capitol people.

President Joe Tushinsky has set a \$3.95 list for his tapes which will present a good sampling of his original piano rolls as recorded on the Welte vor-setzer. These "Keyboard Immortals" performances will be augmented by other classical tapes as well as a full line of pop products.

Ampex Aims at Teens

While continuing the monthly releases throughout the summer months, Ampex will also mount an extensive consumer campaign at the Teen World's Fair, beginning at the New York Coliseum May 29, announced Ampex advertising manager, James W. Johnson.

This will provide the impetus for a consumer sales campaign that will continue through the summer, backed by heavy trade and consumer advertising on all configurations.

In addition, a special promotion on cassettes and micro cassettes will be mounted for dis-

tributors and dealers at the Consumer Electronics Show at the Hilton Hotel, New York, June 15.

Ampex are currently completing details for a new concept for micro cassette racking also, which will be unveiled at the Hilton Show.

Ethnic Goes to College

Ethnic Tapes, a subdivision of Roulette Records, is planning to enter the college market with its new series of authentic African music cartridges. Richard Gurlek, sales and promotion chief of the operation, said there has been a recent splurge of African

product in the New York cartridge market. Biggest seller, of course, is Spanish language cartridges.

Ethnic Tapes, brainchild of Roulette president Morris Levy, has roughly 160 titles out in 8-track, including the Roulette la-

bel and affiliates and such labels as Philips, Vogue, Cotique and Musicor. The business is still growing and Gurlek speculated that there was a chance of product being released sometime in the future on cassette.

BEST SELLING Tape Cartridges

8-TRACK

This Week	Last Week	TITLE—Artist, Label	Weeks on Chart
1	—	GALVESTON Glen Campbell, Capitol	1
2	—	BLOOD, SWEAT & TEARS Columbia	1
3	—	IN-A-GADDA-DA-VIDA Iron Butterfly, Atco	1
4	—	HAIR Original Cast, RCA Victor	1
5	—	WICHITA LINEMAN Glen Campbell, Capitol	1
6	—	GREATEST HITS Donovan, Epic	1
7	—	BEATLES Capitol	1
8	—	BAYOU COUNTRY Creedence Clearwater Revival, Fantasy	1
9	—	JOHNNY CASH AT FOLSOM PRISON Columbia	1
10	—	CLOUD NINE Temptations, Gordy	1
11	—	ASSOCIATION'S GREATEST HITS Warner Bros.-Seven Arts	1
12	—	LIVE Tom Jones, Parrot	1
13	—	HELP YOURSELF Tom Jones, Parrot	1
14	—	BALL Iron Butterfly, Atlantic	1
15	—	TIME PEACE/GREATEST HITS Rascals, Atlantic	1
16	—	STEPPEWOLF Dunhill	1
17	—	GENTLE ON MY MIND Glen Campbell, Capitol	1
18	—	LED ZEPPELIN Atlantic	1
19	—	FEVER ZONE Tom Jones, Parrot	1
20	—	3 DOG NIGHT Dunhill	1

CASSETTE

This Week	Last Week	TITLE—Artist, Label	Weeks on Chart
1	—	GALVESTON Glen Campbell, Capitol	1
2	—	WICHITA LINEMAN Glen Campbell, Capitol	1
3	—	BEATLES Apple	1
4	—	ASSOCIATION'S GREATEST HITS Warner Bros.-Seven Arts	1
5	—	IN-A-GADDA-DA-VIDA Iron Butterfly, Atco	1
6	—	ENGELBERT Engelbert Humperdinck, Parrot	1
7	—	BALL Iron Butterfly, Atco	1
8	—	FEVER ZONE Tom Jones, Parrot	1
9	—	FRANK SINATRA'S GREATEST HITS Reprise	1
10	—	SUPER HITS, VOL. 3 Various Artists, Atlantic	1
11	—	CREEDENCE CLEARWATER REVIVAL Fantasy	1
12	—	CLOUD NINE Temptations, Gordy	1
13	—	DIANA ROSS & THE SUPREMES GREATEST HITS Motown	1
14	—	STEPPEWOLF Dunhill	1
15	—	BAYOU COUNTRY Creedence Clearwater Revival, Fantasy	1

4-TRACK

This Week	Last Week	TITLE—Artist, Label	Weeks on Chart
1	—	GALVESTON Glen Campbell, Capitol	1
2	—	BAYOU COUNTRY Creedence Clearwater Revival, Fantasy	1
3	—	JOHNNY CASH AT FOLSOM PRISON Columbia	1
4	—	WICHITA LINEMAN Glen Campbell, Capitol	1
5	—	TIME PEACE/GREATEST HITS Rascals, Atlantic	1
6	—	DONOVAN'S GREATEST HITS Epic	1
7	—	IN-A-GADDA-DA-VIDA Iron Butterfly, Atco	1
8	—	BIRTHDAY PARTY Steppenwolf, Dunhill	1
9	—	STEPPEWOLF Dunhill	1
10	—	ASSOCIATION'S GREATEST HITS Warner Bros.-Seven Arts	1

Billboard Special Survey for Week Ending May 31

The New Tape Cartridge Charts

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W-7 Into Major Tape Launching

"Dean Martin Wants You in His Car," the sign will enticingly read. And the people at Warner Bros.-Seven Arts Tapes hope the public will jump in their buggies with Dino.

This slogan as well as a number of others will appear this summer around the country as W-7 launches its first major promotional effort for its 8-track cartridges.

Since Jan. 1, W-7 has had sales and marketing control over its own 8-track product. Now the company is unfurling its respected merchandising skills and erudition and going to "educate" the public and trade that W-7 has a stable catalog of tapes.

Display kits will be provided to all the W-7 record distributors who have the exclusive selling rights to all W-7 8-track cartridges.

W-7 has been field testing in the East its own browsable container which allows the custo-

mer to inspect both sides of the plastic casing.

Consumer reaction will prod the company to either go ahead and package all its 8-tracks in the cardboard holder (which fits in a browser rack) or seek another outer package.

W-7's tape sales manager Ted Ponseti has been visiting all the company's distributors to help in the "education" process. Ponseti has also been visiting retail accounts and in some instances established department stores which still haven't discovered the child called cartridge.

"There are still people who don't know that our acts are on tape," admits marketing vice-president Joel Friedman. "I'll take you to a department store in Los Angeles or Chicago and show you the absence of tape," he tells a visitor. "Why?"

Or, Friedman will show you a store with a desk size bin of

about 240 tapes with an inventory value of \$1,000 and the owner doesn't know what he's got stocked.

Unlike other companies like Capitol which have established relationships with automotive industry subdistributors, W-7 has chosen to let its distributors cover all the non-music outlets like camera and auto accessory shops.

All W-7's initial promotions will center around the standard album releases. There are no plans yet to develop specialized repertoire like variety packs. "We don't know if there is a market for that kind of material," Friedman says.

Of one thing he is certain: once the total tape industry establishes an acceptable package container which will allow the customer to browse the merchandise, tape's growth will be impressively speeded.



Capitol Goes to Airwaves for Tape Promotions

Capitol has bought time on the NBC Radio Network during the upcoming moon shot to promote its tape products.

The unusual time buy will expose Capitol's cassette and 8-track titles before a mass national audience for the first time in the broadcasting industry.

Capitol is gearing itself during the warm weather months for a series of promotions for car-

tridge music. Merchandising manager Hal Rothberg notes the company has also bought time on three national TV shows, "Dating Game," "Let's Make a Deal" and "Newlywed Game" promoting the cassette mode.

"These are shows catering to young people," according to Rothberg, and comprise the exact audience for tapes and players.

Capitol is eyeing the college press and a new, untapped area for tape exploitation. Capitol's recent cassette explosion promotion was geared at young people and there are plans for a rock music promotion for cassettes in either August or September.

The company is very enthusiastic about the cassette mode, with additional money being planned for the next fiscal year.

In addition to pop music, country sounds are a very good area for cartridge sales. "The country music market has become quite affluent," feels Oris Beucler, special products vice-president. "These people are looking for innovations such as tape cartridges." All Capitol's major country acts have been released on 8-track and cassette. Beucler says youngsters are

buying cassettes with the same speed as when 8-track was first unveiled.

Would Capitol engineer a player to handle both cassette and 8-track since it distributes both these configurations? "We are working on a design for an adapter which would play a cassette through an 8-track system," answered Beucler.

MGM Lines Up Drive-Ins



Irv Stimler

Summer is the season for drive-in theaters and Irv Stimler, director of tape and special projects at MGM Records, is planning a campaign toward this captive audience for tape CARtridges and cassettes.

"We've already lined up the Walter Reade theater chain... they're definitely interested. But I would rather have a rack jobber do this than us." The drive-in theater, under this type of campaign, would feature a slide or film clip on the screen advertising the cartridge product available at the popcorn stand.

As another method of boosting sales of cartridges this summer, Stimler is toying with the idea of giving away a portable cartridge player as an inducement to dealers.

In the line of product, MGM will bow in the next few weeks several jazz and good music sampler cartridges in 8-track. These will carry suggested prices of about \$3.98.

"We'll also be releasing a new line of better music cartridges and cassettes. These will include generally lush background-type music such as some of the tunes of David Rose, pieces from soundtracks like 'Gone With the Wind' and 'Dr. Zhivago.' Remember the Jackie Gleason material of several years ago? That type of music. The record business has avoided this type of

cartridge, for the most part, because the most volume of sales is done on rock 'n' roll product." The rule of thumb, he said, is that cartridges are selling about one-fifth to one-fourth of what an album by the same artist is selling. A hit cartridge sells 200,000 units.

"But the 8-track buyer is a different buyer, in my opinion. He's a little older. I feel that even though we might not sell as many units of a good music cartridge as we will a Cowsills cartridge, there's still a healthy market waiting."

Stimler also predicted that the day is coming when record companies will sell a million units of a hit cartridge.

The key cartridge slated for release this summer by MGM will be the soundtrack of "Goodbye, Mr. Chips," and this will receive extensive cross-promotion through both movie and record outlets, as well as normal cartridge channels. Other product to be released in the next 45 days will feature Roy Orbison, Wayne Newton, the soundtrack of "I a Woman II," the Blues Project, Willie Bobo, Jimmy Smith, Count Basic, the Cowsills, and the Lovin' Spoonful.

Liberty Hot With Exploitable Items

Liberty Stereo-Tape has three major items to exploit this summer.

First is its national expansion of its big little cassette line, which has been field tested on the West Coast. Second is the debut of its own "pik pack" cartridge holder and third is the advancement of its recently bowed "Move Music" series of programmed tapes.

June 1 is the launching date for the national sale of \$1.98 four-tune cassettes which are designed to offer top hits by an artist. "We have found out that there is a definite market for a \$2 buyer," reports sales manager Charlie Bratnober. "Big little cassettes are very appropriate because of the large number of portable machines on the market."

Twenty new big little cassettes will be offered in June,

with another 10 planned for July.

Liberty calls the release of its own designed cardboard holder for 8-track tapes an experiment. The container is being built by an Omaha manufacturer and is a key ingredient in a promotion centered around the new Johnny Rivers "Touch of Gold" and Fifth Dimension "Aquarius" tapes.

Liberty's package has a lock top instead of a heat seal. The package is black in color with a hand pointing to the open window through which the customer sees the tape.

The program whereby an account receives a browser bin and a number of tapes is tied into the rush-release of these two titles.

The browser box for the special tapes is 13½ inches wide, 6¼ inches high at the front,

8¼ inches long and 19½ inches high at the back with a header card. These header cards may be changed to use with other merchandise.

Liberty will pre-pack the Rivers and Dimension tapes in the holder, but after that each store will be responsible for assembling its own packaging.

Liberty's pik pack measures 4 inches by 12 inches and 33 can fit in a 12-inch browser bin. The black color motif is designed to offset the artwork of the cartridge.

The company will release four additional titles to its "Move Music" series, including its first "Rock on the Move" program. A large two-piece display will be offered as a sales stimulus for this series.

The tape division is preparing more merchandising and sales programs than ever before, adds general manager Earl Horowitz.

Fantasy Sees Sales Tripling

By GEOFFREY LINK

of LP sales, which on 'Bayou Country' is 400,000 so far."

Fantasy does its own distributing through 30 record distributors, Zaentz said, but it also has a deal with Ampex, which releases tapes to electronics houses. Nationally, Ampex sales about double Fantasy's. In California alone, Fantasy sells more than 10,000 tapes a month.

Ampex is buying radio time to promote the Creedence tapes, plus it has commissioned posters, Zaentz said, but Fantasy doesn't

"have any plans to duplicate Ampex's promotions" or do any of its own.

Zaentz predicts that the "tape market will come close to doubling when the new cars are out" in the fall.

Fantasy began offering tape two and a half years ago, with only five-six selections, mostly 4-track and open reel. This May, Fantasy released tapes by Charlie Mingus, Billie Joe Becoat and Cal Tjader.



Design "Summer Is a Tape Thing," commissioned by Billboard & Merchandising Week

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BILLBOARD launches the first industry-wide promotion to make Summer a Tape Thing for everyone—manufacturers, dealers, consumers!

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Enthusiastic Decca Support

The tape market has received enthusiastic support from Decca Records. As one of the first majors to enter full swing into this rapidly increasing phase of recorded entertainment, Decca is continuing its efforts through the summer months.

The Decca catalog of cassettes now numbers 281 titles, and in 8-track tapes, Decca has 564 titles. In support of Decca's June country music promotion, the label will add 31 titles to the cassette catalog and 29 titles to its 8-track catalog. Ads on tape product will run in tape-oriented publications, along with a variety

of display material announcing the June releases. Decca recently published a complete tape catalog that listed every available tape in every available configuration.

"There is no question that tape has become a major growth category for Decca," said Tony Martell, vice-president of marketing for Decca, "and we intend to move full speed ahead in making our product available simultaneously on records and tapes." Decca has completed its tape duplication expansion program for both plants in the U. S., as well as Decca's Compo

plant in Cornwall, Ontario, Canada. The company is also moving quickly to expand its tape duplicating potential in Europe via the recently acquired Miller International Schallplatten facilities in Hamburg, Germany. All of the Decca plants are equipped with Gauss duplicating equipment, developed and designed by Gauss Electrophysics, Inc., of Santa Monica, Calif., a division of MCA, Inc., of Decca's parent company.

Martell also indicated that Decca will continue its tape push through August and the remainder of the year with new merchandising and advertising concepts.

DGG ADVERTISES

Deutsche Grammophon, leader in the classical cassette field, has a large-scale consumer advertising campaign set for the summer.

DGG, which has about 100 cassette titles, has issued 11 tapes for the summer trade plus the first releases on the Archive label: five albums. Texts and librettos are included where appropriate.

TTCC Sets Budget Line

A quality-product budget line will be the focus point of an intensive summer CARtridge push at International Tape Cartridge Corp., according to vice-president Paul Adams. This budget line — Pallisade car-

tridges—will be unveiled July 1 at a national sales meeting in Nashville of all ITCC executives, along with a major country music cartridge program featuring 25 titles and a rock and soul program featuring 25 titles.

Adams said the country music program would draw from labels such as Starday, Musicor, and Stop, while the rock program would depend on Budah and Scepter, among others.

The budget line will retail for a suggested list price of \$4.96 in 8-track and an as-yet-undetermined price in cassette version. "This will be a high quality line featuring artists like Hugo Montenegro, Al Martino, and Tony Martin, including many of their hits," said Adams. There will be 50 titles in the first release and the line-up will be supported by a full scale national promotion involving point-of-sale displays and consumer and trade advertising.

In addition, ITCC will be doing a big promotion this summer on Little Darlin' Records involving albums, 8-track cartridges, cassettes, and reel-to-reel product.

"Scotch" Brand Cassettes prevent tape hangups

Here's the inside story.

"Scotch" Brand builds in trouble-free performance with exclusive features:

Famous "Dynarange" Magnetic Tape provides highest possible fidelity at slow recording speed. A slick, tough coating affords smooth tape travel, resists oxide ruboff, assures long tape life.

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Anti-friction shields combat tape hangups. Exclusive, ultra-smooth material reduces drag. Bowed shape guards against uneven tape wind.

Fixed tape guides help prevent "wow" and "flutter" often caused by imperfect roller guides. Splined design cuts friction and drag.



One-piece hub locks leader tape securely, eliminates "bump" that can distort tape in winding.

Unitized pressure pad conforms to recorder head to insure better tape contact.

Profit extras: Full "Scotch" Brand line includes 30, 60, 90-minute cassettes in album-style or postal-approved plastic containers. Plus C-120 in album only. See your "Scotch" Recording Tape Representative for details on free sales-boosting merchandisers and the new 1969 reseller "Program for Profit."

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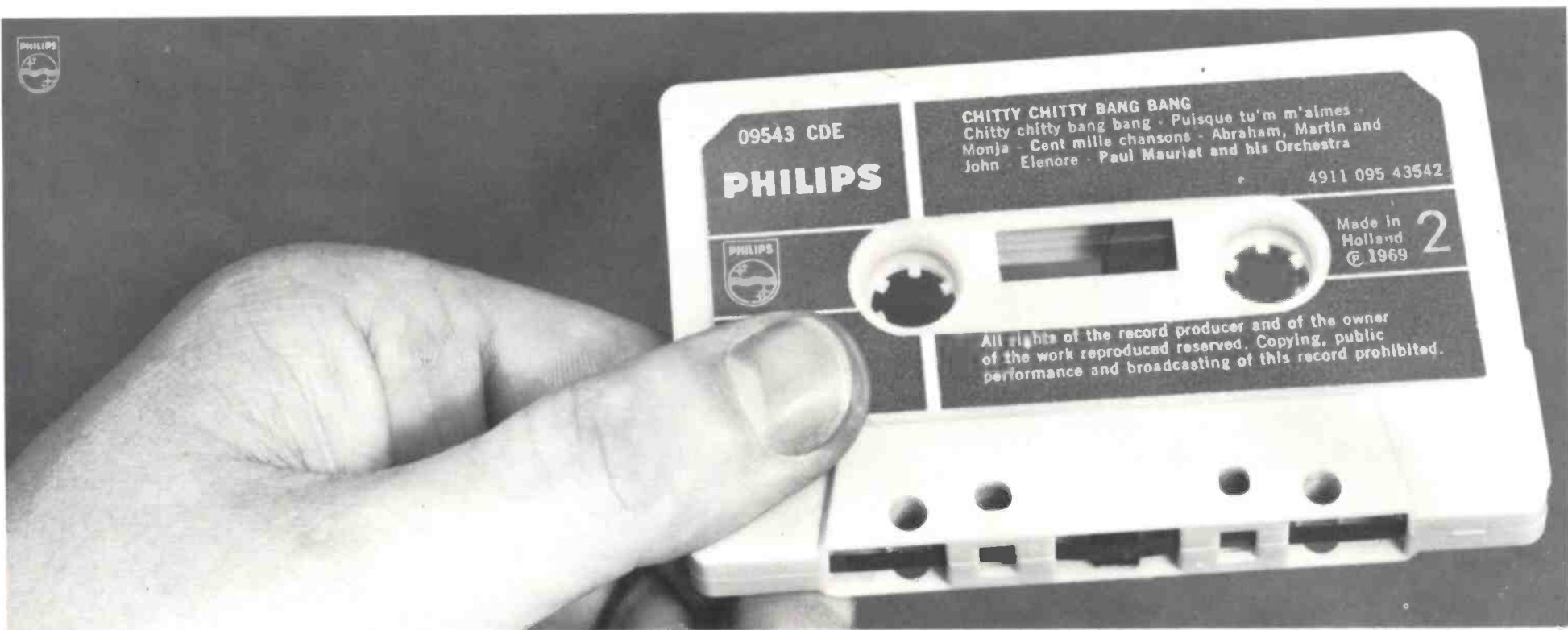
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PHILIPS

A man and a woman are looking at a cassette tape. The man is on the left, wearing a brown jacket and a yellow turtleneck. The woman is on the right, wearing a light-colored coat. They are both looking down at a cassette tape that the woman is holding. In the foreground, there is a stack of cassette tapes and a cassette deck.

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Summer High Seen

The Washington, D. C. retailers' plans for promoting and stimulating summer tape sales seem to be largely expanding the display area, buying more tapes, providing whatever safeguards possible against pilferage—then just opening the door wide, and letting the tape sales tide rise to an anticipated steady summer high. None interviewed had any particularly ambitious promotional schemes—all planned to include tape, featuring cassettes and 8-track, in their regular schedules of newspaper and/or radio advertising.

The retailer confidence in the irrepressible sweep of tape into the recorded music market—without a single exception—whether the interviewee was head of a section of a large department store, an uptown or downtown record dealer, or a specialty store dealing in books

and tapes, or a mail-order operation. In each case, too, they remarked that as tape sales had gone up, so had record sales.

There was general agreement that cassette sales were making great strides in catching up with 8-track. There was less agreement on whether tape sales would cut into record sales, or to what extent. Some said this would become clearer when technology brings down tape prices to the same or lower cost than records.

All the retailers interviewed were satisfied that the public is already very knowledgeable about tape in cartridge and cassette. This was thanks in part to some manufacturers' hard work in promotion of tape per se, and thanks to the young who are already tape-oriented, and rapidly converting a rising percentage of the adults. Credit goes, too, to the tape characteristics of easy handling, safe and

space-saving storage, constantly improving sound on the cassette and cartridge, and all around versatility.

Graduation season is expected to be an automatic promotion for the summer tape sales, with players and recorders predicted as a most wanted graduation gift. (And all are looking forward to a bonanza in sales with fall college reopenings and Christmas gifting.)

Retailers here are basking in the prospect of larger summer tourist crowds than ever before, a burgeoning youth market—particularly for the inexpensive, carryable cassette tapes and players—and a college set that will use tape in study as well as entertainment. To say nothing

of a market that includes car and outdoor as well as indoor use.

The joy of a product that sells itself means a temptation to let it go on doing its own work, but the danger is for the non-promoter to be elbowed out by the store that knows how to sell itself and its services along with a suddenly, startlingly successful new product.

Perhaps (as of this writing in this area) the majority of the retailers are a little too sure of the upward sales curve for their own and the tapes' own good. They may be selling themselves short for lack of the nourishing extra that could add even more startling momentum to the growth. Their customers undoubtedly could use the elbow-jogging reminders, for instance, of poster-charmer Peter Max, part of the Billboard promotional kit for "Summer Is a Tape Thing."



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Modern Has a Flair For Summer Sales

Modern Tape will release new titles June 10 in both its Flair 30 and 12 Original Artists Oldies Hits lines as its first warm weather promotion.

There will be three new oldies tapes bringing that catalog up to an 18 title high. This material sells for \$6.98 in 8 and \$5.98 in 4-track. There is no cassette representation for the vintage hits.

There will be 12 new Flair tapes (retailing at \$3.98 in both 4 and 8-track), for a 24 title catalog.

A Flair low pilferage merchandiser will be offered in conjunction with the release of the new material. The unit is like the Recco holder which fits into a 12-inch LP bin, only Modern will manufacture the cardboard holder itself in its Los Angeles factory. This outer case will come in red and black.

Jobbers will be able to specify this 12-inch holder or the

conventional 5-inch holder, says Modern vice-president Bob Demain.

For its oldies series, Modern has designed a black and gold holder with a round diecut to give the impression of a gold record. This is a departure from the standard square viewing window.

The Modern emphasis is on repackaging its vintage blues material, although the Flair line has a broader scope of pop and jazz product.

There are 128 titles in the Modern Tape library, 27 in the Modern/Fax party line and the oldies and Flair lines.

"We expect an extremely strong summer," summerizes Demain in Chicago. "We expect it to go continue strongly through the first of the year. I don't see any back slide over the summer months as we have been used to seeing with records."

Paramount Stereo Tape— A 'Unified' Image

A new Paramount Stereo Tape line will be unveiled this June encompassing product from Dot, Atca, Steed and Paramount Records. Approximately 150 titles will be released within one year in 8-track and cassette, reports Paramount's chief music executive, Arnold Burk.

The only Paramount-owned label which will not henceforth be merchandised under this new logo will be the Stax/Volt line in Memphis.

Paramount Stereo Tape will release 37 titles in both the cassette and 8-track models in June. A \$6.98 price will cover both configurations.

Wally Peters, who joined Paramount Stereo Tape May 19 as operations director, will be in charge of developing product. A major campaign will be initiated to cull the established catalog for material for cartridges. The initial 25 tapes released on Dot last January will be re-released under the new Paramount logo.

A series of soundtrack tapes will be developed, as will be a variety pack program. Peters was instrumental in developing variety packs at Liberty Stereo-Tape.

There is a possibility that a series of variety packs may be developed culled from the Dot catalog and then released as albums. There are over 500 titles in the catalog from which to select repertoire.

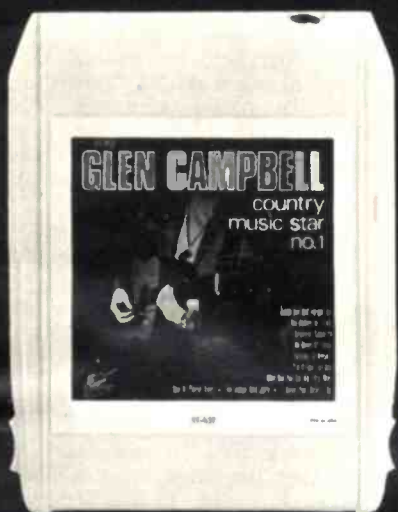
Paramount has devised new black box packaging for its 8-tracks and cassettes. Four-color artwork highlights the casing itself.

Each of the company's 13 record promotion men are being given an education course in the tape business and will henceforth promote both tapes and records.

The tape business is moving so nicely that Burk is motivated to predict: "In one year tape sales can account for 25 per cent of our music business."

Do you have *all* that it takes to profit in the tape business?

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★ GLEN CAMPBELL



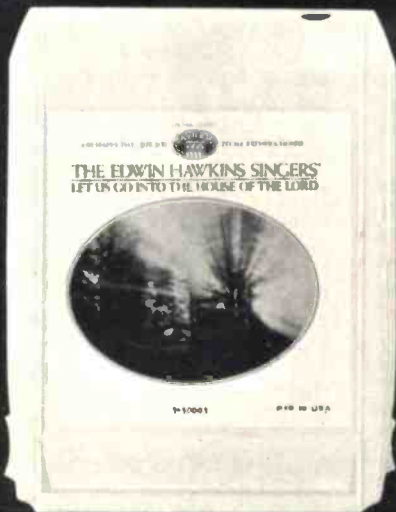
★ THE BUBBLE PUPPY



★ THE ISLEY BROTHERS



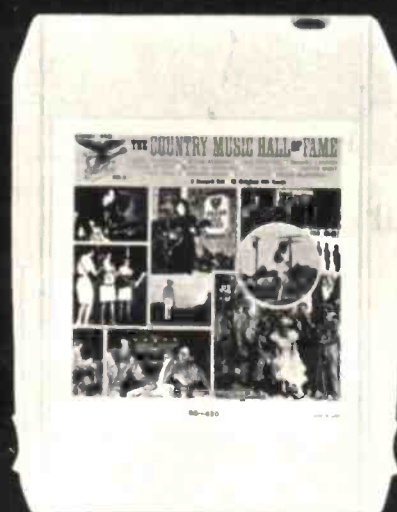
★ JOHNNY BUSH



★ THE EDWIN HAWKINS SINGERS



★ BEVERLY WRIGHT



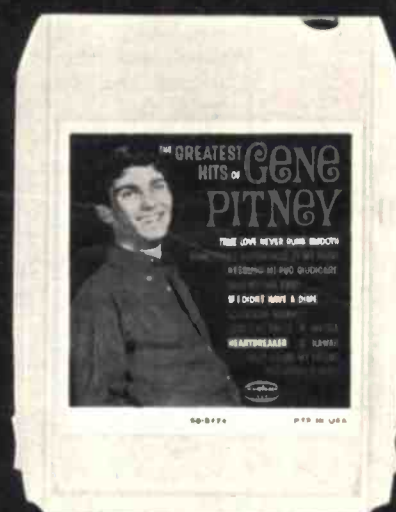
★ THE COUNTRY MUSIC HALL OF FAME



★ OHIO EXPRESS



★ THE IMPRESSIONS



★ GENE PITNEY

These 10 hit tape cartridges are available exclusively through ITCC.



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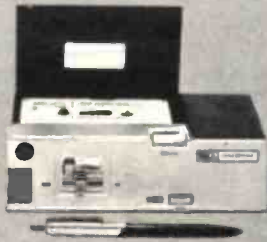
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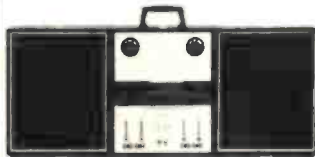
6 Models Available — from \$39.95 to \$199.95

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Hot Tape Sales Predicted for Washington's Summer

By MILDRED HALL

Here is a rundown on what individual retailers here think of their prospects for summer sales in the lively tape market.

Herb Fribush, buyer for three Washington Super Music City stores says sales of 8-track and cassettes are growing bigger all the time. Their stores will be stocking heavily for the summer, and continue their advertising in all media—including the backs of theater-ticket envelopes.

Fribush, a veteran of over a decade in the recorded music business, says the 8-tracks are still ahead in Music City stores, but cassettes are catching up this summer. The young set particularly has boosted the sales of cassette tapes and the easy-carry, inexpensive players—but all ages are buying the 8-track for car use and home use.

The higher-priced newcomer cassettes by Columbia and Victor come as no shock to Fribush—and he expects them to sell well even if they are priced somewhat higher. ("We are used to higher prices from these two companies — Broadway shows, classical and light classics and even pop singers have generally cost us more on these labels.") He expects them to sell well to the young set because "these kids really have the money."

Advertising Tapes

However, the higher price for tape in general has held back sales somewhat, together with the lag behind record release dates. The lag is rapidly being overcome, which adds to good summer prospects. When Super Music first got into tape, there was too much old catalog, but "now they are in the mainstream, meeting record release dates."

Another plus for the retailer is the "good job" some companies are doing in advertising tapes, and educating the public. The more educated the public, the more sales rise because the tapes are easy to store, easy to play, have better recordings, and there is less wear and tear on cartridge recordings. Fribush says they find very few of the kind of defects that first plagued earlier tape product.

Super Music, like others in the Washington area, finds the 4-track fading fast, and reel-to-reel going out with it, among their particular cross-section of customers (downtown, midtown)—so they have discontinued the open-reel entirely, track fast.

The only fault to be found with the 8-track and cassette cartridge is that they are moving too fast for manufacturers to keep up with the sales. Super Music has carried 8-track for about a year and a half, and cassettes for 6 months. Fribush feels conventional records are safe for at least another 10 years from serious inroads from tape, partly because tape prices are high. In any case, he does not foresee any fast phase-out for records—the record and tape sales have both maintained an up-curve, with no doldrums in sight for this particular sum-

mer—unless there is a repeat of last summer's rioting.

Waxie Maxie

The District's famous rhythm and blues and jazz retailer, Waxie Maxie Silverman says his in-city Quality Music store is having very good sales of 8-track and he expects it to go right on through the summer. Cassettes are selling so well the veteran retailer expects they will "be the big thing"—but in his downtown store they amount to only 2 per cent of tape sales as yet, and have not begun to catch up with his 8-track sales. The 4-track is "just about finished."

He feels a really big display is needed to give tape the sales push it needs. (He advertises consistently on radio, and in newspapers, but like others in the area, was not as of this interview, planning any special summer tape promotion.) Quality Music is selling "everything" in the 8-track, although Waxie Maxie specializes in rhythm and blues and pop. He sells a great deal of country western on tape, too.

The small record store, he pointed out, can't show enough tape product—they may average up to 200 tapes at best—and this can mean that in a category like Country and Western there may be only 10 tapes—not representative enough to build on. The store that can stock five to ten thousand tapes, across the board and in depth, has it made. In his Rockville store, Waxie Maxie says he has a bigger display, wider selection, and tape should pull well this summer.

He mentioned—as did others—that while 20 per cent of sales are in tape now in his stores, the record sales have gone right up with the tapes. If tapes do overtake records, Waxie sees no problem: "The companies will simply phase out the conventional records gradually, as they did with the old 78 speeds, and move their recordings into tape. After all, if a record company is making two million a year in records and tapes—and can make three million in tape, they'll be perfectly happy about that!"

'Pilferage Proof' Racks

Pilfering is a problem, particularly with the cassette cartridges. The blunt and forthright Waxie is not too impressed by manufacturers' pilfer-proof rack that requires unlocking of the tape. "Thieves can get them out anyway. We put ours in a case, under lock and key." He spoke of other companies that furnish a fair-sized carton with a plastic front to allow self-service but said "They can break them out of the box and slip out with them."

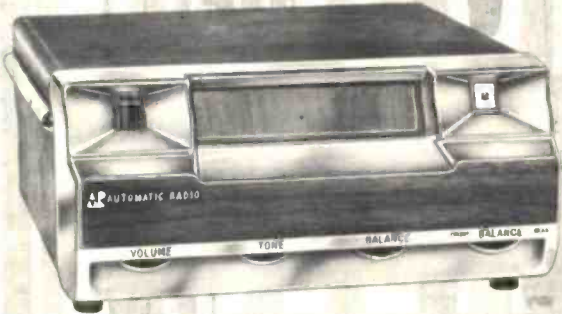
Waxie, who lost his famous 14th Street, ghetto-area store in the riots last year, is philosophical about pilfering—which will probably increase in the summer with all the kids out of school. "There's no doubt that if tapes could be merchandized like records, so people could pick them up, touch them—they would sell more. In any case, there will always be a

(Continued on page T-22)

The Entertainers

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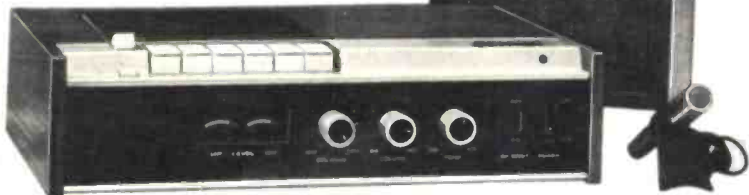
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Ask any entertainer . . . he'll tell you about the fabulous quality of sound from Automatic Radio's Home Entertainment Centers that play all the cartridges and even have built in stereo multiplex. Ask them . . . and they'll tell you about cassette recorders and players . . . 8 track portables . . . portable tape recorders . . . and much more.

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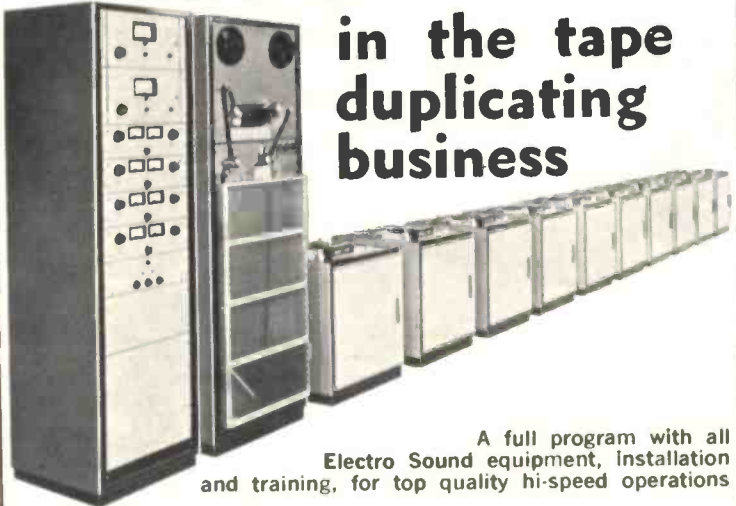
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• Continued from page T-20

certain amount of pilfering—even the biggest stores here have big losses. You have to count it as a business expense, in my opinion."

Waxie Maxie, like most of the tape retailers, sells cassettes and 8-track players but they do not get the more costly kind. "The kids love the tapes. They can stuff their pockets with enough cassettes to give them music for hours on their players. And then, with Ford coming out with a cassette player in its newer models—this will spread. I feel that eventually the cassettes might knock out the 8-tracks."

Youth Market

The big downtown department stores, as expected, have not kept pace with the music recording specialist retailer. But they are moving fast.

The Hecht Co.'s Mel Fry, who has just taken over the tape op-

eration there, says cassettes are making strong progress toward catching up with the 8-track in Hecht's downtown and suburban stores. (They have been in cassettes about a year.) He expects that in the summer, they could be reaching equal sales, and sales of both the 8-track and cassette cartridges are expected to get bigger in the fall.

About 70 per cent of their tape customers are in the young-age group. Hecht is a very aggressively youth-oriented store. It prides itself on keeping one jump ahead in whatever is swinging with the young and young-marrieds and the young-minded among more mature age groups.

Hecht's has more faith in the pilfer-proof holding racks that lock the cartridges in, while letting the customer browse through titles — but just the

same, some of the displays are locked in behind glass.

Perhaps naturally, tape-buyer Mel Fry sees a very definite bite to come out of record sales by the tapes. He does not expect to see records knocked out altogether by any means, but he sees the move to tape buying "in all fields—not just in the younger pop music."

At 'Woodies'

Another, somewhat more conventional and traditional downtown department store, the famous "Woodies" (Woodward & Lothrop), had something of a lag in getting proper display space and pilfer-proof lock-in racks for its downtown and suburban stores. But says Frank Wright, in charge of buying pre-recorded tape, in the stores that are provided with the right fixtures, the sales keep picking up at a fast rate.

Wright expects that as the store's display areas and tape departments are readied and stocked, the summer sales will keep right up. They will do "some advertising" during the summer to help it along. The demand for cassette in stores where the stocks were not yet ready, "was very noticeable."

Record sales have been going up right along with the tape sales, at Woodward and Lothrop's, and based on orders, Wright sees no evidence as yet of tapes eating into record sales but expects to find out more about this trend as the stores become fully equipped and all demand for cassettes, as well as the well-stocked 8-track, will be met.

Uptown, at Dan Danziger's plush Connecticut Avenue Disc Shop, summer prospects look good. Mike Framer, in charge of tape product, says "Tape sales are pulling very well—more every day in cassettes and 8-track. The new car owners and the fact that more people are out in their cars in summer, has pushed the 8-tracks steadily upward." Also, Washington is having a heavy tourist influx, and the tourist and convention trade should keep things rolling.

Not Hurting Records

The Disc Shop buyers are all ages—the store has a solid inventory in classical and mood music as well as newer pop music on tape. Like most record and tape retailers in the area, they also sell tape players and cassettes, and then help the customers stock up for their new players.

The tapes are not making a dent in record sales at the Disc Shop. Framer feels that for classical music, and for spotting individual passages or songs, the records will be solidly entrenched "for a long time to come." Until the tapes achieve more perfection and selection in cartridges, and until the prices meet those of records, Framer believes the records will more than hold their own.

The Disc Shop customers are "very knowledgeable" about tapes, these days. The store does not put out tape advertising per se, but it mentions having tapes in its advertising in newspapers and on TV or radio, when advertising its record sales. He mentioned the dollar-higher cassettes being launched by Victor and Columbia philosophically: "After all," he said, "can you name one thing where the price is not going up?"

The Georgetown Record and Book Shop, owned by John Learmon, has "doubled last month's tapes sales, and stocked in quite heavily for summer," says tape manager Hugh Griffin. The

(Continued on page T-26)

811-R is not just another 8 track play thing -the R stands for RECORDER

THE TELEX 811R RECORDER/PLAYER revolutionizes the 8 track stereo tape cartridge market.

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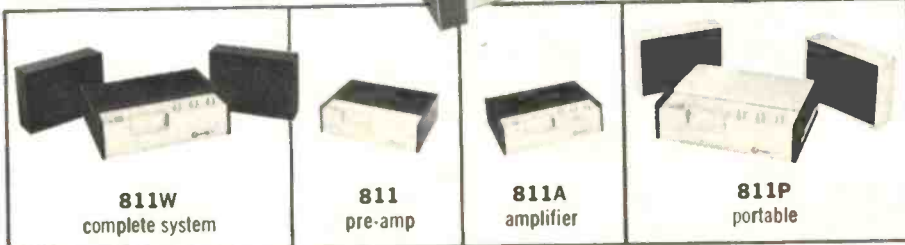
FOUR LOGIC CIRCUITS—two in the record mode allow choice of auto-stop at end of any single program or at end of fourth program. Two additional logic circuits in the play mode for choice of auto-stop at end of fourth program or continuous play.

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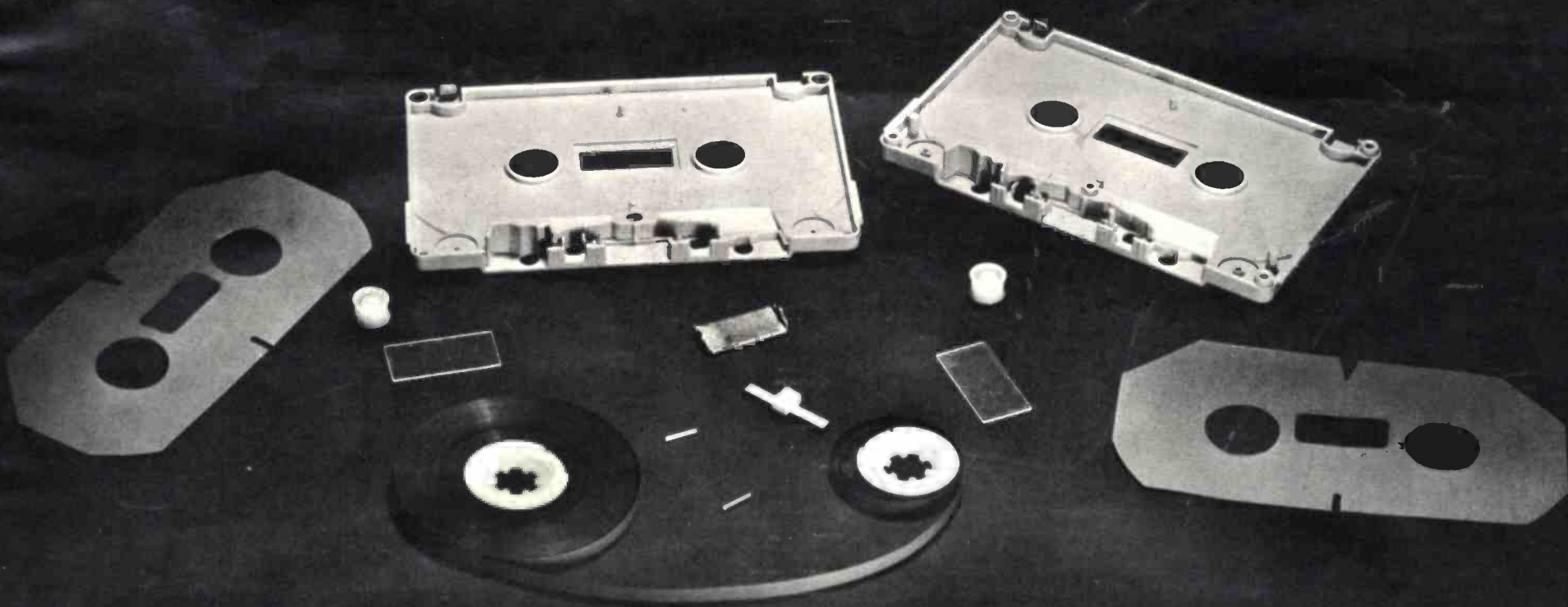
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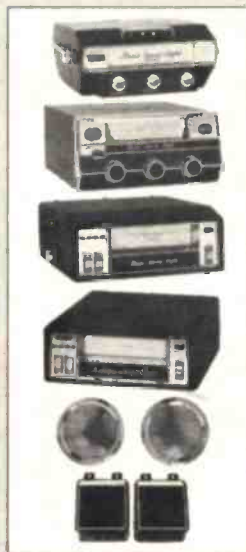


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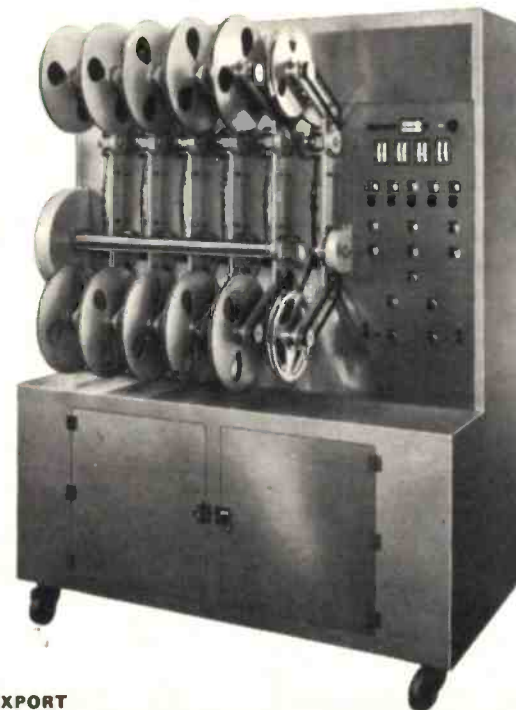
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• Continued from page T-22

store gets good trade not only from the nearby university students, but much tourist traffic. Visitors to the city (busloads of school-age, families with young members) come to the area to see the famous Georgetown landmarks, and to browse around various specialty shops on "M" street, Washington's Greenwich Village parallel.

Fast Sales

The Georgetown Record and Book Shop is prominently mentioned in all tourist brochures and other promotion, but has not yet planned any special tape promotion of its own (as of this mid-May deadline).

The specialty store has only been in tape since the early spring, and the fast sales have led them to expect to sell all of their 8-track and cassette product stocked for summer selling. As of now, the 8-track and cas-

sette tape sales are about equal. Griffin says many new-car owners come in to stock up on pre-recorded tapes for their new car players. The younger set go in for the cassette product.

Nevertheless, the higher cost of the tape is a big factor among their customers, in holding down tape sales in favor of records, said Griffin. He feels that if it weren't for this price differential, the conventional records "could go over the hill within a few years." The constant improvement in quality of tape and in home reproduction on tape is another strong booster factor among his customers — many of the younger set using tape in their courses, research, etc.

It is too soon to calculate probabilities in dollars, said Griffin, but the store is keeping a separate breakout on the 8-track and cassettes. This will be one to watch with extra interest

because of its location in the heart of a specialty area, a university locale, and a generally young population.

At Saxitone

Saxitone, on Columbia Road in far uptown Washington, is a super-specialty all-tape store. It is half counter-retailer, and half mail-order, and a discount store as well. David (Wally) Walstrom does a many-sided thing: serves regular store traffic in every variety of tape and tape equipment; serves schools and government; carries on an international mail-order business in all varieties of prerecorded tape, which he carries in depth to meet special requests.

Walstrom is highly optimistic about summer sales of 8-track and cassettes. Saxitone is one of the few stores in the District where open reel sales are steady, by way of mail-order sales to soldiers in Vietnam, military clubs and club buying. Most of the open-reel tapes he sells the military are in pop and rock, with a fair amount of country and western.

Customers can mail-order almost any kind of tape, selected from the Harrison mailing list, and in almost any amount, and have it mailed to them out of Saxitone's. Building up a good mail-order customer list is the toughest part of this kind of operation, and the detail involved in follow-through and keeping records. Walstrom hopes to computerize if and when it becomes cheap enough to do so. It will make things a lot simpler when, for example, he wants to make the kind of graph he is now making to compare the still-good open reel sales as against 8-tracks and cassettes.

Pick-up Expected

Walstrom had no special plans for large-scale summer promotion, beyond the usual. He expects the in-store trade and the domestic mail-order trade to pick up in the summer because of the extra car use, with 8-track and cassettes more than holding their own.

The in-store traffic at this all-tape operation has a fair age spread, but the market is getting younger. Walstrom finds a good deal more rock selling on tape—perhaps 25 to 30 per cent of the cassettes, and, surprisingly, "in 8-track it may be an even higher per cent." His best store sales of tapes are in rock or classical—with very little middle-of-the-road, and not too much country-western.

One other specialty aspect of this unique operation—the clientele has a heavy Spanish-speaking contingent, for which the store has a special linguist-helper, Miguel Diego. They sell a lot of Spanish music in 8-track.

Saxitone's has greatest expectations for the highly versatile cassettes, which have such a wide use range. Walstrom expects it to make heavy inroads on the 8-track. The growing factor is the suburbs, which are very much tape-oriented, and the influencing of the older groups by the younger set and the college population, toward tape.

Baker's Dozen Sale!

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Or 2 tapes free when you order 24, or 3 tapes free when you order 36. Get the idea? There's no limit to the extra profit you can cash in on—except that the sale ends June 30th.

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ABC654	BEST OF THE IMPRESSIONS
ABC659	TIME FOR LIVIN'—Young Americans
ABC675	I'M ALL YOURS, BABY—Ray Charles
ABC682	YOU GAVE ME A MOUNTAIN—Frankie Laine
ABC683	DIZZY—Tommy Roe
BANG219	NEIL DIAMOND'S GREATEST HITS
BELL6025	THE BOXTOPS SUPER HITS
BL5	OUTTA SEASON—Ike & Tina Turner
CAD8821	MOTHER NATURE'S SON—Ramsey Lewis
CAD8822	ALWAYS TOGETHER—The Dells
DUN50025	FAREWELL TO THE FIRST GOLDEN ERA—Mamas & Papas
DUN50029	STEPPENWOLF
DUN50037	STEPPENWOLF THE SECOND
DUN50047	GOLDEN GRASS, THEIR GREATEST HITS—The Grassroots
DUN50048	3 DOG NIGHT
DUN50052	LOVIN' THINGS—The Grassroots
DUN50053	AT YOUR BIRTHDAY PARTY—Steppenwolf
DUN50055	BUBBLE GUM, LEMONADE FOR MAMA—Mama Cass
DUN50058	THREE DOG NIGHT: II
DUN14025	A TREASURY OF GREAT CONTEMPORARY HITS, Vol. 1
DUN14026	A TREASURY OF GREAT CONTEMPORARY HITS, Vol. 2
EV5200	PATSY CLINE'S GOLDEN HITS
KAP3530	GOLDEN HITS—Roger Williams
KNG1047	SAY IT LOUD, I'M BLACK AND I'M PROUD—James Brown
MON18000	ROY ORBISON'S GREATEST HITS
MON18066	BOOTS WITH STRINGS—Boots Randolph
NV2004	ALL MITCH RYDER HITS
PLA1	HARPER VALLEY P.T.A.—Jeannie C. Riley
PLA2	YEARBOOKS AND YESTERDAYS—Jeannie C. Riley
RAN8049	GALVESTON—Lawrence Welk
ROU42023	CRIMSON AND CLOVER—Tommy James
SCE565	GOLDEN HITS, Part 1—Dionne Warwick
SCE571	PROMISES, PROMISES—Dionne Warwick
SCE573	SOULFUL—Dionne Warwick
UNI73043	BUILD ME UP BUTTERCUP—Foundations
WW7115	THE TURTLES' GOLDEN HITS

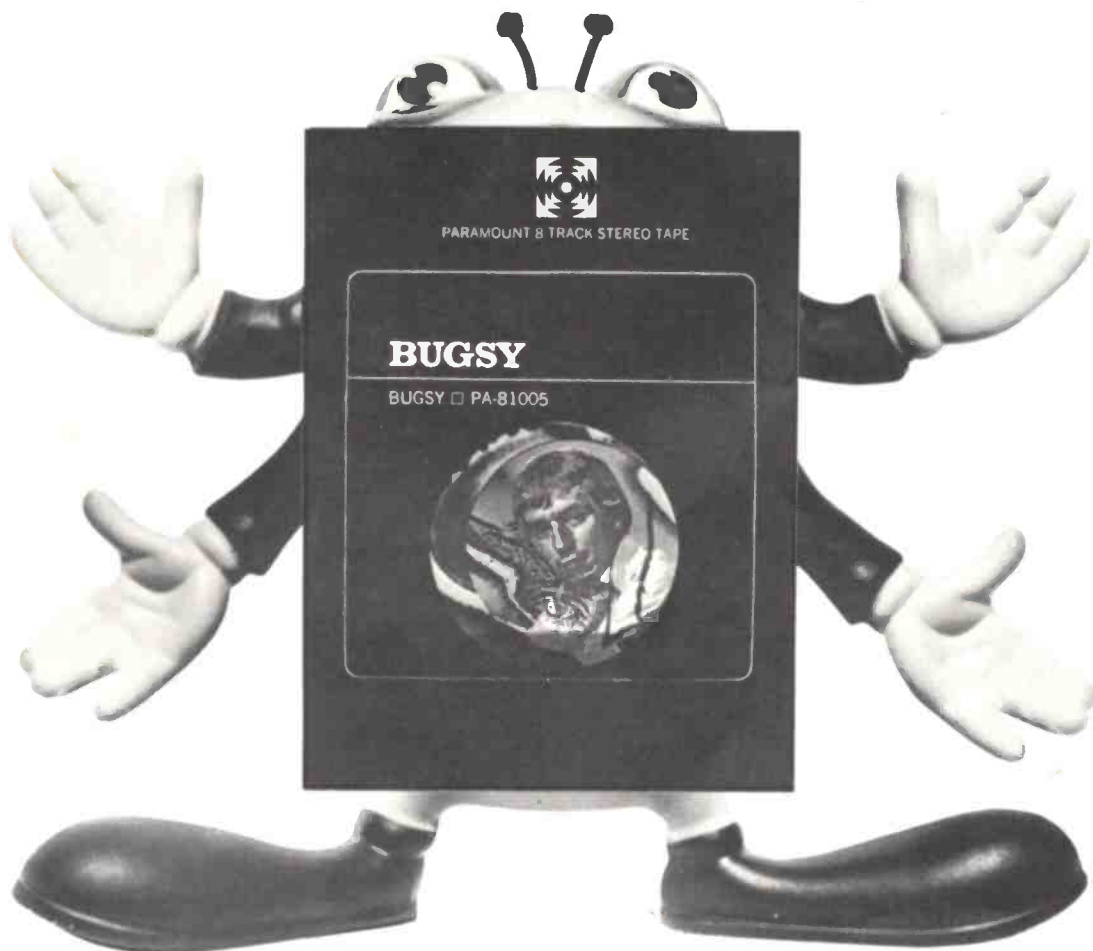
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Billboard TOP 40 Easy Listening

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

THIS WEEK	Wks. Ago			TITLE, Artist, Label & Number	Weeks On Chart
	1	2	3		
1	1	2	4	HAPPY HEART Andy Williams, Columbia 44818 (Miller, ASCAP)	9
2	5	6	10	LOVE (Can Make You Happy) Mercy, Sundt 6811 (Rendezvous/Tobac, BMI)	8
3	3	4	5	THE BOXER Simon & Garfunkel, Columbia 44785 (Charing Cross, BMI)	7
4	10	21	35	LOVE THEME FROM ROMEO & JULIET Henry Mancini & His Orch., RCA 74-0131 (Famous, ASCAP)	4
5	2	1	1	AQUARIUS/LET THE SUNSHINE IN Fifth Dimension, Soul City 772 (United Artists, ASCAP)	11
6	7	9	15	GOODBYE Mary Hopkin, Apple 1806 (Maclen, BMI)	6
7	6	3	3	MY WAY Frank Sinatra, Reprise 0817 (Don C./Spanka, BMI)	10
8	4	5	2	SEATTLE Perry Como, RCA 47-9722 (Screen Gems-Columbia, BMI)	12
9	9	10	11	TIME IS TIGHT Booker T. & the M.G.'s, Stax 0028 (East/Memphis, BMI)	7
10	11	14	14	WHERE'S THE PLAYGROUND SUSIE Glen Campbell, Capitol 2494 (Ja-Ma, ASCAP)	5
11	12	12	21	PRETTY WORLD Sergio Mendes & Brasil '66, A&M 1049 (Rodra, ASCAP)	5
12	23	28	32	DAY IS DONE Peter, Paul & Mary, Warner Bros.-Seven Arts 7279 (Pepamar, ASCAP)	4
13	13	15	17	SAUSALITO Al Martino, Capitol 2468 (Blendingwell, ASCAP)	7
14	17	23	24	I'M A DRIFTER Bobby Goldsboro, United Artists 50525 (Detail, BMI)	6
15	15	16	16	WITH PEN IN HAND Vikki Carr, Liberty 56092 (Unart, BMI)	10
16	20	32	—	WINDMILLS OF YOUR MIND Dusty Springfield, Atlantic 2623 (United Artists, ASCAP)	3
17	8	7	7	EARTH ANGEL Vogues, Reprise 0820 (Williams, BMI)	6
18	14	8	9	HAWAII FIVE-O Ventures, Liberty 56068 (April, ASCAP)	10
19	21	30	—	HERE WE GO AGAIN Nancy Sinatra, Reprise 0821 (Dirk, BMI)	3
20	40	—	—	LOVE ME TONIGHT Tom Jones, Parrot 40038 (Duchess, BMI)	2
21	—	—	—	WITHOUT HER Herb Alpert, A&M 1065 (Rock, BMI)	1
22	22	27	28	OH HAPPY DAY Edwin Hawkins Singers, Pavillon 20001 (Kama Rippa/Hawkins, ASCAP)	5
23	34	—	—	PLAY IT AGAIN SAM Tony Bennett, Columbia 4-44855 (Sunbeam, BMI)	2
24	25	26	27	SPINNING WHEEL Peggy Lee, Capitol 2477 (Blackwood, BMI)	5
25	—	—	—	I'LL NEVER FALL IN LOVE AGAIN Burt Bacharach, A&M 1064 (Blue Seas/Jac/Morris, ASCAP)	1
26	29	34	40	HURT SO BAD Lettermen, Capitol 2482 (Vogue, BMI)	4
27	28	31	33	IT HURTS TO SAY GOODBYE Jack Gold Chorus, Columbia 4-44808 (United Artists, ASCAP)	6
28	30	39	—	SON OF A TRAVELIN' MAN Ed Ames, RCA Victor 74-0156 (Sunbury, ASCAP)	3
29	33	38	—	IN THE GHETTO Elvis Presley, RCA 47-9441 (B 'n' B/Gladys, ASCAP)	3
30	31	—	—	TRUCK STOP Jerry Smith, ABC 11116 (Papa Joe's Music House, BMI)	2
31	32	—	—	APRIL FOOLS Dionne Warwick, Scepter 12249 (Blue Seas/Jac/April, ASCAP)	2
32	38	40	—	YOU DON'T NEED ME FOR ANYTHING ANYMORE Brenda Lee, Decca 732491 (Pincus, ASCAP)	3
33	35	36	—	DIDN'T WE Robert Goulet, Columbia 44847 (Ja-Ma, ASCAP)	3
34	24	24	25	LIFE'S A DANCE (Casatchock) Alexander Karazov, Jamie 1372 (Gallico, BMI)	8
35	36	37	—	I'LL NEVER FALL IN LOVE AGAIN Johnny Mathis, Columbia 44837 (Blue Seas/Jac/Morris, ASCAP)	3
36	37	—	—	GOOD MORNING STARSHINE Oliver, Jubilee 5659 (United Artists, ASCAP)	2
37	—	—	—	GALVESTON Roger Williams, Kapp 2007 (Ja-Ma, ASCAP)	1
38	39	—	—	MY HEART'S SYMPHONY Four Lads, United Artists 50517 (Viva, BMI)	2
39	—	—	—	EVERYDAY WITH YOU GIRL Classics IV, Imperial 66378 (Low-Sal, BMI)	1
40	—	—	—	FRIEND, LOVER, WOMAN, WIFE O. C. Smith, Columbia 44859 (B 'n' B, ASCAP)	1

Album Reviews

SPECIAL MERIT PICKS

POPULAR

THE BROTHERS FOUR—Let's Get Together. Columbia CS 9818 (S)
The popular quartet, with newcomer Mark Pearson, pays tribute to today's writers and perform some contemporary classics in a mellow, appealing manner. Excellent material includes the title song, Nilsson's "Without Her," Ed McCurdy's "Strangest Dream," Bob Dylan's "I'll Be Your Baby Tonight," Joni Mitchell's "Both Sides Now." And a beautifully integrated medley of songs by the Bee Gees.

PETER SARSTEDT—Where Do You Go To My Lovely. World Pacific WPS 21895 (S)
The best song in this package is "Where Do You Go To My Lovely," which has brought fame to Peter Sarstedt through its earlier release as a single. He's got an amiable and refreshing delivery and the rest of the material has moderate appeal.

JOHN HARTFORD—RCA Victor LSP 4356-(S)
Composer-guitarist John Hartford's material is not run-of-the-mill stuff, and other performers have done very well with it. His singing here is relaxed, but his playing, on banjo, guitar, sitar and fiddle, is extraordinary. This program of special material showcases his multiple talents. Note especially the instrumental "Dusty Miller Hornpipe and Fugue—A Major for Strings, Brass and Five String Banjo," which despite the wordy title, is exciting in the manner of Woody Williams' "Classical Gas."

RONNIE ALDRICH—It's Happening Now. London Phase 4 SP 44127 (S)
The dual-piano wizard takes some of today's best in pop, adds his distinctive touch and the result is an artistic, commercial gem of a package for programming and listening. Among the highlights are the Aldrich performances of "Hey Jude," "Scarborough Fair," and Theme from "Elvira Madigan." Much sales and chart potential for this exceptional Phase 4 sound program.

THE EXCITING JOHN ROWLES—Kapp KS 3597 (S)
John Rowles is a newcomer with a powerful voice and smooth delivery, and he's destined for big things. His international hit "If I Only Had Time" is included along with outstanding performances of "Sittin' on the Dock of the Bay" and "By the Time I Get to Phoenix." With the proper exposure, Rowles should prove strong competition to the other male vocalists currently riding charts, and quickly surpass them.

JULIE BUDD—Wild and Wonderful. MGM SE 4607 (S)
MGM has been touting this talented teenager for some time and, judging from the class performance of her latest LP, its faith could pay off. Miss Budd's style is unconfined; in this program of pop standard material, she sustains highs like Eydie Gorme ("Johnny One Note"), defines joy and excitement like Judy Garland ("Be a Clown"), and dramatizes like Barbra Streisand ("Where Is Love"), and she's still a kid in this LP, she demonstrates the potential of a recording super star.

CHUCK BERRY—Concerto in B Goode. Mercury SR 61233 (S)
Veteran performer in the r&b and rock fields, Chuck Berry has produced an unusual album. He has surrounded himself with the sounds of the more ethnic blues musicians—the rolling piano, blues harmonica—plus a little fuzz boxing and amplified effects. In the middle of this are the usual Berry lyrics. One side is taken up with a piece based on his "Johnny B Goode" that will open up the ears of his fans.

GENE BUA—Love of Life. Heritage HTS 35,004 (S)
Gene Bua's big TV following, won through his work on the daytime soap "Love of Life" among the hippies—his high points started and his strong vocal styling should keep it going. He's a warm and winning balladeer and knows how to get the right feeling into songs like "Suzanne," "Love Me Tender" and "If I Were a Carpenter."

LOTTI GOLDEN—Motor-Cycle. Atlantic SD 8223 (S)
Life among the hippies—its high points and its low points is the story that Lotti Golden tells here in dramatic song form. Miss Golden is the writer as well as the singer and she comes off better in the latter department. Now that she's got her early autobiography off her chest she could go on to bigger things.

B. B. KING—Live and Well. Bluesway BLS 6031 (S)
"The Best I've Ever Sounded," says everybody's blues king, B. B. King, about his latest part-live, part-studio LP. Recorded live at New York's Village Gate, side one features "My Mood" and "Please Accept My Love," while side two offers up an eight-minute version of his new single, "Why I Sing the Blues," as well as "Get Off My Back Woman." King at his best is a must for blues buffs who dig the best. A timely LP for the chart tops.

VARIOUS ARTISTS—36 Great Motion Picture Themes & Original Soundtracks. United Artists UXS 69 (S)
Here's a smartly packaged two-record set including 36 of today's most popular film themes with many excerpts from the original soundtrack versions that's sure to prove a very salable item, especially at the bargain price. Included are "The Windmills of Your Mind," "Chitty Chitty Bang Bang" and "Buona Sera, Mrs. Campbell" and a delightful array of other film gems, with an equally delightful array of interpreters.

WENDY & BONNIE—Genesis. Skye SK 1006D (S)
Wendy & Bonnie are teen-agers who know

how to express themselves. They've got things to say about the generation gap and about their own identity and they say it in terms that the young audience, conditioned on Simon & Garfunkel, Bob Dylan and the likes, can understand.

SHARON CASH—He Lives Within My Soul. Mothers MRS 74 (S)
Sharon Cash has a lot on the vocal ball. Still in her early twenties, she's developed a soul style all her own even when she goes after such identifiable numbers as "Sittin' On the Dock of the Bay," "Fever," "Pledging My Love," "What Am I Living For" and "Nature Boy."

RAY DRAPER—Red Beans & Rice. Epic BN 26461 (S)
RB&R kick off their disk debut with a storm of instrumental energy and the searing soul vocals of group leader, Ray Draper, a jazz tuba player. Rough and tumbling, RB&R offer no-nonsense bashes blending rock, jazz and soul to cop a share of all markets. "Empty Streets," "Trilogy" and "Let My People Go" spark excitement from Draper & Co. as this new group aims at a piece of the pop action.

COUNTRY

JIMMY DEMPSEY—The Strings of My Guitar. ABC ABCS 670 (S)
Jimmy Dempsey playing some excellent guitar, offers an upbeat, different "Ode to Billie Joe," and follows it with a mellow version of "Yesterday," "Loneliness," and "Gentle on My Mind." Some very pleasant instrumentals here.

CLASSICAL

MESSIAEN: QUARTET FOR THE END OF TIME—Beroff / De Peyer / Gruenberg / Pleeth. Angel S 36587 (S)
New recordings of Messiaen music are valuable contributions to the contemporary catalog and this fascinating quartet is no exception. The performers, pianist Michel Beroff, clarinetist Gertrude de Peyer, violinist Erich Gruenberg and cellist William Pleeth, all contribute splendidly in this pressing.

SAHL: A MITZVAH FOR THE DEAD/RANDALL: LYRIC VARIATIONS—Paul Zukofsky. Cardinal V S 10057 (S)
Violinist Paul Zukofsky is magnificent in this coupling of new avant garde pieces. Michael Sahl's "A Mitzvah for the Dead for Violin and Tape" turns into a moving nostalgic piece. J. K. Randall's intricate "Lyric Variations for Violin and Computer" also is an interesting composition.

LOW PRICE CLASSICAL

MOZART ARIAS—Anna Moffo. Seraphim S 60091 (S)
Miss Moffo's first recording on a low price label should be one of the lures for buyers. Another lure, too, is that it's a recording full of the soprano's fine lyrical quality. Some of the arias include those from "The Magic Flute," "Cosi Fan Tutte" and "Don Giovanni."

R&B

VARIOUS ARTISTS—Anthology of Rhythm and Blues Volume 1. Columbia CS 9802 (S)
This anthology, produced by Seymour Stein, is taken from Syd Nathan's King catalog which means it includes names like Hank Ballard, LaVerne Baker, Charles and James Brown, Bill Doggett, and the Five Royales, and covers the late 40s and the 50s. This is the music that provided the roots for the rock and roll revolution of the mid-50s and even hearing it a decade or so later those roots are still healthy. Current interest in vintage rock should help sales.

LOW PRICE R&B

ISLEY BROTHERS DO THEIR THING—Sunset SUS 5257 (S)
Some really great material lifts this low price album of the ordinary to make it a prime mover. It's a pocketful of hits designed to appeal to all pocketbooks—"Stagger Lee," "Please, Please, Please," and "What'cha Gonna Do," among others. A snapping, rocking album.

JAZZ

CHARLIE BYRD—Aquarius. Columbia CS 9841 (S)
The current pop hits make excellent jazz fodder for Charlie Byrd. His guitar and his hand-picked sidemen take the like of the title song, "My Way," "Galveston," "You've Made Me So Very Happy" and "Traces" for an imaginative interpretative ride which gives them all new dimensions.

HELEN MERRILL/DICK KATZ—A Shade of Difference. Milestone MSP 9019 (S)
Miss Helen Merrill is by far one of the most outstanding female vocalists of this generation, and she is given ample opportunity to display the many facets of her talent in this exceptional LP. Her warm, intimate treatments of "Never Will I Marry," "I Should Care" and "My Funny Valentine" are a listening must, and her rendition of "Spring Can Really Hang You Up the Most" is in a class of its own. Her fans and followers will quickly scoop this up.

Action Records

Albums

★ NATIONAL BREAKOUTS

5th DIMENSION . . . Age of Aquarius, Soul City SC 92009 (S)

ROGER WILLIAMS . . . Happy Heart, Kapp KS 3595 (S)

★ NEW ACTION LP'S

SONS OF CHAMPLIN . . . Loose'n Up Naturally, Capitol SWBB 269 (S)

JAIME BROCKETT . . . Remember the Wind & the Rain, Oracle ORS 701 (S)

SOUTHERN CALIFORNIA INTERDENOMINATIONAL YOUTH CHOIR . . . Oh Happy Day, Buluu 60001 (S)

YOUNG HEARTS . . . Sweet Soul Shakin', Minit LP 24016 (S)

BUDDY MILES EXPRESS . . . Electric Church, Mercury SR 61222 (S)

VARIOUS ARTISTS . . . Super Oldies Vol. 5, Capitol STBB 216 (S)

PHIL OCHS . . . Rehearsal for Retirement, A&M SD 4181 (S)

TONY MOTTOLA . . . Joins the Guitar Underground, Project 3 PR 5035 SD (S)

Singles

★ NATIONAL BREAKOUTS

TOMORROW TOMORROW . . . Bee Gees, Atco 6682 (Casseroles, BMI)

NO MATTER WHAT SIGN YOU ARE . . . Diana Ross & the Supremes, Motown 1148 (Jobete, BMI)

I TURNED YOU ON . . . Isley Brothers, T-Neck 902 (Triple 3, BMI)

★ REGIONAL BREAKOUTS

BIBLE SALESMAN . . . Billy Vera, Atlantic 2628 (Blackwood, BMI) (New Orleans)

ROSE GARDEN . . . Bobbie Gray, White Whale 300 (Lowery, BMI) (Boston)

★★★★ 4 STAR ★★★★★

• Continued from page 54

VARIOUS ARTISTS—Jazz for a Sunday Afternoon. Solid State SS 18052 (S)

RHYTHM & BLUES ★★★★★

THE UPSETTERS FEATURING JIMMY WESS—We Remember Otis. ABC ABCS 651 (S)

GOSPEL ★★★★★

DOROTHY LOVE COATES AND THE GOSPEL HARMONETTES—The Separation Line. Nashville Nashville 7071 (S)
B.C. & M. MASS CHOIR—God's Will. Creed 3009 (S)

FOLK

ROY HARPER—Folkjokeopus. World Pacific WPS 21888 (S)
A selection of tunes written and performed by Roy Harper. "In the Time of Water," "Zaney Janey," and "Manana" merit exposure on progressive rock outlets. Many of the tunes on this LP are strongly sarcastical comment.

Dexter's Scrapbook

By DAVE DEXTER JR.

HOLLYWOOD—The most misnamed group in America has just got to be the Fool.

Originally from the Netherlands and bossed by Seemon Posthuma, the Fool first made itself—or themselves—known on an international basis shortly after they left Holland when they were commissioned by John Lennon of the Beatles to paint his treasured upright piano in the Lennon London residence. The 88 keys ended up in 88 colors, shades and tints.

While not singing, playing their instruments and painting, Posthuma's group designed clothing, modish mod apparel for men and for women, some of it oddly interchangeable.

They recorded frequently, and their success in so many fields led them to Hollywood. Last month, they topped all their previous triumphs by painting, on 20 gigantic sections of scaffolding, the Sunset boulevard site of the Aquarius Theatre in the heart of Hollywood. (Continued on page 76)

'World of Hawaii' Is Big—If Nothing Else

HONOLULU—"The Wonderful World of Hawaii," a \$500,000 production which premiered to 8,000 at the Waikiki Shell May 12, is neither wonderful nor Hawaiian.

In sheer size, it is the most extravagant musical to hit the local stage, but it is far from perfect. It confirms a general belief that Hawaii is not quite ready to whirl into the wonderful world of Broadway-type musicals.

The Doug Mossman attempt is ambitious, at best, and ambiguous, at worst. Lavishly mounted with stunning costumes by Peter Lee, the show boasts a most talented cast whose singing is far better than the acting. Unfortunately, because of the projection problem in the outdoor theater, most of the singing evolves on pre-recorded tape, with the principals merely mouthing the lyrics.

Gordon Jenkins' original score, consisting of 14 songs and 27 musical cues, is generally

disappointing, though it receives full, lush treatment from a 17-piece pit orchestra which augments the taped music.

The tunes are Hawaiian only in context, with reference by one principal to another. Only two have the texture and body of possible "hit" status. One is "Roses, Rainbows and Romance," rendered with dignity and vitality by Patricia Lei Anderson, a former Miss Hawaii, who portrays the young heroine in the production, Leialoha Lee.

The other tune with potential success is "I Like a Girl," sung by Lani Kai (formerly on TV's "Adventures in Paradise"), who appears as Kawelo, a local beachboy.

The concept of "The Wonderful World of Hawaii" is wonderful enough: Mix culture with history, in the song-and-dance tradition of a musical extravaganza. Geared for tourists, the show is to run Mondays through Thursdays for six months. WAYNE HARADA

Hendrix to Open Newport

NEWPORT, R. I.—The Jimi Hendrix Experience will headline the June 20 opening concert of the Newport '69 Pop Festival. Special guest stars are the Spirit. The opening program also will include Albert King, Southwind, Raj Mahal, Joe Cocker, the Edwin Hawkins Singers, and Ike & Tina Turner.

The following night features the Creedence Clearwater Re-

vival, Steppenwolf, Buffy Sainte-Marie, Eric Burdon, Charity, Friends of Distinction, Lee Michaels, Albert Collins, Sweetwater, and Love.

The June 22 program stars the Rascals, with Johnny Winter as special guest star. Other artists on the bill will be Flock, Chuck Berry, Booker T and the MG's, Three Dog Night, the Grass Roots, Brenton Wood, the Byrds, and the Chambers Brothers.



BILLIE JO SPEARS types her resignation after her hit about her boss, "Mr. Walker, It's All Over." Looking on and supervising are Dick Bethel, Capitol Records promotion man in Cincinnati, and WCLU's Jimmy Logsdon. WCLU, Cincy country station, conducted a campaign in conjunction with the Capitol hit to find Mr. Walker and get his side of the story. In the song Billie Jo can't stand any more of the life of a New York secretary.

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June 1st Begins The Ten Days Of Biff Rose

This Month Is Pronounced

Tèt·rà·grám·má·tòn

Thomas Gets New Direction From Bloomberg Leadership

By RON SCHLACHTER

LAS VEGAS—"We want to help dealers pull our products through instead of pushing them." This was the way Robert Bloomberg, president of Thomas Organ Co., summed up his company's marketing approach.

"We've tried to reconstruct the company," explained Bloomberg, who assumed leadership of Thomas about a year ago after serving as controller at Whirlpool. "There were some severe problems. Our pushing got to the dealers and stopped there. Now, we are trying to service our dealers better and the result is that we have a much stronger dealer structure."

"We want to help dealers pull our products through. We want dealer-oriented promotions. We want to help dealers sell. In

short, we are teaming ourselves with dealers on a long-term basis. The dealers must participate with us in serving the consumer. We have also discontinued a number of dealers.

"As for the company itself, we have reoriented management responsibilities. Everyone knows what his responsibilities are and what responsibilities everybody else has. I went from a large company to a smaller one, but Thomas is not minute, by any means."
(Continued on page 60)



ROBERT BLOOMBERG, president of Thomas Organ Co.

WELK ALBUM FEATURED IN THOMAS JUNE PROMO

LAS VEGAS—Thomas Organ Co. will launch a June promotion featuring exclusive 60-day distribution of Lawrence Welk's latest album, "I Love You Truly," prior to its national release.

The LP spotlights Lawrence Welk with Bob Ralston at the organ and will be available at Thomas stores for \$1.49. The Ranwood release represents the first time that Welk has ever featured himself as an album performer.

In addition, each store will be conducting its search for the couple married the longest. The couple will be given a party in their honor at the store as part of Thomas' June tribute to lovers.

A third phase of the promotion consists of a drawing at each store to give away a Whirlpool home appliance. The winner's name will then be submitted for a national grand prize, five full days for two as the guest of Thomas Organ and Lawrence Welk.

The national winner will stay at Welk's home in Escondido, Calif., and be his guest at the taping of his network television show at ABC-TV center in Los Angeles. The winner will also be entertained at the Palladium and enjoy excursion trips to Disneyland and motion picture studios. If the winner should be from California, a trip to Hawaii is planned.

Concerning the promotion, Nick Orlando, Thomas eastern sales manager, said, "Our primary aim with the program is to move at the dealer level."



LAWRENCE WELK is shown here as he appears on the cover of his new album, "I Love You Truly." Prior to its national release, the Ranwood LP is receiving exclusive 60-day distribution at Thomas Organ dealerships across the country.

A Harpsichord 'Happening'

• Continued from page 4

tion to the Composition of Waltzes by Means of Dice" and "The I Ching" or Book of Changes.

The harpsichordists were on raised platforms surrounded by the milling spectators who were encouraged to "participate" in the event. Only a scattered few chose to sit in the seats, although William Brooks, playing a Challis single, said "Get up high, it sounds much better."

David Tudor, producing various odd sounds, played the only electronic instrument, a Baldwin solid body. Antoinette Visser, from Switzerland, who commissioned the Cage work, was the only harpsichordist who played the Mozart piece as written. Brooks (Challis single), Ronald Peters (Brueggeman double), Yuji Takahashi (Dowd double),

Neely Bruce (Hubbard double) and Philip Corner (Neupert double) played partial scores.

The computer-generated tapes, which Cage estimated allowed a total of 885,000 different pitches, were handled by 13 teams positioned near the ceiling around the back row of seats and transmitted through huge loudspeakers. Each team used four tape recorders and 16 tapes, each approximately 20 minutes in duration.

Kawai Meeting

COLUMBUS, Ohio — Coyle Music Centers here were represented at a recent sales meeting and seminar conducted by Kawai Piano Corp. in Hamamatsu, Japan, by Dennis Iguchi, manager of Coyle's main store at 2864 North High Street.

Except for a specified set of four tapes, to be played at 8:30 p.m., and another set of four to be played at 11:05 p.m., the
(Continued on page 67)

Hammond's Artists 'Top' NAMM Show

CHICAGO — Organists and recording artists George Wright, Richard (Groove) Holmes, Lucho Azcarraga and Denny McLain, the latter a Detroit Tigers baseball star, are among musicians lined up for concerts by the Hammond Organ Co. during the National Association of Music Merchants (NAMM) show June 22-26 here at the Conrad Hilton Hotel. The concerts will be part of an innovation by Hammond, which will also, for the first time, show its line in the Tower Suite on top of the hotel. Nightly concerts will be held in the Sheraton-Blackstone Hotel.

Among new items on display will be the H-262, a console designed specifically for churches and institutions, featuring two 61-note manuals and a 25-note pedal board. Hammond's recently introduced Cadette organ, which is coupled with a special "Instant Play" trade-up promotion program, will also be featured by the Chicago-based company.

Don Lewis, Denver organist, and Tony Cabral, organist from Mexico, will also be featured in Hammond's entertainment schedule. Performances will be held three times each day at 11 a.m., 2 p.m. and 4 p.m. in a specially constructed 150-ca-
(Continued on page 60)

Cello Patent

ST. LOUIS, Mo.—St. Louis Music Supply Co. here has filed design patents with the U. S. Patent Office on the Karl Knilling Porta cello. List prices on the student cello start at \$69.95.

HARPSICHORD APPLAUDED BY PROUD OWNER

CHAMPAIGN, Ill. — Waldemar Pollee, who might be described as a harpsichord "hobbyist," thinks his favorite instrument may become more popular as a result of adding electronics. He is doubtful, however, about any promotion possibilities accruing from such events as held here last week in which seven harpsichords and 52 tape recorders were used in an extravagant concert of computer-programmed music.

Pollee who lives in Michigan, nevertheless, said he was honored to be invited to loan his \$6,250 hand-crafted instrument to avant-garde composers John Cage and Lejaren Hiller, who spent nearly two years developing "HSPCHD," which spells harpsichord in computer language.

"You don't just buy a harpsichord and let it set," he said. "The humidity and temperature of the room it's kept in are very important." Pollee recommends controlling the humidity at between 50 and 65 and thinks 70 degrees is the ideal temperature. "I have to tune mine every eight weeks. The harpsichord is a very delicate instrument."

BEST SELLING
Billboard Folios

ALL ORGAN/PORTABLE CHORD ORGAN

TITLE (Publisher)

BACHARACH-DAVID SONGBOOK—All Organ (Cimino)

FORTY LATEST COUNTRY, FOLK ROCK & POP HITS—All Organ (Hansen)

GOLDEN SONGS OF TODAY—Portable Chord Organ (West Coast)

HYMNS WE LOVE—All Organ (Big 3)

POP ROCK—All Organ (Leonard)

SEVENTY SUPER BLOCKBUSTERS FOR '70—All Organ (Hansen)

SEVENTY SUPER BLOCKBUSTERS FOR '70—Portable Chord Organ (Hansen)

SOUND OF MUSIC—All Organ (Chappell)

NAMM Additions

CHICAGO — The National Association of Music Merchants, Inc. (NAMM) has announced additional exhibitors for its upcoming Music Show, set for June 22-26 here at the Conrad Hilton Hotel. They include Ashley Publications, Inc.; Vincent Bach Corp.; Charles Bay & Gale Woodwind Mouthpieces; Buescher Band Instruments; CosCo Research; Emmons Guitar Co.; Merson Musical Products Corp.; Progress Publications, Inc.; Roth Violins; Scherl & Roth, Inc.; Southern Music Publishing Co.; Trio-Might, Ltd., and Z. B. Custom Guitar Co.

(Advertisement)

Personality Song Books

Sheet Music Info

Music of Today—Brimhall

by: Jude Porter

Would you like to have the TOP moneyed-modern music sheets in your store or on your rack??? You've turned to the right page . . . your "buying guide" to "sound sellers."

NEW TUNES ON TAP . . .

Today's musical wave-length sweeps the slate with six smash super-selling sheets . . .

The Mills Bros. follow up their movin' "Cab Driver" with a bouncy ballad named . . .

GUY ON THE GO

Bobble Gentry's newest "alm to fame" is soul-filled and funky. It's called . . .

TOUCH 'EM WITH LOVE

The latest waxing by Otis Redding rocks with rhythm and blues. Simply order it . . .

LOVE MAN

Henson Cargill's message-laden country evergreen says sales aplenty . . .

THIS GENERATION SHALL NOT PASS

Holding the No. 1 position on the Country/Western charts is Bill Anderson's melody (he wrote and recorded it) . . .

MY LIFE (THROW IT AWAY IF I WANT TO)

From the new, delightfully different Columbia Motion Picture, "Run Wild, Run Free" . . . the title song is presented by the New Christy Minstrels . . .

RUN WILD, RUN FREE

CASH COLLECTORS . . .

Our S. M. I. sales network reports these songsheets leading the pack in popularity . . .

LOVE THEME FROM ROMEO & JULIET

- BLACK PEARL
- CISSY STRUT
- BAD MOON RISING
- HEATHER HONEY
- EVERYDAY WITH YOU GIRL
- I'VE BEEN HURT
- I'VE BEEN LOVING YOU TOO LONG

and . . . the Beatle smash, holding the No. 1 chart position . . .

GET BACK

MUSIC BOOK REVIEWS . . .

JOHNNY CASH—THE HOLY LAND
Hansen Publications, this week, issued one of the most glorious never-to-be-forgotten books ever printed . . . a living-color tour of the "Holy Land" as Johnny Cash and his wife "lived and loved" it! Filled with music, lyrics, beautiful photos (4 colors), editorial dialogues and inspirational messages . . . immortalized in print forever! The "Holy Land" should be alongside The Bible in every home! (MWL \$2.95)

THE MUSIC OF JIMMY WEBB

The matchless music of Jimmy Webb is captured between the color covers of this wonderful new special spiral-bound book-of-plenty!! "Plenty" of fantastic music . . . the complete repertoire of Jimmy's hits from "By the Time I Get to Phoenix" to "Where's the Playground Susie" . . . and more! Has a life-size poster, color photos and fine-line drawings of the artist-cum-genius of lyrics and music!

What a book!! (Elite \$4.95)

GOLD MARK ASSOCIATES
PUBLIC RELATIONS
New York—Beverly Hills—London

Audio Retailing

Phonographs and Recorders Featured in Webcor Showing

CHICAGO — Consolidated Merchandising Co., div. of U. S. Industries, Inc., plans to open warehouse facilities here and expand its marketing activities of

Webcor and Viscount home entertainment products. At a recent show here, 49 Webcor models and 31 Viscount models were presented. Viscount is a promotion brand, while Webcor is a well-known trade name that Consolidated recently acquired.

Six console phonographs were among the Webcor models. These consisted of the Lisbon, Model 5066, with a 66-in. Mediterranean walnut cabinet, six matched speaker system, AM/FM/FM tuner, listing at \$399.95; Model 5060, the Majorca, with 60-in. Continental walnut cabinet, six matched speaker system and AM/FM/FM tuner, listing at \$369.95.

Also, Williamsburg Model 5050, a 50-in. maple, Early American cabinet unit with four balanced speakers and AM/FM stereo tuner, listing for \$299.95; the Revere Model 5040, a 40-in. maple Early American unit with four balanced speakers, and AM/FM tuner, listing for \$299.95; the Wakefield, Model 4020, with a 40-in. Continental low-boy cabinet, four balanced speakers and AM/FM/FM radio, listing for \$249.95; and the Berkeley, with a 60-in. Continental cabinet, four matching speakers and AM/FM/FM radio, listing for \$299.95.

The entire line-up included two color television sets, two modular tuner amplifiers, two stereo console phonographs, four home phonographs, nine cassette tape recorders, three 8-track Cartridge stereo players four portable phonographs, one 3-in. open reel recorder, four 7-in. open reel recorders, six AM/FM table radios, six AM/FM portable radios and one AM portable radio.

Open reel recorders included Model 620, a 2-speed unit with 3-in. reel list priced at \$49.95; Model 200S, a 4-track stereo unit with automatic shut-off and



THE SEEBURG home entertainment line was on display at the recent American Music Dealers Industry Exhibit (AMDIE) at Las Vegas. Shown here talking to Mrs. Donald Rife of Portland, Ore., is Don Patton of Seeburg. Standing next to Patton is Seeburg's Bob Fordyce.

satellite speaker system, listing for \$199.95; Model 2000, featuring 4-track stereo or monaural record and playback, two heads and automatic shut-off, listing for \$249.96; Model 2500, featuring 4-track stereo record and playback, three-speed, automatic shut-off and 20-watt peak output, listing for \$299.95.

Two other open reel models were Model 4000, listing for \$399.95, equipped with an AM/FM/FM tuner and featuring 25 watts of stereo peak output with three-speed operation, and Model 3000D, a stereo tape deck listing for \$249.95 with such features as three heads, three-speed operation and 4-track stereo and monaural record and playback.

Consolidated, which recently moved into new headquarters in Maspeth, Queens, N.Y., has service offices in Los Angeles, Atlanta, Dallas, Tokyo and here and has two plants in Tennessee and one each in Japan and Taiwan.

Panasonic Unveils Line Marking 10th Anniversary

NEW YORK — Panasonic's 10th anniversary line includes two new stereo phonographs designed specifically with the needs of the college set in mind.

Both the Brookville and the Highland Park are AC/battery-operated units and offer a four-speed custom record changer, ceramic cartridge and a flip-over stylus, plus an electronic RPM governor motor control to keep the turntable running at a uniform speed. The Brookville has a suggested list price of \$99.95, while the Highland Park, which also features a slide-rule tuned

FM/AM radio, retails for \$125.

As for complete home entertainment centers, the 1969 Panasonic line boasts the 60-watt Kips Bay. The unit is a stereo module system with a built-in AM/FM & FM Stereo tuner and separately sealed twin two-way air suspension speakers. Features include Panasonic's magistrate cartridge with a flip-over diamond stylus, a custom automatic four-speed record changer, FET tuning and a tilted control panel equipped with a black-out and illuminated slide-rule tuning. The suggested list is \$279.95.

The SC-666, with a suggested list of \$349.95, is an 80-watt stereo music center from Panasonic. A precision automatic turntable features a Pickering magnetic cartridge, while twin two-way acoustic suspension speakers provide improved bass response.

The newest addition to the company's line of stereo component products is 70-watt SA-40. This instrument features Panasonic's flywheel tuning mechanism behind a black-out dial glass. The suggested list price is \$229.95.

Questions needle dealers ask?

Q. If I can buy cheap needles why should I pay more for Fidelitone?

A. You don't make money by buying needles—profits come from selling them. Fidelitone offers you a full line of quality replacement phonograph needles and we back our dealers with a comprehensive MAKE IT EASY merchandising program that insures their sales and profits.

Q. If I can buy direct from a competitive factory, why should I buy through a Fidelitone Distributor?

A. Your Fidelitone Distributor is a trained specialist who takes the work out and puts the profit into handling replacement phonograph needles. He provides prompt service on fast-selling assortments; his stock backs up your once-in-a-while needs for special items; he provides sales training for your personnel; he provides an inventory management control system; and he offers a "Magic Touch" promotion program to accelerate sales. Your Fidelitone Distributor is a merchandising specialist whose main function is to assist Fidelitone Dealers in increasing needle sales and profits.

If your business is buying phonograph needles, go anywhere. If your business is selling needles, Fidelitone is your one source for sure sales and profits!



Fidelitone
THE TOUCH OF MAGIC
Dept. 1-Ec

6415 N. Ravenswood Ave., Chicago, Ill. 60626
Phono needles, blank tape cassettes and accessories

**ORDER SHIPPED
RUSH
THE SAME DAY**

FACTORY-TO-YOU means better, faster service on diamond & sapphire needles, spindles, Power Points®, NEW CASSETTES, tape cartridges, head cleaners, accessories, etc. . . . shipped direct-to-you from our new, modern plant (near Chicago). Write for free catalog, mail order forms and sales plan information.



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WEST COAST: 14787½ OXNARD STREET • VAN NUYS, CALIFORNIA 91408

BEST SELLING Jazz LP's

This Week	Last Week	TITLE, Artist, Label & Number	Weeks on Chart
1	1	MEMPHIS UNDERGROUND Herbie Mann, Atlantic SD 1522 (S)	4
2	2	SOULFUL STRUT Young-Holt Unlimited, Brunswick BL 754144 (S)	19
3	4	THE FOOL ON THE HILL Sergio Mendes & Brasil '66, A&M SP 4160 (S)	25
4	6	MOTHER NATURE'S SON Ramsey Lewis, Cadet LSP 821 (S)	13
5	5	STONE SOUL Mongo Santamaria, Columbia CS 9780 (S)	12
6	3	SAY IT LOUD Lou Donaldson, Blue Note BST 84299 (S)	9
7	9	MUCH LES Les McCann, Atlantic SD 1516 (S)	11
8	7	SILVER CYCLES Eddie Harris, Atlantic SD 1517 (S)	14
9	10	A DAY IN THE LIFE Wes Montgomery, A&M SP 3001 (S)	87
10	8	THE GREAT BYRD Charlie Byrd, Columbia CS 9747 (S)	14
11	11	ROAD SONG Wes Montgomery, A&M SP 3012 (S)	29
12	13	LIGHT MY FIRE Woody Herman, Cadet LSP 819 (S)	5
13	14	SHAPE OF THINGS TO COME George Benson, A&M SP 3014 (S)	10
14	12	SOUNDTRACK Charles Lloyd, Atlantic SD 1519 (S)	13
15	15	THE WORM Jimmy McGriff, Solid State SS 18045 (S)	23
16	18	SUMMERTIME Paul Desmond, A&M SP 3015 (S)	6
17	17	MERCY MERCY Buddy Rich Big Band, World Pacific ST 20133 (S)	29
18	16	UNDER THE JASMIN TREE Modern Jazz Quartet, Apple ST 3353 (S)	10
19	19	FURTHER ADVENTURES OF JIMMY & WES Jimmy Smith & Wes Montgomery, Verve V6-8766 (S)	11
20	20	AMERICA THE BEAUTIFUL Gary McFarland, SKYE SK8 (S)	2

Billboard SPECIAL SURVEY For Week Ending 5/31/69

Gets New Direction

• Continued from page 59

means. There are many advantages of a small company. We can move quickly. We have stayed away from little pockets of management. Everything is in the open. A company has to let its people comment objectively.

"We're basing our operation on long-term business. We won't compromise with product quality which is our prime social responsibility, as far as I'm concerned. We're striving for an excellent product. Every complaint letter comes to me. Each week, I meet first with our quality control manager.

"We have established a whole new service department and reorganized the engineering department. We have brought in a lot of new engineers. When something wasn't right last year, I shut down the plant a couple of times. This got the message across to everyone. We had one product introduced three years ago that was just produced last year. This won't happen any more."

Hammond Artists

• Continued from page 59

capacity theater in the Tower Suite. Each organist will be featured on a specified night in three concerts at the Sheraton-Blackstone's Bonaparte Room during the period 9 p.m.-1 a.m.

Azacarrage, from Panama and an Art Record Sales Co. recording artist, will be making his first NAMM appearance. Wright, Dot Records' artist and renowned as a pipe organist, has recently switched to Hammond's X-66 electronic model. Holmes records on World Pacific, and McLain, whose NAMM date depends on his team's schedule, records on Capitol.



THE BROOKVILLE is a new AC/battery-operated portable phonograph from Panasonic. Model SG-634, with a suggested list of \$99.95, boasts a four-speed custom turntable, record changer, ceramic cartridge and a flip-over stylus, plus continuous tone control and dual volume controls.



PANASONIC'S HIGHLAND PARK, Model SG-674, is an AC/battery-operated phonograph, designed with the needs of the college student in mind. Features include an RPM electronic governor motor to keep the turntable running at a uniform speed despite the condition of the batteries or any fluctuation in house current. The suggested list is \$125.

"WHO POURED THE WHISKEY IN THE WELL"

DECCA #732477



BY

BILL HOWARD

PUBLISHED BY:

FORREST
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MUSIC

EXCLUSIVELY ON:

DECCA
RECORDS

Country Music

Chart Cuts Distrib Ties With RCA; Broadens Plan

NASHVILLE — Chart Records, purchased a few months ago by Audio Fidelity, has amicably severed its distributional ties with RCA Victor and announced a broad new distribution plan.

Slim Williamson, president of Chart, said the separation date with RCA would be Saturday (31), although the actual independent sale began May 1. He said the move was by mutual agreement. RCA took over Chart distribution Sept. 1, 1967, after Chart had become one of the strongest independent labels in the country field. In addition to the distribution agreement, Chart and RCA carried out an interchange of artists for recording duets, and had nominal success in this regard.

Williamson said he held RCA and its people in the "highest esteem," but said he needed to feel the pulse of distribution himself, and wanted a direct association with the men handling the records. Under the program now ending, he had no contact, nor was he aware of orders.

"To run a record company, I've got to direct the operations personnel," he said. Williamson is shipping to 38 independent distributors in the United States, most of whom worked for him. "My plan is to work closely with those distributors who helped me get started," he said.

To emphasize the good relations with RCA, he pointed out that negotiations have been concluded with that label to handle its stereo product and to distribute Chart albums through the RCA Record Club. Williamson also noted other expansion plans. All Chart product will be released in Canada on Phono Disc, marking that company's first big entry into the country field.

Additionally, all Chart album product is to be released on Stereo 8 and cassettes by ITCC on a non-exclusive basis.

Phillips International will release most Chart LP product on cassettes, six of them immediately. Reel-to-reel release of the product will be handled through Muntz.

Starday is conducting a mailing piece of 60,000 offering Chart LP's through the Starday Album Club.

"We're going to cover the

whole spectrum of the recording business," Williamson stated. "An artist on the Chart label now will actually have more product available through more channels than an artist on a major label."

Williamson maintains his publishing companies, Yonah, Peach, Sue-Mire and Sixteenth Avenue on the grounds this assures him good material for recording. These are independent of Chart.

Williamson has done what

most observers consider an outstanding job in building artists on a small label. Among those developed are Lynn Anderson, Maxine Brown, Connie Eaton, Gordon Terry, Kenny Vernon, LaWanda Lindsey, Vance Bulla, Johnny Dollar, Bobby Edwards, Lloyd Green, Kirk Hanserd, Wes Helm, Gene Hood, Jerry Lane, Dianne Leigh, Anthony Armstrong Jones, Jim Nesbitt, Clyde Owens, Hargus Robbins, Junior Samples and Kenny Vernon.

Carol Acquires 50% Of Circle Talent Co.

NASHVILLE — Carol Enterprises, newly formed management-publishing-production and booking firm, has purchase 50 per cent of Circle Talent Co. and absorbed its operation.

Bill Starnes, president of Carol, said Circle president Chuck Eastman would continue to run the booking organization, and that talent such as Johnny Carver, Jack Barlowe, Lynn Jones, the Cantrells and the Young Country would be given full exposure in all facets of entertainment. Circle now will be located in one of the 11 offices operated by Carol at 1719 West End.

Starnes also has brought Beady Music, a second publishing firm, into the corporation. The other publishing company

is Carbill. He has signed Billie Jo Spears, Capitol artist, to an exclusive management contract, and will book her through Circle Talent.

Starnes, former manager of George Jones, said he also had worked out an arrangement with Opportunities Unlimited, Ltd., of Nassau, to begin filming a movie July 1, featuring modern country music. "It will not be a country music story," Starnes said, "but the music will be woven in through club scenes and the like. Eastman and Starnes attended the Eastern Country Music Convention in Providence, R. I., and booked in Jack Barlowe, Lynn Jones and Brenda Kaye for the Saturday afternoon and evening shows.

'Hee Haw' Show Puts Down Critics

NASHVILLE—Despite many comments regarding the title of the forthcoming CBS "Hee Haw" show, its producers say it promises to do everything but downgrade country music.

There have been recurrent comments suggesting that the show is a "barnyard comedy" venture, putting down this form of music or relegating it to its image of 20 years ago.

Frank Peppiatt and John Aylesworth of Yongestreet Productions, Inc., Los Angeles, say that the criticisms come from

those unfamiliar with the show's contents.

"First of all," Peppiatt said, "the show is named for its animated star—one adorable, prolific, phrase-shouting mule who is accompanied in part by an animated cow, crow, a chicken and a scarecrow."

Aylesworth said the show is a "laughing matter, all right" but one of "clean, earthy and good humor, the family type that has made artists such as Minnie Pearl, Roy Clark, Grandpa Jones and Archie Campbell favorites throughout the years."

The idea that the show is just another country music variety program is false, Aylesworth said. "We are augmenting the funniest and most enjoyable humor to be heard on a major network in many a moon with renditions of No. 1 hits by such artists as Charley Pride, Buck Owens, Tammy Wynette, George Jones, Merle Haggard, Waylon Jennings, Roy Clark and others. It's all presented in colorful and tasteful surroundings and sobriety."

Peppiatt said people "surely are intelligent enough to wait and judge 'Hee Haw' on its quality and entertainment abilities before they throw rocks at its title." The show premieres Sunday, June 15, on CBS.

Lynn Expands On 3 Fronts

NASHVILLE — Lynn Productions, whose president is Lola Wager, has moved into new quarters and expanded all facets of its operation.

The firm includes Wager Enterprises, a booking firm; Lola's Music, a publishing house; and a demo recording studio. Lode Records, owned by Terry Fells, also will share the building at 806 18th Avenue South.

Fells will run Lola's Music, while the booking at Wager Enterprises will be handled by Don Fowler, formerly of the Circle Talent Agency.

Miss Wager said she will soon name many artists who will come under the wing of the booking agency, and writers who will sign exclusive contracts with the publishing firm.

The company was begun with a booking agency for musicians. Miss Wager keeps a stable of musicians at her disposal, and provides them to artists in need of band replacements for the road, or for recording sessions. She also can provide an entire group.



MISS KATHY BAKER, shot on the set of the new "Hee Haw" country production on CBS, was selected for the role of "Miss Hee Haw" after officials had auditioned 40 others for the job. She was spotted painting sets for the show. An employee of WLAC-TV, where the summer series is being filmed, she will appear each week on the program.

Dottie West With Moeller

NASHVILLE — Dottie West has not yet signed a contract with Entro Corporation or anyone, according to Larry Moeller of the Moeller Talent Agency.

"She is under exclusive contract to us," he pointed out. It was stated in Billboard (May 24) that Entro Corporation planned a series of three television syndications, one of which would involve Miss West. It did not state that a contract had been signed.

Contracts, however, have been signed with Jack Greene and Charlie Walker.

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

INDIANS SAY 'HOW' TO COUNTRY HALL OF FAME

NASHVILLE—The Country Music Hall of Fame and Museum was invaded by Indians last week, members of the Intertribal Council of the United Southeastern Tribes of American Indians.

Here for the first such gathering in 150 years, the members were introduced to the hall of fame by Bob Ferguson, producer for RCA, and president of the Southeastern Indian Antiquities Survey, Inc.

Those of Indian heritage who greeted them were Lois Johnson, Charlie Walker and Billie Ray Reynolds. The tribal delegation was headed by Phillip Martin, chairman of the United Southeastern Tribes of America; Buffalo Tiger, vice-chairman; Mrs. Betty Mae Jumper, secretary-treasurer; Emmett York, chief of the Mississippi Choctaws; Joe Dan Oseola, president of the Seminoles; Susie Henry, princess of the Choctaws, and Cherokee princess Penny Otter.

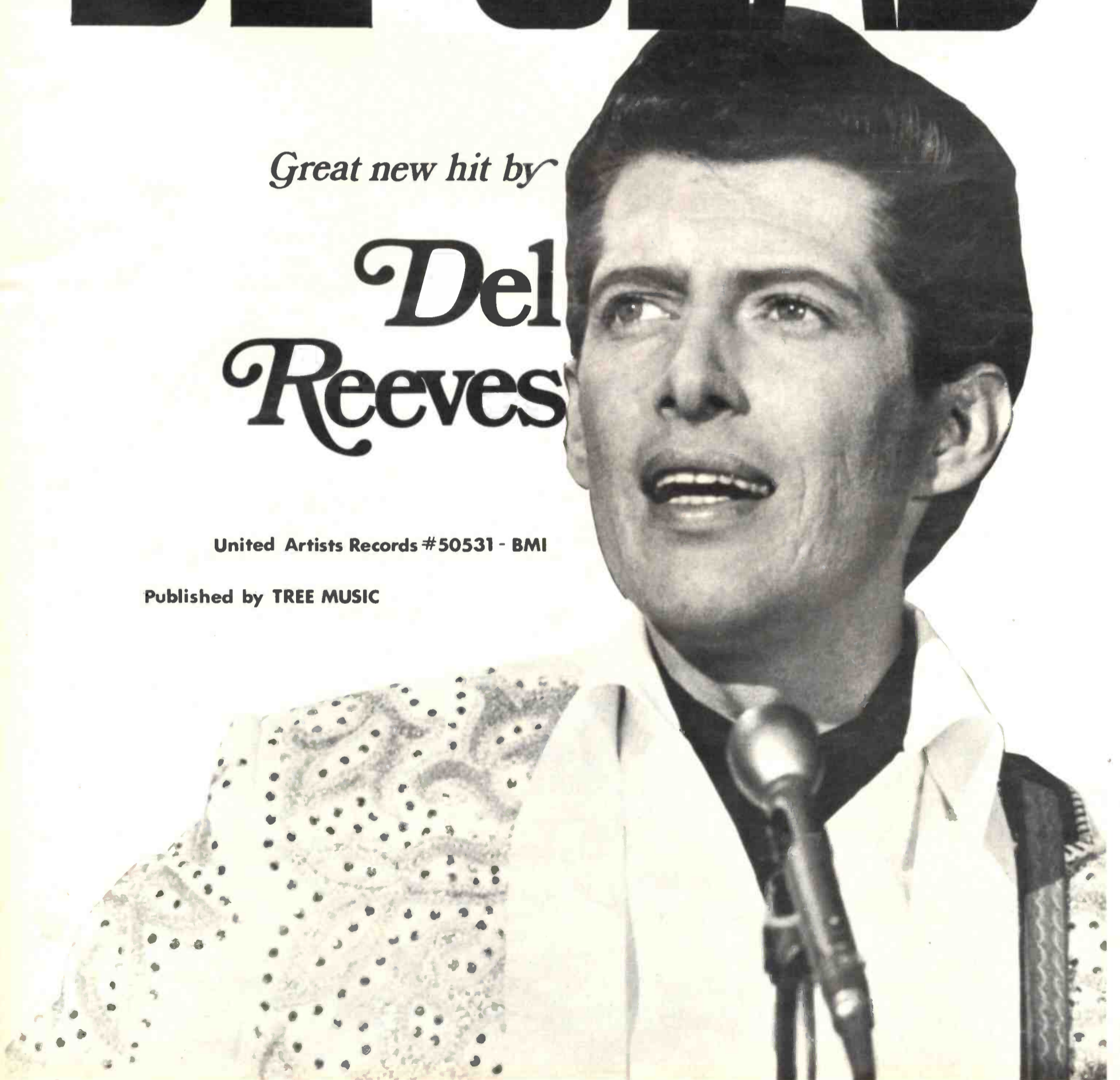
"BE GLAD"

Great new hit by

**Del
Reeves**

United Artists Records #50531 - BMI

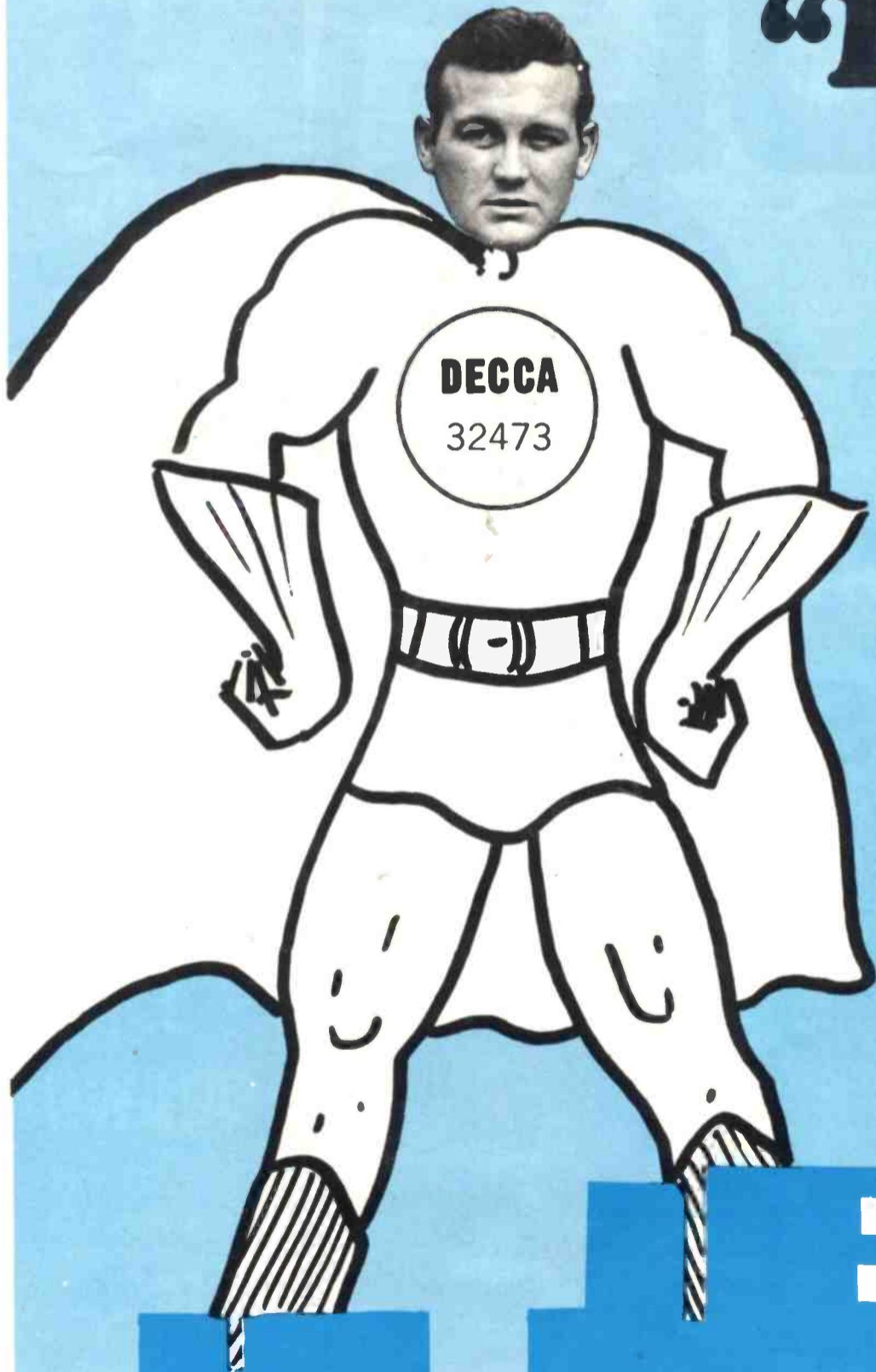
Published by TREE MUSIC



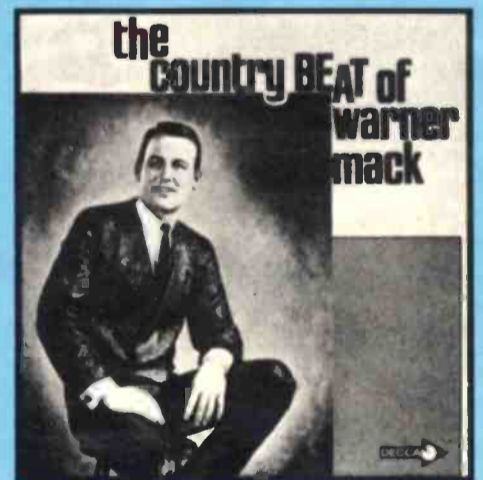
Warner Mack Has a Super Smash!

"Leave My Dream Alone"

Also A Super L. P.



"THE COUNTRY
BEAT OF
WARNER MACK"
DL #5092



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D. J.'s Samples:
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Madison, Tenn. 37115

Hot Country Singles

★ STAR Performer—LP's registering greatest proportionate upward progress this week.

This Week	Last Week	TITLE, Artist, Label Number & Publisher	Weeks on Chart	This Week	Last Week	TITLE, Artist, Label Number & Publisher	Weeks on Chart
1	2	SINGING MY SONG Tammy Wynette, Epic 5-10462 (Gallico, BMI)	8	38	33	SWEET WINE Johnny Carver, Imperial 66361 (Blue Echo, BMI)	9
2	3	I'LL SHARE MY WORLD WITH YOU George Jones, Musicor 1351 (Glad, BMI)	10	39	61	JOHNNY B. GOODE Buck Owens & His Buckaroos, Capitol 2485 (Arc, BMI)	2
3	6	GAMES PEOPLE PLAY Freddy Weller, Columbia 4-4800 (Lowery, BMI)	8	40	42	DADDY Dolly Parton, RCA 74-0132 (Owe-Par, BMI)	8
4	1	MY LIFE Bill Anderson, Decca 32445 (Stallion, BMI)	14	41	49	MAKE IT RAIN Billy Mize, Imperial 66365 (Metric, BMI)	6
5	4	(Margie's at) THE LINCOLN PARK INN Bobby Bare, RCA 74-0110 (Newkeys, BMI)	12	42	52	I AM A GOOD MAN Jack Reno, Dot 17233 (Tree, BMI)	4
6	9	MR. WALKER, IT'S ALL OVER Billie Jo Spears, Capitol 2436 (Barmour, ASCAP)	7	43	54	ALL FOR THE LOVE OF A GIRL Claude King, Columbia 4-4833 (Vogue, BMI)	3
7	8	WHEN TWO WORLDS COLLIDE Jim Reeves, RCA 74-0135 (Tree, BMI)	8	44	43	JUST ENOUGH TO START ME DREAMING Jeannie Seely, Decca 32452 (Tree, BMI)	11
8	5	THERE NEVER WAS A TIME Jeannie C. Riley, Plantation 16 (Singleton, BMI)	10	45	57	STRAWBERRY FARMS Tom T. Hall, Mercury 72913 (Newkeys, BMI)	4
9	7	YOU GAVE ME A MOUNTAIN Johnny Bush, Stop 257 (Mojave, BMI)	11	46	44	DUSTY ROAD Norma Jean, RCA 74-0115 (Tree, BMI)	8
10	18	PLEASE DON'T GO Eddy Arnold, RCA 74-0120 (Robbins, ASCAP)	10	47	48	TOO MUCH OF A MAN Arlene Hardin, Columbia 44783 (Window, BMI)	5
11	17	CALIFORNIA GIRL Tompall & the Glaser Brothers, MGM 14036 (Jack, BMI)	11	48	—	ONE HAS MY NAME Jerry Lee Lewis, Smash DJS 31 (Perr Gynt, BMI)	1
12	15	ONE MORE MILE Dave Dudley, Mercury 72902 (Newkeys, BMI)	10	49	—	DELIA'S GONE Waylon Jennings, RCA 74-0157 (Davis/Baron, BMI)	1
13	26	CAJUN BABY Hank Williams Jr., MGM 14047 (Fred Rose, BMI)	5	50	51	GOOD DEAL LUCILLE Carl Smith, Columbia 4-44816 (Acuff-Rose, BMI)	6
14	27	RUNNING BEAR Sonny James, Capitol 2486 (Big Bopper, BMI)	4	51	56	WEST VIRGINIA WOMAN Billy Ed Wheeler, United Artists 50507 (United Artists, ASCAP)	5
15	10	HUNGRY EYES Merle Haggard, Capitol 2383 (Blue Rock, BMI)	15	52	58	DON'T GIVE ME A CHANCE Claude Gray, Decca 4963 (VanJo, BMI)	5
16	35	I LOVE YOU MORE TODAY Conway Twitty, Decca 32481 (Stringberg, BMI)	4	53	59	THE DAYS OF SAND & SHOVELS Waylon Jennings, RCA Victor 74-0157 (Lonzo & Oscar, BMI)	2
17	11	RINGS OF GOLD Dottie West & Don Gibson, RCA 9715 (Acuff-Rose, BMI)	15	54	75	DON'T LET ME CROSS OVER Linda Gall & Jerry Lee Lewis, Smash 2220 (Martin, BMI)	2
18	14	GALVESTON Glen Campbell, Capitol 2428 (Ja-Ma, ASCAP)	12	55	53	THE BIG MAN Dee Mullins, Plantation 17 (Sunbury, ASCAP)	6
19	12	YOURS LOVE Dolly Parton & Porter Wagoner, RCA 74-0104 (Wilderness, BMI)	13	56	55	BIRMINGHAM BLUES Jack Barlow, Dot 45-17212 (Tree, BMI)	5
20	20	THERE'S BETTER THINGS IN LIFE Jerry Reed, RCA Victor 74-0122 (Beaton, BMI)	9	57	64	I'M NOT THROUGH LOVING YOU Jim Glaser, RCA Victor 74-0144 (Glaser, BMI)	4
21	21	LET THE WHOLE WORLD SING IT WITH ME Wynn Stewart, Capitol 2421 (Freeway Music, BMI)	9	58	70	BEER DRINKIN' MUSIC Ray Sanders, Imperial 66366 (Viva, Tunesville, BMI)	2
22	23	WHY YOU BEEN GONE SO LONG Johnny Darrrell, United Artists 5051B (Acuff-Rose, BMI)	6	59	—	BOO DAN Jimmy Newman, Decca 32484 (Newkeys, BMI)	1
23	25	OLD FAITHFUL Mel Tillis, Kapp 986 (Cedarwood, BMI)	7	60	—	ROME WASN'T BUILT IN A DAY Hank Snow, RCA 74-0151 (East Star/Tennessee, BMI)	1
24	24	WALKING BACK TO BIRMINGHAM Leon Ashley, Ashley 9000 (Gallico, BMI)	7	61	63	EVERYBODY WANTS TO GO TO HEAVEN Ed Bruce, Monument 1138 (Tree, BMI)	2
25	13	SWEETHEART OF THE YEAR Ray Price, Columbia 4-44761 (Tuckahoe, BMI)	13	62	62	HEAVEN BELOW John Wesley Ryles, Columbia 4-44819 (Viva, BMI)	3
26	36	I'M A DRIFTER Bobby Goldsboro, United Artists 50525 (Detail, BMI)	5	63	66	TRUCK STOP Jerry Smith, ABC 11162 (Papa Joe's Music House, BMI)	3
27	32	LEAVE MY DREAMS ALONE Warner Mack, Decca 732473 (Page Boy, SESAC)	5	64	65	WHO DO I KNOW IN DALLAS Kenny Price, Boone 1085 (Tree, BMI)	4
28	37	STATUE OF A FOOL Jack Greene, Decca 32490 (Sure-Fire, BMI)	4	65	67	A MAN AWAY FROM HOME Van Trevor, Royal American 283 (Atlanta/Summerhouse, ASCAP)	4
29	41	SMOKEY PLACES Billy Walker, Monument 1140 (Vinlyn/Arc, BMI)	4	66	—	SPRING Clay Harp, Metromedia 119 (Motola, ASCAP)	1
30	31	LET'S PUT OUR WORLD BACK TOGETHER Charlie Louvin, Capitol 2448 (Husky, BMI)	7	67	68	DEARLY BELOVED David Rogers, Columbia 4-44796 (Acclaim, BMI)	3
31	30	LIKE A BIRD George Morgan, Stop 252 (Window, BMI)	7	68	—	'TIL SOMETHING BETTER COMES ALONG Bobby Lewis, United Artists 50528 (Passkey, BMI)	1
32	34	SOLITARY Don Gibson, RCA 74-0143 (Fred Rose, BMI)	5	69	—	THIS GENERATION SHALL NOT PASS Henson Cargill, Monument 1142 (Bluecrest, BMI)	1
33	38	WHERE'S THE PLAYGROUND SUSIE? Glen Campbell, Capitol 2494 (Ja-Ma, ASCAP)	4	70	71	UPSTAIRS IN THE BEDROOM Bobby Wright, Decca 32464 (Tree, BMI)	3
34	19	MAN & WIFE TIME Jim Ed Brown, RCA 74-0144 (Window Music, BMI)	11	71	72	HAPPINESS LIVES IN THIS HOUSE Mac Curtis, Epic 10468 (Tree, BMI)	2
35	16	RIBBON OF DARKNESS Connie Smith, RCA 74-0101 (Witmark, BMI)	14	72	73	GUILTY STREET Kitty Wells, Decca 32455 (Wells, BMI)	3
36	22	WOMAN OF THE WORLD (Leave My World Alone) Loretta Lynn, Decca 32439 (Sure-Fire, BMI)	15	73	74	POOR OLD UGLY GLADYS JONES Don Bowman, RCA 74-0133 (Parody, BMI)	3
37	47	BE GLAD Del Reeves, United Artists 50531 (Tree, BMI)	2	74	—	ONCE MORE Leona Williams, Hickory 1532 (Acuff-Rose, BMI)	1
				75	—	LOVE IS A GENTLE THING Barbara Fairchild, Columbia 4-44797 (Champion, BMI)	1

NO OTHER AGENCY CAN STATE THIS CLAIM...

TOP 3 OUT OF 3

MAY 24, 1969

Hot Country Si

★ STAR Performer—LP's registering greatest proportionate upward progress this week.

This Week	Last Week	TITLE, Artist, Label Number & Publisher	Weeks on Chart	This Week	Last Week
1	1	MY LIFE Bill Anderson, Decca 32445 (Stallion, BMI)	13	38	33
2	2	SINGING MY SONG Tammy Wynette, Epic 5-10462 (Gallico, BMI)	7	39	61
3	3	I'LL SHARE MY WORLD WITH YOU George Jones, Musicor 1351 (Glad, BMI)	9	40	42

AND THINGS JUST KEEP GETTING BETTER...

TOP 4 OUT OF 6

MAY 31, 1969

Hot Country's

★ STAR Performer—LP's registering greatest proportionate upward progress this week.

This Week	Last Week	TITLE, Artist, Label Number & Publisher	Weeks on Chart	This Week	Last Week
1	2	SINGING MY SONG Tammy Wynette, Epic 10462 (Gallico, BMI)	8	38	33
2	3	I'LL SHARE MY WORLD WITH YOU George Jones, Musicor 1351 (Glad, BMI)	10	39	61
3	6	GAMES PEOPLE PLAY Freddy Weller, Columbia 44800 (Lowery, BMI)	8	40	42
4	1	MY LIFE Bill Anderson, Decca 32445 (Stallion, BMI)	14	41	49
5	4	(Margie's at) THE LINCOLN PARK INN Bobby Bare, RCA Victor 74-0110 (Newkeys, BMI)	12	42	52
6	9	MR. WALKER IT'S ALL OVER Billie Jo Spears, Capitol 2436 (Barmour, ASCAP)	7	43	54

P.S. MANY THANKS, BILL, TAMMY, GEORGE AND BILLY JO, FOR MAKING THIS ALL POSSIBLE—

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"UPSTAIRS IN THE BEDROOM"

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New Hit
by:

**BOBBY
WRIGHT**

Decca
#32467

published by:
**TREE
music**



Billboard Hot Country LP's

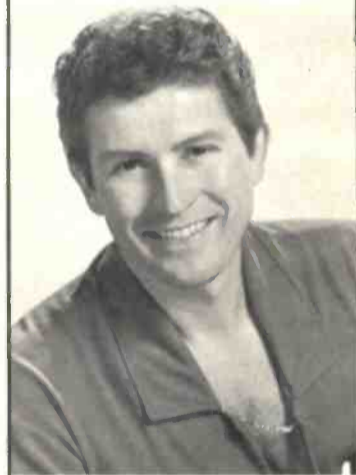
Billboard SPECIAL SURVEY
For Week Ending 5/31/69

★ STAR Performer—LP's registering proportionate upward progress this week.

This Week	Last Week	TITLE, Artist, Label & Number	Weeks on Chart
1	1	GALVESTON Glen Campbell, Capitol ST 210 (S)	9
2	2	YOUR SQUAW IS ON THE WARPATH Loretta Lynn, Decca DL 75084 (S)	13
3	3	STAND BY YOUR MAN Tammy Wynette, Epic BN 26451 (S)	17
4	5	CHARLEY PRIDE . . . IN PERSON RCA Victor LSP 4094 (S)	17
5	4	ONLY THE LONELY Sonny James, Capitol ST 193 (S)	10
6	7	HOLY LAND Johnny Cash, Columbia KCS 9726 (S)	17
7	8	CARROLL COUNTY ACCIDENT Porter Wagoner, RCA LSP 4116 (S)	14
8	9	JUST TO SATISFY YOU Waylon Jennings, RCA Victor LSP 4137 (S)	9
9	10	UNTIL MY DREAMS COME TRUE Jack Greene, Decca DL 75086 (S)	12
10	14	★ SONGS MY FATHER LEFT ME Hank Williams Jr., MGM SE 4621 (S)	8
11	11	SONGS OF THE YOUNG WORLD Eddy Arnold, RCA LSP 4110 (S)	14
12	6	WICHITA LINEMAN Glen Campbell, Capitol ST 103 (S)	29
13	13	YEARBOOKS AND YESTERDAYS Jeannie C. Riley, Plantation PLP 2 (S)	16
14	20	★ HALL OF FAME, VOL. 1 Jerry Lee Lewis, Smash SRS 67118 (S)	4
15	15	BEST OF BUCK OWENS, VOL. 3 Capitol SKAO 145 (S)	12
16	19	★ CONNIE'S COUNTRY Connie Smith, RCA Victor LSP 4132 (S)	5
17	18	JOHNNY CASH AT FOLSOM PRISON Columbia (No Mono); CS 9639 (S)	51
18	23	★ ONE MORE MILE Dave Dudley, Mercury SR 61215 (S)	5
19	21	INSPIRATION Tammy Wynette, Epic BN 26423 (S)	5
20	25	★ HALL OF FAME, VOL. 2 Jerry Lee Lewis, Smash SRS 67118 (S)	4
21	12	SHE WEARS MY RING Ray Price, Columbia CS 9733 (S)	20
22	16	JUST THE TWO OF US Porter Wagoner & Dolly Parton, RCA Victor LPM 4039 (M); LSP 4039 (S)	35
23	22	WITH LOVE FROM LYNN Lynn Anderson, Chart CHS 1013 (S)	9
24	17	BOBBIE GENTRY & GLEN CAMPBELL Capitol ST 2928 (S)	34
25	26	KAY John Wesley Ryles I, Columbia CS 9788 (S)	8
26	24	SHE STILL COMES AROUND Jerry Lee Lewis, Smash SRS 67112 (S)	21
27	29	DOTTIE WEST AND DON GIBSON RCA Victor LSP 4131 (S)	4
28	31	★ I REMEMBER JOHNNY HORTON Claude King, Columbia CS 9789 (S)	2
29	30	SMOKEY THE BAR Hank Thompson, Dot DLP 25932 (S)	3
30	42	★ DARLING YOU KNOW I WOULDN'T LIE Conway Twitty, Decca DL 75105 (S)	3
31	32	KEEP 'EM COUNTRY Nat Stuckey, RCA Victor LSP 4123 (S)	2
32	—	★ MR. WALKER, IT'S ALL OVER Billie Jo Spears, Capitol ST 224 (S)	1
33	28	I TAKE A LOT OF PRIDE IN WHAT I AM Merle Haggard, Capitol SKAO 168 (S)	15
34	40	★ GUILTY STREET Kitty Wells, Decca DL 75098 (S)	6
35	27	GENTLE ON MY MIND Glen Campbell, Capitol ST 2809 (M); ST 2809 (S)	87
36	33	BEST OF MERLE HAGGARD Capitol SKAO 2951 (S)	32
37	36	WHO'S JULIE Mel Tillis, Kapp KS-3594 (S)	6
38	44	I'VE GOT PRECIOUS MEMORIES Faron Young, Mercury SR 61212 (S)	3
39	35	YOU GAVE ME A MOUNTAIN Johnny Bush, Stop 10008 (S)	8
40	45	★ SAME TRAIN, DIFFERENT TIME Merle Haggard, Capitol SWBB 223 (S)	2
41	37	REMEMBER ME Jim Ed Brown, RCA LSP 4130 (S)	8
42	—	★ TODAY Bobby Goldsboro, United Artists UAS 6704 (S)	1
43	—	★ DEDICATED TO: ONLY YOU Norro Wilson, Smash SRS 67116 (S)	1
44	—	★ SNOW IN ALL SEASONS Hank Snow, RCA Victor LSP 4122 (S)	1
45	—	★ DOWN AT GOODTIME CHARLIES Del Reeves, United Artists UAS 6705 (S)	1

•••
THANK YOU
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MUSIC
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VOTING ME
MOST
PROMISING
MALE
VOCALIST**



**CURRENT
IMPERIAL HIT**

**"BEER
DRINKIN'
MUSIC"**

Armed Forces Radio Success Spurs Allison Overseas Move

NASHVILLE — Independent record producer-publisher Joe Allison is putting together a group for an overseas tour, a return to his old entertainment days.

Allison has found a new set of followers in the estimated 500 million listeners a day to his Monday-through-Friday disk jockey country music program on Armed Forces Radio. Produced at Armed Forces Radio and Television Service headquarters in Los Angeles, the program is shipped to more than 300 radio outlets around the world. Although each retains autonomy in programming, "Joe Allison's Country Corner" enjoys 99 per cent usage.

Allison, here for recording sessions, said the programs offer a "comprehensive look at the country music field." It is built around the contemporary, middle-of-the-road country songs,

but features everything from bluegrass to country folk. The programs are engineered by Jim Smick and produced by Frank Cangialosi.

This is the only "strip" show on Armed Forces Radio, although 30-minute weekly shows are done by such artists and disk jockeys as Tex Williams, Jeanie Seeley, Hugh Cherry and Biff Collie.

Show Overseas

Because of his unusual exposure overseas, Allison was approached to bring over his own show. "They say I'm the best-know person among the Armed Forces because of the widespread coverage of the show, and I have people now making booking inquiries," he said. Allison added that he would probably take an outstanding band and a good girl vocalist along.

"I'm used to introducing shows, but not doing my own," he said. "This would be an ex-

perience." He said someone like Eddie Dean would be unusually helpful on such a show because "he's the type who performs for an hour and a half and then stays around to talk to the servicemen."

Allison was here to do a rush album with Roy Clark, an immediate follow-up to the Clark single "Yesterday, When I Was Young." This Charles Aznavour-written song, produced by Allison, became an immediate best seller.

"I came in here without a studio, without a musician lined up, without anything but blind faith in Nashville," Allison said. "The first thing that happened was that Tommy Allsup of Metromedia relinquished a scheduled date so I could get in to do a session at the Woodland Sound Studios. Then Harold Bradley went out and got me the best musicians in the city. Then Fred Foster allowed



HOSTS for the festivities held during the ESCMI Convention at Providence, R. I., included, left to right: Red Harris, Vernon Strongberg, Lou Cassella, Peter Cohelo, Pete Pakel, Mayor Daniel Marso, Lynn Jones (Capitol artist); Chuck Eastman, William Castro, Lynda Calvey (convention queen), police chief George Rocha and Jack Barlow (Dot).

me to become the first 'outsider' to use the new Monument studios. Finally, I'm finishing up at Bradley's Barn because they somehow managed to fit me in."

Although he lives in Los Angeles, Allison still produces most of his sessions here. Through his independent recording producing company, owned jointly by Hank Thompson, he produces Thompson, Clark, Mary Taylor and Curtis Potter, all of Dot, and Jody Miller of Capitol.

The onetime Nashville disk jockey and air personality said that Roy Clark's versatility is just beginning to show. "He can

do so many things well we're not quite sure how to record him." Clark currently is co-host of the new CBS summer comedy show, "Hee Haw."

In addition to his Armed Forces work and his productions, he also retains his publishing firm, Nashville Music, which is located in his large home in the Los Angeles area.

Vox Jox

By BILL WILLIAMS

RCA's Hank Locklin has decided to rent out his famous Florida ranch and move to Nashville. He feels he has to be closer to his base of operations. . . . Doug Kershaw is about to sign with a new label, with two of them bargaining for his composition, "You Fight Your Fight, I'll Fight Me." . . . Former St. Louis Playboy Bunny Bobbi Owens dickered for both a writing and recording contract here. . . . Ralph Emery again handled a radiothon in his native Waverly, Tenn., with help from many country music artists including Doyle Wilburn, the first to volunteer. Money was for charity, of course. . . . Ray Price and his 30-piece orchestra have cut their first session together here, after doing several in New York City. The sessions, directed by Don Law, are for a Christmas album.

Songwriter Jimmy Lewallen is said to be in critical condition in Methodist Hospital (Room 200), Hattiesburg, Miss. His greatest need now is blood, and it may be donated in any part of the country in his name through the Red Cross. . . . Ferlin Husky, after taping the "HeeHaw" show here, flies to the West Coast for the "Joey Bishop" show and then an appearance at the First Annual California Music Festival at Millbrae, Saturday and Sunday (1-2-3). Husky's brand-new Capitol release is "That's Why I Love You So Much." . . . Howard Bennich, head of H&S Sales Distributors, Dallas, has acquired manufacturing and distribution rights on the re-activated Dan-rite Records. The first release is scheduled for mid-June featuring new artist, Paula, a talented American-Japanese singer who has been featured at clubs throughout the Midwest. Acquisition was made from independent producer Charles Wright. . . . Ray Crowder is off on a three-state tour to promote his new release on Rich N Tone Records. He does a benefit show in Oklahoma City. . . . Brite Star Promotions has sent Mike Saturn to the Los Angeles area to cover promotion for the firm on the West Coast. Jane Zallo has been added to the firm to cover P.R. work in Los Angeles and Bakersfield. . . . Barbara Mandrell, who signed with Columbia, writes from Germany that her tour will take her into Holland. . . . Tommy Cash has been signed to a contract by Epic. A younger brother of Johnny Cash, his first release is "Your Lovin' Takes the Leavin' Out of Me."

Metromedia's Clar Hart, whose

single "Spring" has received strong airplay and sales, has now recorded an album of pop-country selections. Produced by Tommy Allsup, the LP will be titled "Spring." . . . The title of the Benny Martin song on Stop Records, "300,000 Unmarried Women in Georgia," is, according to the World Almanac, a fact. It was written by researcher Bobby Brad-dock. . . . Walter Haden, professor at the University of Tennessee, Martin, Tenn., is working on a biography of the late Vernon Dalhart. He points out that, recording under at least 74 different names between 1916 and 1938, Dalhart cut close to 5,000 different tracks for most of the major and minor labels. Now he wants to exchange information with others about his life, career, and recordings. The professor may be reached merely by writing to U. of Tenn. at Martin. . . . Jan Hurley and the Revenuers broke club records at the Fireside Inn, Kearney, Neb. She was the first country act ever to appear there. Ernie Miller now is her front man. . . . Rockford, Ill., manager-pro-

ducer Richard Best has signed Debbie Witt & Jerry Moore to personal management contracts. Miss Witt records for Buddy Records of Marshall, Tex. Moore is a northern Illinois bandleader-singer. . . . The WINN Country Shindig number five drew a standing room only crowd of more than 7,500 at the Louisville convention center, with more turned away. Now Shindig No. 6 is set for June 14, featuring Conway Twitty, Hank Williams, Jr., Connie Smith, David Houston and "many others."

Chet Atkins spent a weekend entertaining Dale Robertson of the "Wells Fargo" series with golf and Tennessee country ham. In June, Chet jets to Boston for recording sessions with Arthur Fiedler and the Boston Pops Orchestra, then to Lake Tahoe for an engagement at the Sahara. On June 17 he will perform in concert with the Minnesota Symphony Orchestra. Jimmy Key, president of Key Talent, rushed to Augusta, Ga., where his son, Jack, underwent surgery after being hit by shrapnel while serving in Vietnam.

A Harpsichord 'Happening'

Continued from page 59

"tapists" could choose at random from their other eight tapes.

Only twice during the entire performance (the two specified items) was "everything going at once," as music student Joe Elms put it. He explained that volume was controlled: "If you can't hear the tape recorders on each side of you, you're too loud," he said, motioning to the teams 40 yards to his right and left.

Adding to the aura of the event were 64 slide projectors, eight motion picture projectors, 6,400 slides and 40 films—all projected on 11 rectangular screens and a giant circular screen 340 feet around. Another screen surrounded the outside of the building on which passersby could view projected images from overhead projectors.

Waldemar Pollie was probably the most-pleased spectator. His hand-crafted Neupert double harpsichord, played by Miss Vischer, was shipped here from his home in Benton Harbor,

Mich. It was made from Brazilian Rio Palisander wood by Stefan Eichler, who recently retired after a career at the Bamberg, Germany, harpsichord factory and has a list price of \$6,250.

"At first, everybody talking to each other bothered me," Pollie said, in describing the concert. "But after three hours I like that part, too. It's unusual when people can enjoy a concert and discuss it among themselves at the same time."

Recording Session Set as Top Prize

INDIANAPOLIS, Ind.—The first Indianapolis Combo Conflict, to select the top, young, musical combo group for 1969, will be held Saturday (31) at Penney's Store in Lafayette Square. The winning group will have a recording session at a local professional studio and have two-thousand copies of its record distributed to retail outlets.



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Designed for all markets. Mullins' prolific pen has combined love, life and religion in a way to please your listeners. Listen for piano in "MY SOLDIER MIND." Mullins was formerly a top D.J., and Fred Rose wanted to write with him but was too ill.

Brite Star's Pick Hits . . . Brite Star's Pick Hits . . .

Picking Up the Pieces—Steve Lawrence—RCA
Kaleidoscopic—Shiva's Head Band—Ignite
Individual of Society—Basis of the Thing (Chi-Line)
Here Comes Heaven—Jack Hunt—Northland
Plastic Fantastic Lover—The Jefferson Airplane (RCA)
Losing You—Will Bang—Geauga
Hard Luck Man—Odie Workman—RCA
A Million More Like You—Jody Vac (Chance)
This Is The Day—Marv Willows (Vermillion)
Love's Not What It Used to Be—Renee Perri—Soulville
The Man—The Good Humour Band (Ignite)
Funky Virginia—Sir Guy (BPG)
Always Alone—Al Dennis (Sterling)
Go Go Shake—Continental Charmers—National
Make My Love On The Rocks—Lee Wilson (Rich-R-Tone)
Honey Sweet Gospel Album—The Moore Family (Malinda)

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Brite Star's Pick Hits . . . Brite Star's Pick Hits . . .

Say You Saw It in the Billboard

The Giant is now three feet off the ground.

Which is not a bad start.
And we're gettin' higher every day.

**"Yesterday, When I Was Young"
(Aznavour-Kretzmer)
Roy Clark
Dot 17246**

This is a national hit. Right: NATIONAL!
With across-the-board airplay across-the-country.
Thank you, Charles Aznavour, for a magnificent song.
Thank you, Joe Allison, for an outstanding production job.

And thank you. We needed that.

**"Baby, I Love You"
Andy Kim
Steed 716
Produced by Jeff Barry**

And this is a national hit, too! Do you believe that? Wow!

Thanks again.
They're both good records and we really appreciate the play.

We've got three hit records happening all at one time...
all across the country...
and they've been a long time coming.

Now for the third hit...

FROM THE BUBBLE GUM CAPITAL OF SUNSET BOULEVARD...



BRIAN HYLAND DOES IT AGAIN.

Many jocks around the country have said, "What would summer be without Brian Hyland?" Really. Lots of them DID say that. Remember...

"Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini"—1960
"Sealed With A Kiss"—1962
"The Joker Went Wild"—1965

Well, always delighted to oblige, we now present

"Stay And Love Me All Summer"
(A. Kasha—J. Hirschhorn)
Brian Hyland
Dot 17258

This is a good record. A really good one. All the trades think so. An awful lot of stations think so. And we think you'll think so.

Production credit goes to our own Ray Ruff. Thanks, Ray, for a super Summer record. And we thank you for staying and loving us all Summer. Brian thanks you, too.

That's right, DOT Records. The one with a whole bunch of artists who are as good as gold.



Dot Records, A Division of
Paramount Pictures Corporation

The Giant that woke up, sprouted wings, and is now three feet off the ground.

FROM THE BUBBLE GUM CAPITAL OF SUNSET BOULEVARD...



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The Giant that woke up, sprouted wings, and is now three feet off the ground.

Classical Music

Biggs' LP Continues Col. Greatest Hit Series; Gould 2d Volume Out

BEST SELLING Classical LP's

This Week	Last Week	TITLE, Artist, Label & Number	Weeks on Chart
1	1	TRANS ELECTRONIC MUSIC PRODUCTIONS INC. PRESENTS SWITCHED ON BACH Walter Carlos/Benjamin Folkman, Columbia MS 7195 (S)	27
2	2	SOUNDTRACK: 2001: A SPACE ODYSSEY MGM (No Mono); SIE 13 ST (S)	42
3	3	TCHAIKOVSKY: 1812 OVERTURE New Philharmonia Orch. (Buketoff), RCA Red Seal LSC 3051 (S)	22
4	5	SELECTIONS FROM 2001: A SPACE ODYSSEY Philadelphia Orch. (Ormandy)/New York Philharmonic (Bernstein), Columbia MS 7176 (S)	42
5	4	MOZART: CONCERTOS 17 & 21 (Elvira Madigan) Anda/Camerata of the Salzburg Mozarteum Academica (Anda), DGG (No Mono); 138 783 (S)	69
6	9	MY FAVORITE CHOPIN Van Cliburn, RCA Red Seal LM 2575 (M); LSC 3055 (S)	165
7	7	UP, UP AND AWAY Boston Pops (Fiedler), RCA Red Seal LSC 3041 (S)	38
8	6	BELLINI & DONIZETTI HEROINES Beverly Sills/Vienna Volksoper Orch. (Jalas), Westminster WST 17143 (S)	25
9	12	R. STRAUSS: ALSO SPRACH ZARATHUSTRA Philadelphia Orch. (Ormandy), Columbia ML 5947 (M); MS 6547 (S)	44
10	10	MASCAGNI: L'AMICO FRITZ (2 LP's) Freni, Pavorotti, Royal Opera House Orch. (Gavazzeni), Angel SBL 3737 (S)	5
11	11	HOROWITZ ON TELEVISION Vladimir Horowitz, Columbia MS 7106 (S)	37
12	8	GRIEG: CONCERTO IN A MINOR/LISZT: CONCERTO NO. 1 Van Cliburn, Philadelphia Orch. (Ormandy), RCA Red Seal LSC 3065 (S)	17
13	15	GOUNOD: ROMEO & JULIET (3 LP's) Freni/Cárelli/Various Artists/Paris Opera Orch. (Lombard), Angel SCL 3733 (S)	14
14	19	BERNSTEIN'S GREATEST HITS New York Philharmonic (Bernstein), Columbia ML 6388 (M); MS 6988 (S)	102
15	13	ROYAL FAMILY OF OPERA (3 LP's) Various Artists, London RFO-S-1 (S)	36
16	17	STRAUSS: ALSO SPRACH ZARATHUSTRA Los Angeles Philharmonic (Mehta), London CSA 6609 (S)	2
17	18	RESPEGHI: THE BIRDS/CHURCH WINDOWS Philadelphia Orch. (Ormandy), Columbia ML 7242 (S)	2
18	14	ANTIPHONAL MUSIC OF GABRIELLI Chicago, Cleveland and Philadelphia Brass Ensembles, Columbia MS 7209 (S)	8
19	16	BARBER: SCENES FROM ANTONY & CLEOPATRA/SUMMER OF KNOXVILLE 1915 Price/New Philharmonia Orch. (Schipper), RCA Red Seal LSC 3063 (S)	13
20	21	TCHAIKOVSKY: SYMPHONY NO. 6 Philadelphia Orch. (Ormandy), RCA Red Seal LSC 3058 (S)	17
21	20	GLORY OF GABRIELLI E. Power Biggs/Various Artists, Columbia MS 7071 (S)	65
22	23	CATALANI: LAWALLY (2 LP's) Tebaldi/Del Monaco/Various Artists/Monte Carlo Opera Orch. (Cleva), London OSA 1392 (S)	8
23	24	A POPS SERENADE Boston Pops (Fiedler), RCA LSC 3023 (S)	2
24	30	DELIBES: LAKME (3 LP's) Sutherland/Various Artists/Monte Carlo Opera Orch. (Bonyng), London OSA 1391 (S)	14
25	35	BEETHOVEN: SYMPHONY NO. 5 New York Philharmonic (Bernstein), Columbia ML 5868 (M); MS 6468 (S)	48
26	22	CONCERTOS BY MOONLIGHT Entremont/New York Philharmonic (Bernstein)/Philadelphia Orch. (Ormandy), Columbia MS 7197 (S)	14
27	28	CHOPIN: PIANO CONCERTO NO. 2 Rubinstein/Philadelphia Orch. (Ormandy), RCA Red Seal LSC 3055 (S)	18
28	29	VERDI: REQUIEM (2 LP's) Various Artists/Vienna Philharmonic (Solti), London OSA 1275 (S)	23
29	31	CHOPIN: SONATAS 2 & 3 Van Cliburn, RCA Red Seal LSC 3053 (S)	26
30	25	PHILADELPHIA ORCHESTRA'S GREATEST HITS, VOL. 4 Philadelphia Orch. (Ormandy), Columbia MS 7267 (S)	4
31	27	SATIE: PIANO MUSIC, VOL. 1 Ciccolini, Angel 36482 (S)	48
32	26	BERLIOZ: ROMEO & JULIET (2 LP's) Kern/Tear/Shirley-Quirk/London Symphony (Davls), Philips PHS 2-909 (S)	10
33	33	R. STRAUSS: DIE FRAU OHNE SCHATTEN (4 LP's) Rysanek/Goltz/Various Artists/Vienna Philharmonic (Boehm), Richmond SRS 64503 (S)	9
34	34	BACH: ORGAN FAVORITES, VOL. 1 E. Power Biggs, Columbia ML 5661 (M); MS 6261 (S)	40
35	37	STRAUSS: ALSO SPRACH ZARATHUSTRA Chicago Symphony (Reiner), RCA Red Seal LM 2609 (M); LSC 2609 (S)	12
36	—	TCHAIKOVSKY: CONCERTO NO. 1 Van Cliburn/(Kondrashin), RCA LM 2252 (M); LSC 2252 (S)	146
37	40	TCHAIKOVSKY: 1812 OVERTURE London Festival Orchestra (Sharples) London phase 4 21001 (S)	6
38	—	BELLINI: NORMA (3 LP's) Callas/Various Artists/LaScala Orch. & Chorus (Serafin), IC-6037 (M); No Stereo	1
39	39	ART OF DOROTHY MAYNOR RCA LM 3086 (S)	2
40	36	STRAUSS: ALSO SPRACH ZARATHUSTRA Chicago Symphony (Reiner) RCA Victrola 1265 (M)	12

NEW YORK — Columbia next month continues its "Greatest Hits" series with an album by organist E. Power Biggs, which features pieces by Bach, Handel, Schubert, Clarke, Ives, Widor, and Tchaikovsky. Biggs also plays pedal harpsichord in the LP.

Pianist Glenn Gould has the second volume in his series of complete piano sonatas, and another Mozart disk features

George Szell and members of the Cleveland Orchestra in serenades. Pianist Gary Graffman offers a coupling of Brahms variations on Paganini and Handel.

Schumann and Mendelssohn concertos by pianist Rudolf Serkin and the Philadelphia Orchestra under Eugene Ormandy are recoupled in another album.

The Gregg Smith Singers present 20 choral songs of William

Billings, an American composer of the Revolutionary War period. Completing the Masterworks titles is a march program by Leonard Bernstein and the New York Philharmonic with music of Bizet, Elgar, Mendelssohn, Verdi, Wagner, Meyerbeer, Ippolitov-Ivanov, and Berlioz.

The low price Odyssey line will have two monaural-only sets as soprano Lotte Lehmann sings two Schumann song cycles with Bruno Walter as piano accompanist, and bass Ezio Pinza sings Mozart operatic arias with the Metropolitan Opera Orchestra conducted by Walter.

Available in stereo versions on Odyssey will be music from the "Red Shoes," with Vladimir Golschmann and the St. Louis Symphony, duo pianists Arthur Gold and Robert Fizdale in a pairing of Brahms and Bizet, and music of the American Moravians with soprano Ilona Kombrink, baritone Aurelio Estanislao, members of the Fine Arts Quartet, and the Moravian Festival Chorus and Orchestra under Thor Johnson.

Classical Notes

Soprano Veronica Tyler and baritone Robert Mosley will be featured in a concert version of Gershwin's "Porgy and Bess" in four New York Philharmonic "Promenades" programs beginning Friday (30). Pianist Theodore Lettvin also will perform. The program began on Thursday (22) with a "Promenade Espanol" featuring soprano Maralin Niska and baritone Ned Styles. The program was repeated Saturday (24). The last three performances of the "Russian Promenade" with bass-baritone Donald Gramm are scheduled for Tuesday (27), Wednesday (28) and Thursday (29). All the programs at Philharmonic Hall are under conductor Andre Kostelanetz.

Joseph Fennimore, a young American pianist, recently won the 1969 Concorso International: Maria Canals in Barcelona.

Louis Lane, associate conductor of the Cleveland Orchestra, conducts six concerts in Montevideo, Uruguay, beginning Saturday (24).

Robert Sabin, former chief editor of Musical America, died at his New York City home on May 17. He was 57. Sabin joined Musical America in 1936, and resigned as editor in 1962.

Six students, ages 19 to 23, were winners in a competition to appear as soloists with the Philadelphia Orchestra under Eugene Ormandy and William Smith next season. Chosen were pianist Leon Bates, harpsichordist Lee Dawson, violinist Zina Schiff, clarinetist David Shifrin, and the duet of violinist Eliot Chapo and violist Alan de Verth.

The Dorian Quintet performed at New York's Town Hall on Wednesday (21).

The Pittsburgh Symphony's concert season closes on Sunday (25) at Syria Mosque with William Steinberg, music director, conducting Berlioz's "Damnation of Faust." The soloists will be mezzo-soprano

Beverly Wolff, tenor George Shirley, bass-baritone Justino Diaz, and bass Andrew Foldi. Henry Mazer, the orchestra's associate conductor, will conduct a series of 10 free concerts on Monday (26) under the auspices of the County of Allegheny, City of Pittsburgh and the Three Rivers Arts Festival.

The American Symphony's subscription season at Carnegie Hall closed on Monday (19) with a superb performance of Orff's "Carmina Burana" conducted by Leopold Stokowski.

FRED KIRBY

COL. TO ISSUE LP OF SCORE FROM 'PRISONER' MOVIE

NEW YORK—Columbia Records will issue music of Webern, Mahler and Berio, used in the Avco-Embassy film "The Female Prisoner (La Prisoniere)" as the official album of the movie.

The album contains Webern's "Five Pieces for Orchestra" by Pierre Boulez and the London Symphony, the Third Movement of Mahler's "Symphony No. 4" with Leonard Bernstein and the New York Philharmonic, and Berio's "Visage" featuring the voice of Cathy Berberian and electronic sounds.

Released in New York in a French version, the film is set for national distribution in an English performance. The album's cover will use the same motif used in ads for the movie. Columbia will tie in promotion of the disk with local theaters and exhibitors.

'Tosca' to Open 13th Santa Fe Opera Year

SANTA FE—The 13th Santa Fe Opera season will open on July 5 with a new production of Puccini's "Tosca," which will be conducted by John Crosby, the company's director.

U. S. premieres will be Gian Carlo Menotti's "Help! Help! The Globolinks" and Krzysztof Penderecki's first opera "The Devils of Loudun," which receives its world premiere in Hamburg next month.

Gustav Meier, who makes his Santa Fe debut, will conduct the Menotti opera as well as Mozart's "Cosi fan tutte." Stanislaw Skrowaczewski, conducting his first opera in the U. S., will conduct "The Devils of Loudun."

A new production of Richard Strauss's "Salome" will be conducted by Crosby with a cast headed by soprano Eva-Maria Molnar, baritone William Dooley, tenor Ragnar Ulfung, mezzo-soprano Jean Kraft, tenor John Stewart and mezzo-soprano Ellen Shade.

Stuart Burrows, Jeanette Scovotti, Doris Yarick, Chester Watson, Peter Harrower and Miss Kraft will appear in Stra-

vinsky's "Le Rossignol," which will be paired with "Help! Help! The Globolinks." Robert Baustian will conduct "Le Rossignol."

Featured in the Menotti opera will be William Workman, Judith Blegen, John Reardon, Saramac Endich, Miss Kraft, Richard Best, Douglas Perry, Clyde Philip Walker, and members of the Texas Boy Choir.

Baustian also will conduct Mozart's "The Magic Flute," which will include Miss Scovotti, Miss Yarick, Workman, Donald Gramm, Burrows, Ulfung, Harrower, Merja Sargon, Watson, Nancy Jo Grimm, Jacquelyn Benson and Miss Kraft.

The cast of "The Devils of Loudun" will include Miss Sargon, Joy Davidson, Stewart, Reardon, Workman, Richard Cross, Watson, Harrower, Ray Hickman, and Best. The "Tosca" principals will be soprano Mirna LaCabra, tenor Erik Townsend, baritone Delme Bryn-Jones, Hickman and Best. In later performances the leads will include soprano Maralin Niska, tenor George Shirley, and Dooley.

SEGOVIA, DECCA NEW CONTRACT

NEW YORK—Guitarist Andres Segovia has re-signed a long-term recording contract with Decca Records. His recordings will continue to be supervised by Israel Horowitz, Decca's director of classical a&r.

Segovia, who has recorded exclusively for Decca for 24 years, has a new album slated for August release. His catalog for the label currently contains 24 titles.

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Coin Machine World

Warn FAMA Of Expected Tax Increase

By BOB LATIMER

TIERRE VERDE ISLAND, Fla.—Members of the Florida Amusement and Music Association (FAMA) meeting here last week were warned that the State Legislature "is searching for \$80 million in revenue from any possible source." The group discussed other legislative problems, including one involving free-play on pin games, elected James Tolisano as president and participated in a Music Operators of America (MOA) public relations seminar.

Here conducting the MOA seminar were the national trade group's president, Howard Ellis, from Nebraska, and MOA executive vice-president Fred Granger, Chicago.

Operating on an unusual split-schedule basis, which left Saturday free for fishing, golfing and swimming, the three-day meet featured a brass-tacks atmosphere as the membership settled down to the business meeting. Retiring president Jim Mullins told of the decision to drop scheduled local meetings throughout the State, to be replaced by meetings called only "as needed." However, efforts toward the chartering of local associations in major cities will continue. The association has picked up members steadily through committee effort along these lines, resulting in a dues paying strength of 110, even following the dropping of numerous delinquent members during the year past. Some 25 members have been brought back to active

Daddis Praises TCU As a 'Money Saver'

By RON SCHLACHTER

UNION, N. J.—United Billiards' Tension Control Unit (TCU) "can save operators hundreds of dollars a year and will," according to president Art Daddis.

The device, which works along with the coin chute and the ball trap, prevents object balls from being trapped when a player plunges the coin mechanism too quickly at the start of a game. The TCU is being featured with Silver Fox tables, which are Crestline models with a new color.

PROGRAMMING

Rowe's Film/Record Expert Tells of Concept's Success

By EARL PAIGE

MIAMI—The film/jukebox concept may have its detractors but Ronald Goldfarb, record company co-ordinator for Rowe International, Inc. here said he can only describe the concept as "fantastic." He said last week, "We can't get enough film. One operator bought 75 films at one crack. We also have had favorite films re-made because of demand." As for co-ordinating films with the proper recording,

Goldfarb said it entails a lot of work and might be confusing "for someone without experience."

In Goldfarb's case, he has been in the record business and associated with three one-stops for 10 years, despite being only 28 years old. Budisco One Stop, a branch of Bush International, the Rowe distributor in Florida,

(Continued on page 72)

Seeburg Complaint Against NSM Dist.

CHICAGO—Seeburg Corp., div. Commonwealth United Corp., filed here last week a complaint in the District Court for Northern District of Illinois alleging infringement of Seeburg's design patent on its Spectra model phonograph. The complaint was made against Specialty Sales Corporation of America here, distributors of the German-made NSM phonograph.

The complaint alleges that Specialty Sales Corp. is infringing the Seeburg patent No. DES. 214096, which covers design features of the Spectra. Such infringement, the complaint alleges, stems from Specialty

Sales Corp. selling the NSM Prestige 160 unit, manufactured by NSM Apparatebau GNBH, Bingen/Rhein, West Germany.

The complaint states that it is Seeburg's understanding that Specialty Sales is a sub-distributor of Associated Coin Amusement Co., Inc., Oakland, Calif., which is the exclusive U. S. distributor for NSM. Seeburg requested that the court enjoin Specialty Sales from infringing its design patent.

participation out of 56 dues-delinquent names.

Mullins introduced Julius (Dutch) Sturm, FAMA executive

(Continued on page 73)

"This is a finely engineered piece of equipment," said Daddis. "It does exactly what we say it will. Testing began back in December and there are now hundreds out on location. Actually, it eliminates giving the quarter back.

"It's not a unit that can be easily adapted to other mechanisms on the market. However, it's very simple to hook it up to all our models. All that is needed is a mounting bracket and two screws.

(Continued on page 72)



WURLITZER SCHOOL. Field service representatives Karel Johnson (shown pointing in left photo) and Bob Harding (standing at left in right photo) recently conducted a four-day service school at Sandler Vending Co., Minneapolis. Among those attending, many of whom are pictured above, were Elmer Edel, Edel Music, Mason City, Ia.; Walt Meyer, Little Falls-Sauk Center Music, Sauk Center, Minn.; Ray Schultz, Grand Amusement, Grand Rapids, Minn.; John Backowski, Little Falls Music, Little Falls, Minn.; Alvin R. Kirtz, Lake Pepin Co., Inc., Lake City, Minn.; Eugene Clennon and Ed Sheimo, Star Music & Vending, Austin, Minn.; Bob Addington, Dakota Music Corp., Bismarck, N. D.; Rodney Permann and Mick Schneider, Friedel Music, Gettysburg, S. D.; Russell Gherty, Gherty Novelty, Baldwin, Wis.; Daniel Hamiel, Stansfield Novelty, La Crosse, Wis.; Eugene R. Jelinek, Star Music & Vending, Austin, Minn.; Kelly Goins, Kelly Coin, Carroll, Ia.; David Austin, Mill Amusement, Milbank, S. D.; Keith Pribe, Wadena Amusement, Wadena, Minn., and Frank Maxwell, Maxwell Music Service, Pierre, S. D.

Sega's Rosen Tells Need For Increase in Pricing

TOKYO—The necessity of "raising prices to raise income" was repeatedly stressed by Sega Enterprise president David Rosen in a recent address to Japanese coin machine operators and location owners.

Rosen's comments, which were published in a widely circulated newsletter, touched on four main reasons why operators must now reassess their pricing structure. These were listed as changes involving world-wide inflation, pricing strategy, mass psychology and the public's leisure attitude and technical and conceptual changes in the industry.

"It is illusory to think that low prices would eventually bring in sufficient business volume to exceed what could be earned at the correct higher multiple per play (not to mention the additional depreciation on

the equipment and the extra service costs the lower price would entail," said Rosen. "It is realistic to approach the problem with the question, 'How should I raise the price per play and by how much?'"

"With few exceptions, operators who raise per-play prices in a systematic way find that even when the average number of plays drops percentage-wise for a period following the changeover, the total income does not drop. After a brief period, income rises to a satisfyingly high level. Even experienced operators are often amazed at what the public will accept in the way of higher prices when the changeover is handled intelligently.

"While many good locations are constantly being developed, the exceptionally good locations are difficult to find. This is true in Japan and throughout the world. Further, many operators

(Continued on page 75)

Set Hearing On Ill. Pins

SPRINGFIELD, Ill. — The stage is set here for what should be the legislative climax of another annual skirmish revolving around anti-pinball legislation when the House judiciary committee hears testimony on Senate Bill 592 on June 11. The bill, as amended, would have the effect of outlawing bingo-type machines. But the larger question, according to Chicago attorney Tim Murtaugh III, is one of enforcement. He thinks the present law is effective.

Murtaugh, of Murtaugh, Nelson and Sweet, has been representing Bally Manufacturing Corp. in previous hearings, and sums up his opposition to the amended bill by making several points:

"For one thing, my client thinks the bill is discriminatory in that Bally is principally the only company making bingo-type

(Continued on page 72)

ZOA Election

WIESBADEN, Germany — After seven years as president of the West German coin machine operators association (ZOA), Hasso Leoffler of Cologne has been succeeded by the association's former treasurer, Werner Schmidt.

New treasurer is Willy Mueller of Frankfurt, chairman of the Hesse branch of the association. Carl-Heinz Wende, chairman of the Hamburg branch, was re-elected vice-president of the ZOA.

The ZOA's general secretaries, Hans Odenthal and Bernhard Reichard, will be resigning their posts June 30. So far, no replacements have been appointed.

West German Distributors See '69 Rise

HAMBURG — For the first time in its 15-year history, the West Germany coin machine distributors' organization held its annual meeting outside Germany. The recent meeting of the Deutscher Automaten-Grosshandelsverband (DAGV) met this time in Paris. The group, representing 30 firms, announced that its gross for 1968 amounted to 150 million marks, or \$37.5 million dollars. Forecasts of a 11 to 12 per cent replacement quota of jukeboxes

(Continued on page 72)



DAVID ROSEN, Sega president.



AUTOMATIC COIN EQUIPMENT (ACE), Cardiff, Ltd. plans to build a new factory at Llantrisant, 10 miles northwest of Cardiff, Wales. The new factory, seen above in an artist's rendering, will occupy nine and a half acres and will employ over 500 people and utilize 122,000 square feet of space for production purposes. Work is expected to be completed by the end of 1969.

Daddis Praises TCU

• Continued from page 71

"As for reaction, comments have been to the effect that we ship nothing else into the area. Without a doubt, we definitely believe that this is the biggest advancement that has been made in the pool table coin mechanism."

Working as a tension spring, the TCU gives the players about a 15 second margin of error by holding the interior trap open until the last ball drops down. According to Daddis, the Silver Fox line, featuring the TCU, will be ready for delivery in June.

Rowe's Film/Record Expert Tells of Concept's Success

• Continued from page 71

has one-stops in Jacksonville, Tampa and here.

"I listen to about 100 different records every week in an effort to stay on top of picking the ones to go with the eight films we release each month," he said. "If I hear a good ballad, for example, I note it mentally and pray the time is the right duration to be coupled with a film."

He said if he can come within five seconds in matching the

time of film with record he is satisfied.

While he concedes that much of his criterion is of necessity based on artistic and subjective decisions—whether a given recording is r&b or pop, for example—he does have definite guidelines.

"Oldies"

"After determining which records fall into three basic categories, r&b, pop and c&w, I try to match the film to a current release and an oldie." He said "oldie" and "standard" are synonymous in his mind, but that the terms describe a recording that has sold "at least 500,000 copies."

"Basically, I want to list a record that operators can find at their one-stop. Why list something that might be a cut-out and no longer available from distributors just because it fits the tempo and time required to fit a film?"

As an example, Check In, a new Rowe PhonoVue film, was paired with "Heather Honey," Tommy Roe's new ABC recording. "The Weight," by Arthea Franklin on Atlantic. "The latter is a standard by now and most distributors around the country and one-stops, too, maintain stock on it," Goldfarb said.

Another example: Wishing Well, coupled with "Bad Moon Rising," the new Fantasy release by Creedence Clearwater Revival, and as an oldie alternate,

(Continued on page 75)

What's Playing?

A weekly programming profile of current and oldie selections from locations around the country.

Baton Rouge, La., Location: R&B-Lounge

LORNA FAYE STELLY, programmer, Stelly Amusement Co.



Current releases:

"More Today Than Yesterday," Spiral Staircase, Columbia 4-44741; "Bad Moon Rising," Creedence Clearwater Revival, Fantasy-622; "Love Man," Otis Redding, Atco-6677.

Oldies:

Anything by James Brown

Jacksonville, Ill., Location: Adult (Over 30)-Tavern

CHICK HENSKE, programmer, Henske Music Co.



Current releases:

"By the Time I Get to Phoenix," Glen Campbell, Capitol; "Release Me," Engelbert Humperdinck, Parrot.

Oldies:

Brad Swanson releases; Glenn Miller Orchestra.

Morgan City, La., Location: C&W-Lounge

JOE KEATING, programmer, Twin City Music Co.



Current releases:

"Proud Mary," Creedence Clearwater Revival, Fantasy-619; "Galveston," Glen Campbell, Capitol-2428; "Games People Play," Joe South, Capitol-2248.

Oldies:

"We'll Sing in the Sunshine," Gale Garnett; "Last Date," Floyd Cramer.

Set Hearing On Ill. Pins

• Continued from page 71

games. Also, the bill doesn't allow operators a fair chance to phase out of this type of equipment and some may have substantial investments. In effect, what is legal one minute is decided illegal the next.

"I think the present law is completely effective because it leaves it up to the local communities as to enforcement. These machines are not hidden, they're in public places and the local authorities are in the best position to know what's happening."

Murtaugh makes the further point that people can gamble on "almost anything." He said, "I fail to see the logic in people testifying that there are some 750 bingo-type games in 250 locations around the State. If people know it, and it's against the law, why don't they make arrests?"

The young attorney, who seems to view the situation somewhat philosophically, said there didn't seem to be as many anti-pinball bills in the current

session. "I think there were something like 14 different ones a couple of years ago." This year, aside from 592, there are three other similar proposals. "There's always pinball legislation of some type it seems," he said.

Testimony on Senate Bill 592 may come "in the wee hours" again, he indicated. The House judiciary calendar is reported to be quite heavy and all bills must be considered in committee by June 14. If the House committee passes it, the bill then goes before the full House and must then be signed by the governor.

West German Distributors See '69 Rise

• Continued from page 71

for 1969 were made at the meeting. According to the DAGV general secretary, Wolf Meyer-Christian, one third of the total turnover for 1968 came from pay-out machines, which are statutorily required to pay out 60 per cent of the coins inserted.

DAGV members control nearly 80 per cent of the West German coin market outside the vending field.

Last year produced a slight recession because of the introduction of machines with a 15-second game cycle paying out two marks instead of one. Investments in these machines had caused a slight fall in the purchases of phonographs but the association was confident that the lost ground would be more than made up in 1969.

There are currently 60,000 jukeboxes operating in West Germany and the figure had remained virtually static for the last 10 years. But it was expected that the replacement quota would climb from 10 per cent to 11 or 12 per cent in 1969.

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FAMA Elects Jim Tolisano

• Continued from page 71

director, who reported on current activities affecting the industry at the State Legislature in Tallahassee. The situation has remained relatively serene through the year, he pointed out. He warned, however, that the Legislature is "searching for \$80 million" from any possible source, and that sales tax may be expected to increase. (Currently sales tax in the amusement machine industry is slated to drop to 3 per cent in June.) Chief concern of operators should be changes in the basis whereby sales tax is paid on one half of gross. Exemptions of the past, such as automobile dealers and private utility companies, may be eliminated and a new bill, asking a 4 per cent sales tax is in the works at present.

Sturm also pointed out that in raising the occupational license fee on vending machines from 75 cents to \$3, a proviso was added which levies a \$10 fine if the license is not attached to the machine by a set date. "A penalty of 133 per cent of the license amount is out of reason," Sturm said, "which is the way we are presenting our stand. Actually the State Legislature is using this avenue as a means of getting every machine on the State tax rolls."

Games Law

Sturm also touched on the free-play problem which was brought up abortively late for the 1969 session, which sought a clear definition of gambling devices, and which tentatively set a ceiling of 15 free games, restricting them to machines which make no announcement of the number of free games won, and which activated free games by the same plunger used to play the game.

He stressed that arcade operators had won designation as a complex of 50 machines or more, and received approval of free games and prizes—a step which strengthened the hand of FAMA. The above elements had little chance of becoming a considered bill this year, Sturm stressed.

He likewise emphasized the importance of pool tournaments,

citing the experience of operators in South Dakota and Arizona as well as Long Island. The excellent returns are matched by the fine potential for landing new locations in every case. More will be forthcoming in this area, he promised.

Vendors

The possibility of bringing state vending operators into FAMA was discussed, with the thought that vendors might easily benefit from the same representation. Later in the meeting, however, George Harvey Duckett, president of the huge Automatic Merchandising, Inc., Tampa, active in both music and full-line vending, struck this proposal down with the statement that "The two operations have very little in common and very little need for the same organizational services." On motion, the suggestion was dropped.

Granger outlined current standing of the copyright bill which has been with the Senate Judiciary Committee for two years, pointing out that the MOA is standing pat on an \$8 per year per phonograph fee, "a real achievement in view of the fact that the original proposal called for \$60 per box," he said. Underscored was the fact that this issue is being pushed aggressively by the National Committee for Recording Artists, headed by orchestra leader Stan Kenton.

Much of the meeting was devoted to better public relations and practical methods of improving the operator's image,

with Granger moderating. He distributed copies of the prepared MOA speech for operator members, and suggested "self-training" methods for giving it efficiently. "Operators should sit down and read the speech several times, over a considerable period of time," he said, "in order to appreciate its points. He should practice delivery in front of a mirror." Ideas were volunteered by members for good public relations, including charitable donations of machines, participation in civic events, better identification with business. Ellis urged the display of a new phonograph wherever a speech is given.

Elected for the 1969-1970 presidency of FAMA was Jim Tolisano of Treasure Island Fun Center, Treasure Island. His acceptance of the gavel highlighted a unique career in that he has now been president of two State associations, as well as MOA itself. He is a past president of the Connecticut Music Operators Association. Six regional vice-presidents named are: Herman Owens of Vero Beach Music Co., Vero Beach; Bob Pell of Frank Pell Amusement Co., Orlando; Fletcher A. Blalock of Blalock Music Co., Pensacola; Wesley Lawson of Lawson Music Co., Winter Haven; Buster Fallin of Buster's Music, Layton, and Ralph Sherouse of Bar-Stell Music, Gainesville. Elected secretary was Sol Tabb of Sol Tabb, Inc., Miami, with Pleason Stambaugh Jr. of West Palm Beach being elected treasurer. Jim Mullins became chairman of the board.



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Bulk Operators Put Artistic Talents to Use in Promotions

DOTHAN, Ala.—Bert Witkos, owner, Bert's Vending Service here, is considered one of the most promotion-minded bulk operators in the area. He does much of his own art work and sign painting and even contributed graphics for the 35th anniversary celebration of Birmingham Vending Co. One of his slogans is "home owned and operated," which he uses to combat competition from national operating companies.

Witkos is a young operator with more than 300 locations in

this southeastern-Alabama community. He identifies every machine with a bright, gold label with his name, telephone number, and address. Instead of remaining anonymous with many locations such as service stations, bowling alleys, supermarkets, airline, bus, and train terminals, Witkos is a "hand-shaker" who is positive about letting everyone possible know that he is a Dothan native. He stresses that he is in the bulk vending business, and out to please "his public."

In many locations, he tailors stands and enclosures, to match the surroundings, a fact which invariably pleases location owners and leads to more worthwhile spots.

He has likewise taken over many "difficult" locations, such as an outdoor-sidewalk spot in a busy shopping center, building a heavy, protective cabinet in which 11 bulk venders can be easily secured. It can be closed by a locked door, in one motion, after the Center shuts down for the night.

Like many operators, Witkos made no specific attempt to

Hurvich Bros. Set for 38th

BIRMINGHAM — The 38th anniversary celebration of Birmingham Vending Co., scheduled to take place here June 8, is expected to attract a number of industry representatives, including many operators from Louisiana, Mississippi, Florida, Georgia and Tennessee, as well as Alabama.

Max and Harry Hurvich, known in the industry as the "Gold Dust Twins," established Birmingham Vending in 1931 after working for their uncle in a candy wholesaling business. Starting with penny gum ball machines, the brothers carefully reinvested their capital and went on to make their company one of the leading distributing firms of bulk, music, game and cigaret products.

While the Sunday open house

(Continued on page 75)

Bitterman Event

KANSAS CITY, Mo.—Bitterman & Son here will hold its annual open house June 29. Among the 150 guests expected to attend are Jane Mason, Ray Bill, Sidney Eppy and Margaret Kelly. Bernard Bitterman is secretary-treasurer of the National Vending Machine Distributors, while his son, Alan, serves as assistant secretary-treasurer of the group. Alan is also president of the newly formed Missouri Bulk Vendors Association.

150 at Graff Vending Party



GRAFF VENDING president Floyd Price (left) congratulates Greenville, Tex., vendor R. W. Lacy, winner of the top prize (a color television set) at the recent 10th anniversary party at the firm's Dallas warehouse and headquarters.

HERE IT IS

Northwestern CLASSIC



Here is top slug protection at bulk vending prices and don't let anyone tell you that you don't need slug protection in five cent, ten cent, and twenty-five cent play. Just ask those coming to Northwestern to replace the slug taking machines on their route. Two-piece construction so that you can clean and service the machine without taking it off the stand. The service unit comes apart just like the Northwestern 60 one-piece construction available if you want it. Perfect vending . . . no missing . . . no crushing . . . and no trouble. Extra large display window with cut-out foam background to make an attractive display yet permits its view of capsules in the machine. Ace locks protect cash box. Separate lock for top. Capacity 125 two-inch capsules, 320 inch and one-half capsules, 850 regular capsules, 615 pieces of large gum, 3,050 hundred count gum. See the Classic at your Northwestern distributors or write

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5¢ All Ring Mix	94.60
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10¢ Jewelry Mix	8.00
10¢ Lighter Mix	8.00
10¢ Big Dice Mix	8.00
10¢ Assortment Mix	7.00
10¢ Western Mix	8.00
25¢ V2 Jewelry, 100 per box	10.00
25¢ V2 Oogles, 100 per box	10.00
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Wrapped Gum—Fleets 4M pcs.	\$14.40
Tootsie Roll, 2M pcs.	7.20
Rain-Blo Ball Gum, 2200 per ctn.	7.50
Rain-Blo Ball Gum, 2100 printed per carton	7.85
Rain-Blo Ball Gum, 5550 per ctn.	9.40
Rain-Blo Ball Gum, 4300 per ctn.	9.50
Rain-Blo Ball Gum, 3550 per ctn.	9.50
Maltettes, 2400 per carton	8.65
20 Cartons minimum prepaid on all Leaf Brand Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Beech-Nut, All Flavors, 100 ct.	.45
Minimum order, 25 Boxes, assorted.	

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"HAWAIIAN" LOVLIES. Dressed in costumes appropriate for Graff's Luau event are (from left) Marie Norman; Mrs. Jane Mason, Leaf Brands, Chicago; Yvonne Freeman, and Mildren Ponder.

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CONSOLE

With six different combinations to select from to fit any of your locations. Will vend a variety of merchandise and coin combinations — 1¢, 5¢, 10¢, 25¢.

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Chicago, Ill. 60639



SUPER 77 in console holds 175-V2 capsules

Say You Saw It in Billboard

Rowe's Film/Record Expert Tells of Concept's Success

• Continued from page 72

"Statching it Back" by Clarence Carter on Atlantic.

Other examples on Rowe's newest film/record pairing list contrast new releases with older songs that sold in good quantity: Check Cut is a film that Goldfarb suggests can be used with "Gentle On My Mind," the Dean Martin Reprise recording of some time back, or, "Johnny B. Good," the newest Buck Owens recording on Capitol.

This combination of recordings for one film, obviously demonstrates the kind of artistic and intuitive judgment Goldfarb has to make; and as well, the molding together of music categories.

Waiting, another Rowe film release for May, can be used with "Apricot Brandy," the not-so-recent Rhinoceros recording on Electra, or, with "Just a Melody," the new Brunswick release by Young-Holt Unlimited.

Still more film/record pairings: Star is Born, to be used with either "The Time Is Today" on Warner Bros.-Seven Arts or "Anything Better Than Love, on Philasoul; Fun City,

Hurvich Bros. Set

• Continued from page 74

will be held at company headquarters, tentative arrangements have been made at the Guest House in Birmingham for guests who plan to arrive on Saturday, June 7. In addition, plans are being made for a dinner-dance for all guests who will be in town Saturday night.

Both brothers are married. Max has three children and five grandchildren, while Harry has two children and four grandchildren. Al Toronto, Max's son-in-law, was made a partner in the company last July 1.

The Hurvich brothers are well-known for their active participation in trade associations and other industry affairs. Max is currently on the board of directors of the Music Operators of America (MOA), the National Vending Association (NVA) and the National Vending Distributors Association (NVDA).

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to be used with either "Give It Up" on Brunswick or "10,000 Miles" on UNI; Window Shopping, to be used with "Long Green" on Atco or "Sweet Inspiration," also Atco; Cabana Girl, to be used with "Back Door Man" on Bang or "Gimme, Gimme Good Lovin'" on Bell.

Goldfarb contradicts the oft-stated opinion that tavern patrons will seldom want to watch the same film repeatedly. "We have favorite films. Copy Cat, Pool Room and Check Mate were all made a long time ago. We've had to have more copies made up because operators are demanding these films.

"Pool Room is a film featuring a very attractive girl shooting billiards. People in bars, mostly men, of course, want to see it over and over. In a case of a film like this I may pair it with six different pairs of recordings over the course of a year.

"Quite often a recording comes out that I immediately recognize as being more appropriate for a certain film out in the field than the one being used and I suggest the newer song."

Goldfarb said he regularly mails a list of Rowe's top 24 films to as many as 1,000 operators. The current list, in addition to the above three-named films: Parachutist, My Hope, Viking Maid, Bewitched, Sing Off, Night Rider, Dynamite, Robin Hood, Surprise Package, Making Good, The Veil, The Archer, Behind Closed Doors, Up, Up and Off, Fashion Show, One Too Many, Fortune Cookie, Fish Net, Sounds Fishy, Bust In and Escape.

Rotating films, according to Goldfarb, depends on the meter

Bulk Operators Put Art Talents to Use in Promo

• Continued from page 74

"identify" with the bulk vending business in the public eye, until numerous national competitors began appearing in the picture. Because almost every franchise operator representing a "national" showed signs which informed that the firm was a nationwide operation. Witkos immediately saw the advantage of playing up the local image.

In the process, by simply pointing out to both current and potential location owners the fact that he is a tax-paying member of the community, a churchgoer, a father of small children and involved with many civic events, Witkos has seen his sales rise in every direction.

No single element has been more important in Witkos' merchandising program than effectively tailoring the mix to match each location. An excellent example is a four-head unit at the Dothan Municipal Airport where, of course, a broad mix-

ture of customer-ages is represented round the clock.

Here, after consultation with location owners, Witkos produced a mix which included 1-cent sour grape bubble gum, 1-cent colored bubble gum, 5-cent capsules, and 10-cent novelties. All were chosen because they meet the needs of travelers whiling away the time between airplanes.

Witkos knows personally of several instances in which a new business opening up in Dothan had turned down a national vending firm "until they checked me," he said. Each of these has become a valuable location for Bert's Vending Service and has understandably, insured excellent co-operation from the location owner concern.

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"The House That Quality Built"

registers that tell how often a given film is played. "In the case of an operator from Jamaica, evidently every film he has is rolling the meter over. He bought 75 films at once. Other operators may only change two or three films a week.

"We have one location here that is doing \$175 in quarters every week. Obviously, with this kind of action you won't change films so frequently. They're paying everything.

Sega's Rosen

• Continued from page 71

are simply not facing up to the massive changes now taking place. They are mistakenly 'milking' excellent locations by keeping three, four and five-year-old depreciated machines set at low prices-per-play in premium spots. As many progressive operators have found over the past two years this course is very unwise."

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10¢ Economy Mix	7.00
10¢ De Luxe w/Lighter	8.00
25¢ Jewelry Mix, 100 to bag V.	10.00

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Removable cash box for easy collecting. Large capacity. Holds 1800 balls (100 count), 575 V capsules, 250 V-1 capsules and 80 V-2 capsules.

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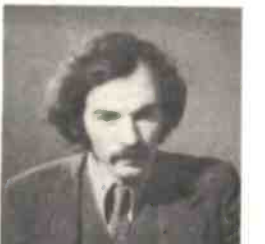
Ray Thomas



Graeme Edge

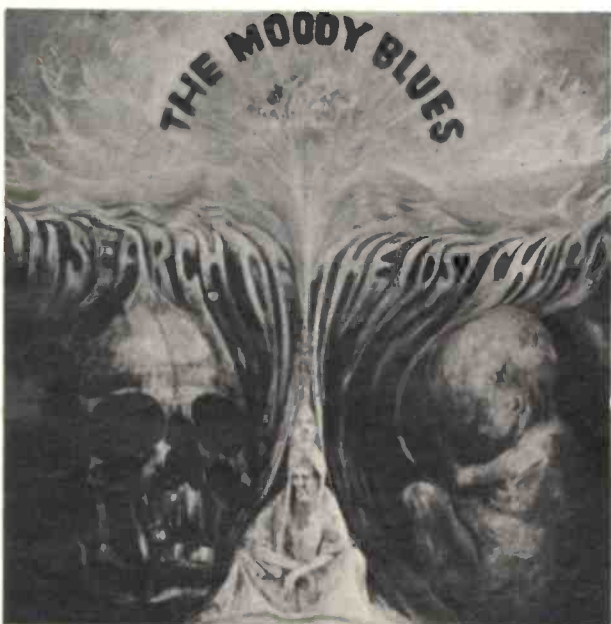


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RAINBOW

The Peppermint Rainbow's "Will You Be Staying After Sunday" stayed on the charts Sunday after Sunday after Sunday - eighteen Sundays in all. Now they're back and they plan to stay again.

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Incredible new excitement on Decca Records.

DGG, Spanish Subsid, Introduce 6-LP Pkg.

TOLEDO, Spain—Deutsche Grammophon, in association with its Spanish affiliate, Fonogram S.A., arranged a special two-day program for the press in Toledo and Madrid, May 7 and 8, to introduce the new "Hispaniae Musica" series which will be released on Archiv.

Described as "a panorama of Spanish music on six LP records," the Hispaniae Musica series represents the first classical collection from Archiv devoted to the music from a particular geographic area. The collection includes works by Morale, Victoria, Palero, Soto, Lacerna, Bermudo and Tomas de Santa Maria and features music played on vihuela, guitar and the historic organs of Saragossa, Toledo and Madrid.

The presentation of the series opened with a talk by the Spanish musicologist Lothar Siemens given in one of the luxuriously furnished rooms of the Palace of Fuensalida in Toledo.

The journalists were then taken on a tour of the historic city, visiting the synagogue of El Transito, the Santo Tome church, the Santa Cruz museum, the museum-house of El Greco and the cathedral.

After lunch in the private rooms of the Duke of Lerma, located in the Palace-Hospital of Tavera, there were speeches by Fonogram general manager Mariano de Zuniga, the governor of Toledo Enrique Thomas de Carranza and the director of the Beaux Arts, Florentino Perez Embid.

On the following day, the party visited the Fonogram studios in Madrid to watch the

recording of Joaquin Rodrigo's "Concierto de Aranjuez" by Narciso Yepes and the Spanish Radio and Television Orchestra conducted by Odon Alonso. After a tour of the Fonogram building, the journalists went to lunch at the students' inn of the Alcala de Henares University where the visit was wound up by speeches from de Zuniga, the Catalan musicologist Doctor Querol, Joaquin Rodrigo, Narciso Yepes and Enrique de la Hoz, representing the Ministry of Information and Tourism.

KENTI GOING TO U. K., U. S.

JOHANNESBURG — EMI (South Africa) is sending Gilson Kenti, author of a musical, "Life," to England and to the U. S.

A spokesman for EMI (South Africa) said that both England and the U. S. were interested not only in issuing the soundtrack of the musical, but also in staging the play itself.

"Life" has been touring South Africa for the past five months, and has proved to be successful. "We are confident that Kenti's trip will result in it being placed overseas," he said.



WILFRED JUNG of Electrola, extreme right, and Hienz Gietz of Cornet, second from left, shake hands after signing a new long-term contract for the distribution of Cornet product by Electrola. Looking on, left to right, are Dr. Krajewski of Electrola, and Guenter Illgner of Cornet.

Is he moving faster than you can wrap him?



Tonodisc Back In Production

MONTEVIDEO — Tonodisc, a company that stopped production a year ago, has been revived, handling the same labels as Prodisa SRL in Argentina, which include ABC, Impulse, Monument, Project 3, 20th Century-Fox. Chief executive is Edgar Barros.

First releases from the company are the soundtrack LP "Joanna," by Rod McKuen and "Dizzy," by Tommy Roe. Argentinian masters will be used, the records being pressed at American Products SA.

Barros also announced that Tonodisc would soon put cassettes on the market with Enoch Light, Dick Hyman, Ray Charles, Tony Mottola and Boots Randolph featured in the first releases.

IMMEDIATE IN N. Y. INVASION

New York—U. K. company, Immediate Records, has opened a New York office with Paul Baines as general manager. The Immediate group of companies release U. K. acts such as Amen Corner, Humble Pie, Fleetwood Mac and the Nice and are distributed through CBS.

Baines will look for record and publishing product and act as a liaison between Immediate artists and CBS. The temporary address of Immediate is 80 Central Park West.

All of a sudden he's a hit. And now you can't get him out of the house fast enough. What you need is new biax Resinite AW. The film that wraps albums up to 25% faster.

And Resinite AW does it at a lower packaging cost. Lower than any other film in the business.

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Limbridge to Be Handled By SG-Col

LONDON — Screen Gems-Columbia has acquired worldwide representation of Limbridge Music, the new publishing company formed by actor Richard Harris, his brother, Dermot Harris, and John McMichael.

Limbridge will also be active in record production and has signed Vince Edward from the London cast of the musical "Hair." Limbridge will produce three singles and at least one album a year for U.K. release on CBS.

Edward, who is managed by former disk jockey Mike Lennox, will be produced by Dermot Harris. Copyrights already in the Limbridge publishing catalog include the Jim Webb score for a film based on the life of Welsh poet Dylan Thomas, which will star Richard Harris, the score for a film of "Hamlet" and the score for the 1970 production "Stranger in Town," which will feature Richard Harris and Robert Mitchum.

Limbridge will also be producing a series of 26 30-minute TV films, with music by John Hawksworth.

Other Limbridge projects include an album of the music of Ceredig Davis by actor Stanley Baker, for release on MGM, and a souvenir album, with music by Eric Wetherill, on the investiture of Prince Charles as the Prince of Wales.

U. K. Puts New Lyrical Life in Oldie Tunes

LONDON—Britain is proving a hot outlet for old-style quality songs with updated lyrics, according to songwriter-publisher Henry Tobias.

Before leaving London after

Monmouth in Distrib Deal

NEW YORK — Monmouth-Evergreen product will be distributed exclusively in Mexico by Orbi Vox, and the U. S. independent label has also set up a distribution deal with Tempo Record Sales in Australia.

Initial releases through Orbi Vox will include M-E's latest albums, "The Music of Hoagy Carmichael," by Bob Wilber and Maxine Sullivan, and "Bob Crosby Live at the Rainbow Grill." Final release details are still in the planning stage.

Tempo Record Sales will initially release 12 of M-E's Collector Series LP's featuring a three-volume set, "Irving Berlin: All By Myself"; Jerome Kern: "All the Things You Are" and the Carmichael package. Joint promotions are being planned for the June 1 release date.

M-E's other foreign representatives include Musimart, Canada, and the World Record Club (EMI) in the U. K.

a three-week stay (his first visit) to fly back to New York May 15, Tobias said, "I've found a great demand in Britain for what some people choose to call 'cornball' songs. Up to now the songs written by myself and my brothers (Harry and Charles) have scarcely been exploited in the U. K. It took me a long time to make the trip, but I intend to come back at regular intervals now."

During his stay in London, Tobias placed songs with Campbell Connelly, Cyril Shane, Chappell, Welbeck Music, Burlington Music, Leeds Music and Carlin Music.

Tobias songs recently recorded here include "Moonlight Brings Memories" by Clinton Ford, "If I Knew Then" by Val Doonican and "May I Have the Next Dream With You" by Malcolm Roberts.

"These songs were all written more than 15 years ago," said Tobias, "but they've been given updated lyrics and Britain is opening up a new outlet for them. Maybe some of the old-time writers should stop sitting on their ASCAPS and go delving into their trunks."

Tobias, who heads the Tobey Music Corp., has no publishing tie-up in Britain but licenses his material on a song-by-song basis. "In view of the new interest in my style of song I may consider tying up with a British publisher," he said.

Peer Southern 2-Song Push

NEW YORK — Peer Southern, through its international affiliates, is mounting a special promotion on two song festival winning songs, "Por Amor" (Dominican Republic Festival) and "Genesis" (Latin American Song Festival, Mexico).

Spearheaded by singer Nini Caffaro, who won the contest with it, "Por Amor" now has 14 singles, mainly vocal versions, world-wide. "Genesis" now has 18 versions among different record companies, with the original version, by Lucasita on RCA a No. 1 hit in Puerto Rico and Mexico.

Both songs are scheduled for inclusion in films and in television series.

LONDON — Independent producer Denny Cordell is parting company with publisher David Platz, although he will retain his 50 per cent share of Straight Ahead Productions for the time being.

Platz will also continue to represent Cordell's publishing company, Writers' Workshop, and Cordell will continue to produce Joe Cocker for Straight Ahead.

Straight Ahead product is issued in the U.K. on EMI's Regal Zonophone label and by A&M in the U. S.

Macaulay Says, Leaving Pye

LONDON—Despite an official statement issued by Pye Records that he is still under contract "for some time to come," Pye recording manager Tony Macaulay announced that he would be leaving the company at the end of this month.

It is understood that Macaulay intends to set up his own independent production company but he indicated that he would continue to produce the

Foundations and any other Pye act if he were asked to do so.

John McLeod, who has written a number of hits with Macaulay and Barry Murray, producer of Blonde on Blonde, have joined Pye as a&r managers.

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ATV BEATS OUT BEATLES IN NORTH'N SONGS BID

LONDON—ATV and a third party consortium of stockbrokers, together holding about 51 per cent of the shares on Northern Songs, have combined to reject the Beatles' bid to win control of the company.

The Beatles' bid, by which it was hoped to add enough shares to their existing 30 per cent to win them control, closed May 19.

The third party group, in throwing in its votes with ATV, has secured the right to appoint one member to the Northern Songs board and has nominated Ian Gordon, managing director of Constellation Investments.

ATV also plans to invite a nominee of the Beatles to join the new board of Northern Songs.

The Beatles' failure to win control follows a similar failure by ATV which holds 36 per cent of the shares. But by aligning themselves with ATV the consortium has ensured that ATV will not now depress the price of Northern Songs by selling its own holdings of 36 per cent.

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"A TIME FOR US"

LP DJ 69-1-10

Conducted by Richard Maltby

Featuring

LOVE THEME FROM

ROMEO & JULIET

(A Time for Us)

An exciting package, sensitive & rousing renditions by Merrill Womach, including "Pen In Hand," "Happy Again," "Windmills of Your Mind," plus 8 other outstanding selections.

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DeeJays—If you haven't received your copy, please write!



the prophecy of daniel

and john the divine
K-14063

Arranged and Produced
by Bob Cowsill
A Product of Gregg Yale, Inc.
Personal Management:
Leonard Stogel & Associates Ltd.

THE COWSILLS

Since I was a child, I've always wondered about the destructive force in our world and nature, and why it should be so; and that pushed me to the search for truth and some meaning. As time went by, after many books and many questions, I came across the Scripture. I began to read it and began to understand many things. This book was written by men who were inspired by the Divine Spirit. Among them, there are Daniel and St. John the Divine, the prophets of our time, there is a destructive force, which has tormented humanity with wars and rumors of wars, greed, vanity, etc.; but soon, this force (a deceiver) will be eliminated and peace will be forever.

666 (Six hundred three score and six) is the mystical number of this force, and she is manifested and symbolized by the prophets in many ways.

Here is wisdom: Let him that hath understanding count the number of the beast, for it is the number of a man; and his number is six hundred three score and six; Revelation, Chapter 13, Verse 18."

Jim Capra



MGM
RECORDS

Spotlight Singles

NUMBER OF
SINGLES REVIEWED

THIS WEEK
137

LAST WEEK
124

*This record is predicted to reach the TOP 40 EASY LISTENING Chart

TOP 20 POP SPOTLIGHT

Spotlights Predicted to reach the top 20 of the HOT 100 Chart

TOMMY JAMES & THE SHONDELLS CRYSTAL BLUE PERSUASION

(Prod. Tommy James & Ritchie Cordell) (Writers: James-Vale) (Big Seven, BMI)—Change of pace for James, as he comes up with a powerful summer sound that will fast take him right back up to the top a la "Crimson & Clover," and "Sweet Cherry Wine." Infectious, easy-beat rhythm. Flip: "I'm Alive" (Big Seven, BMI). Roulette 7050

ELEPHANTS MEMORY— CROSSROADS OF THE STEPPING STONES

(Prod. Wes Farrell) (Writers: Shapiro-Bernstein) (Pocket Full of Tunes/Elan Associates, BMI)—Hard to beat, infectious rocker is the group's singles debut, culled from their LP. Easy-beat tune with intriguing lyric should fast prove a summertime smash. Flip: "Jungle Gym at the Zoo" (Pocket Full of Tunes/Elan Associates, BMI). Buddah 98

TOP 60 POP SPOTLIGHT

Spotlights Predicted to reach the top 60 of the HOT 100 Chart

BOOKER T. & THE M.G.'S—MRS. ROBINSON

(Prod. Booker T. & the M.G.'s) (Writer: Simon) (Charing Cross, BMI)—With much of the solid sales appeal of their "Time Is Tight" smash, this fresh instrumental updating of the Simon & Garfunkel classic swings from start to finish. Strong entry. Flip: (No Information Available). Stax 0037

OHIO EXPRESS—PINCH ME (Baby, Convince Me)

(Prod. J. Katz, J. Kasenetz, J. J. Woods) (Writers: J. Katz-J. Kasenetz-J. J. Woods) (Kasket, BMI)—More infectious bubblegum sounds from the hot group. It's a strong follow-up to their recent "Mercy" with the same sales impact expected. Flip: "Peanuts" (Kaleidoscope, ASCAP). Buddah 117

PEPPERMINT RAINBOW— DON'T WAKE ME UP IN THE MORNING, MICHAEL

(Prod. Paul Leka) (Writer: Al Kasha) (M.R.C. & Little Heather, BMI)—Following up their initial chart winner, "Will You Be Staying After Sunday," this potent rhythm ballad offers still more sales and chart potential. Top performance of strong Al Kasha material. Flip: "Rosemary." Decca 732498

BETTYE SWANN—ANGEL OF THE MORNING

(Prod. Wayne Shuler) (Writer: Chip Taylor) (Blackwood, BMI)—She made quite a chart dent with "Don't Touch Me," and this fine revival of the Merrilee Rush hit will make the ballad happen all over again. Strong commercial entry. Flip: "No Faith, No Love" (Beechwood, BMI). Capitol 2515

LEE DORSEY—EVERYTHING I DO GONH BE FUNKY (From Now On)

(Prod. Marshall Sehorn & Allen Toussaint) (Writer: Toussaint) (Marsaint, BMI)—Funky, easy-beat item that moves and grooves all the way through. A discotheque winner. It should put Dorsey high on the pop and r&b charts. Flip: "There Sould Be a Book" (Marsaint, BMI). Amy 11,055

SPECIAL MERIT SPOTLIGHT

Spotlighting new singles deserving special attention of programmers and dealers.

SPANKY AND OUR GANG—And She's Mine (Prod. Scharf/Dorough) (Writer: Hodges) (Spanky & O.G., BMI)—Smooth rock-ballad follows up their "Anything You Choose," and should do even better in play and sales. Mercury 72926

MARK LINDSAY—First Hymn From Grand Terrace (Prod. Jerry Fuller) (Writer: Jim Webb) (Ja-Mar, ASCAP)—Sensitive treatment of the Jim Webb beauty, by the lead singer of Paul Revere and the Raiders. Much middle of the road programming here as well. Columbia 4-44875

GOLDEN EARRINGS—It's Alright, But I Admit It Could Be Better (Prod. Arthur Gorson & Fred Haayne) (Writer: George Kooymans) (Fat Zach, BMI)—First singles outing for the label and it's a winning solid beat, commercial number with much appeal for both underground and top 40. Strong sound and lead singer. Much chart potential here. Polydor 14001

MONGO SANTAMARIA—Twenty Five Miles (Prod. Billy Jackson) (Writers: Bristol-Fuqua-Starr) (Jobete, BMI)—Driving instrumental version of the recent Edwin Starr smash, has much of the sales potential of Santamaria's successful "Cloud Nine." Truman Thomas version on Veep also has possibilities both pop and r&b. Columbia 4-44886

MAUDS—Satisfy My Hunger (Prod. George Badonsky) (Writer: Marchand) (MRC, BMI)—Pulsating performance of a soul rocker will garner much play and chart activity. Mercury 72919

LESLEY GORE—98.6/Lazy Day (Prod. Paul Leka) (Writers: Fishoff-Powers) (Screen Gems-Columbia, BMI)—Clever, easy beat blending of the two past hits. Top vocal workout and arrangement with much play and sales potential. Mercury 72931

MASQUERADERS—The Grass Was Green (Prod. Tom Cogbill) (Writer: Thompson) (Barton, BMI)—With equal potential for pop and r&b, this potent swinger has much of the appeal of their "I Ain't Got to Love Nobody Else." AGP 114

EVERLY BROTHERS—I'm On My Way Home Again (Prod. Lenny Waronker) (Writer: Slater) (Rook, BMI)—Lively, country-flavored ballad is a strong entry that should bring the duo back to the charts once again. Warner Bros.-Seven Arts 7290

NRBQ—Stomp (Prod. Frank Sincilaro & NRBQ) (Writer: Ferguson) (Nemis/Fat Zach/Farnsley, BMI)—An exciting rocker with a driving beat offers much for play, sales and discotheque and could easily prove a left field smash. Columbia 4-44865

GORDON WALLER—I Was a Boy When You Needed a Man (Prod. Finito) (Writers: B. Weinstein-M. Leonard) (Blackwood/Prosody, BMI)—His first for Bell, half the team of Peter and Gordon, comes on strong with a powerful ballad loaded with play and sales appeal. Potent sound from Waller. Bell 794

EDDIE FLOYD— DON'T TELL YOUR MAMA WHERE YOU'VE BEEN

(Prod. Steve Cropper, B. T. Jones) (Writers: Jones-Floyd) (East/Memphis, BMI)—Driving, soul rocker with heavy dance beat gets a first-rate performance from the exciting stylist. Much of the hit appeal of his "Bring It On Home to Me" smash of last year. Flip: (No Information Available). Stax 0036

SONNY AND CHER—YOU'RE A FRIEND

(Prod. Sonny Bono) (Writer: Bono) (Chris Marc/Cotillion, BMI)—Infectious rhythm and lyric to match that will bring the duo back on the chart with impact. One of their best in some time. Flip: "I Would Marry You Today" (Chris Marc/Cotillion, BMI). Atco 6683

ROBERT KNIGHT—SMOKEY

(Prod. Buzz Cason & Mac Gayden) (Writers: Cason-Gayden) (Sons of Ginza, BMI)—Smooth swinger with good lyric line from that "Everlasting Love" guy. Should bring him back to the chart with no trouble at all. Flip: "If I Had My Way" (Sons of Ginza, BMI). Elf 90,030

JACKIE LOMAX—NEW DAY

(Prod. Jackie & Mal) (Writer: Lomax) (Apple, ASCAP)—His "Eagle Laughs" initial outing made a chart dent last year, and this powerful entry with strong lyric idea will prove a big chart item. Loaded with underground as well as top 40 appeal. Flip: "Thumbin' a Ride" (Progressive, BMI). Apple 1807

PEOPLE—ULLA

(Prod. Mark Wilder) (Writers: Fridkin-Levin) (Beechwood, BMI)—The "I Love You" group snap back with a rocker that has all the ingredients of a sales topper for their initial hit. Good sound and material. Flip: "Turnin' Me In" (Fling/Helios, BMI). Capitol 2499

BOBBY SHERMAN—Little Woman (Prod. Jackie Mills) (Writer: Janssen) (Green Apple, BMI)—Star of TV's "Here Comes the Brides," Sherman makes an impressive end commercial move to the Metromedia label. Rocker has much sales potential. Metromedia 121

RAY CONNIFF & THE SINGERS—Hold Me Tight (Prod. Jack Gold) (Writer: Nash) (Nash, ASCAP)—The Johnny Nash smash of last year gets a spirited going over by Conniiff's group and the result is a programming must with much sales potential as well. Columbia 4-44872

CAROLYN HESTER CO/LITION—Big City Streets (Prod. Dave Blume) (Writers: Moore-Hester-Blume) (Easy Listening, ASCAP)—The folkster comes up with one of her most commercial outings ever in this initial entry on Metromedia. A rock beat is in strong support of her top vocal work. Metromedia 120

DON CHERRY—Days of Sand and Shovels (Prod. Steve Poncio) (Writers: Marsh-Reneau) (Lonzo & Oscar, BMI)—Currently climbing the country chart via the Waylon Jennings version, this pop and sensitive reading by Cherry should carry the same sales appeal for the pop chart. Top performance. Monument 1147

DELANEY & BONNIE—When the Battle Is Over (Prod. Delbon) (Writers: Rebenneck-Hill) (Ten East/1 Found It, BMI)—Funky rhythm item with strong lyric line should fast establish this powerful duo on the charts. Loaded with underground as well as Top 40 possibilities. Elektra 45662

BROOK BENTON—Woman Without Love (Prod. Arif Mardin) (Writer: Chestnut) (Passkey, BMI)—The Johnny Darrell country smash ballad is given a powerful pop-blues reading by Benton that has much potential for the pop and r&b charts. Cotillion 44034

CROW—Time to Make a Turn (Prod. Bob Monaco) (Writer: Weigand) (Yugoth, BMI)—Strong debut of a new quintet from the Minneapolis area with a raucous swinger and good lyric line. Top vocal workout and sound that could easily prove a big chart item. Amaret 106

ENOCH LIGHT & THE BRASS MENAGERIE—Blowin' in the Wind (Writer: Dylan) (M. Wiltmark, ASCAP)—Rousing instrumental treatment of the Bob Dylan classic serves as a top programming item with much sales potential as well. Project 3 1354

TERRY KNIGHT—Saint Paul (Prod. Good Knight) (Writer: Knight) (Story-book, BMI)—Dedicated to Beatle McCartney, Knight comes up with an unusual, original ballad loaded with underground appeal. Medley of Beatle songs adds to the appeal. Capitol 2506

FRANCK POURCEL—Aquilus (Prod. Ettore Stratta-Robert Colby) (Writers: MacDermont-Ragni-Rado) (United Artist, ASCAP)—Strong, lush instrumental treatment of the hit from "Hair," is certain to garner much in play and sales. Blue 1004

TOP 20 COUNTRY

COUNTRY

Spotlights Predicted to reach the top 20 of the HOT COUNTRY SINGLES Chart

PORTER WAGONER AND DOLLY PARTON— ALWAYS, ALWAYS

(Prod. Bob Ferguson) (Writer: McCord) (Sawgrass, BMI)—The consistent chart toppers do it again with a poignant, meaningful ballad that will fast top the success of their recent "Yours Love." Exceptional duet. Flip: "No Reason to Hurry Home" (Owepac, BMI). RCA 74-0172

LUKE THE DRIFTER JR.— BE CAREFUL OF STONES THAT YOU THROW

(Writer: Dodd) (Acuff-Rose, BMI)—Following up his "Custody" winner, Luke Jr. can't miss going right back up there again with this powerful, moving lyric message. Top ballad material, with a performance to match. Flip: "Book of Memories" (Audlee, BMI). MGM 14062

MELBA MONTGOMERY— AS FAR AS MY FORGETTING'S GOT

(Prod. Kelso Herston) (Writer: Sherry Bryce) (Bevis, BMI)—The stylist's move to the Capitol label is a potent one. The emotion-packed performance on strong ballad material has all the ingredients to carry her right to the top. One of her finest performances with a top Kelso Herston production. Flip: "You Let Me Win" (Glad, BMI). Capitol 2513

CHART

Spotlights Predicted to reach the HOT COUNTRY SINGLES Chart

- SLIM WHITMAN—Irresistible (4-Star, BMI). IMPERIAL 66384
- RAY PENNINGTON—What Eva Doesn't Have (Pamper, BMI). MONUMENT 1145
- BILL WILBOURN & KATHY MORRISON—Lovin' Season (Acuff-Rose, BMI). UNITED ARTISTS 537
- CLARK BENTLY — Ballad of a Small Town Sheriff (Singleton, BMI). PLANTATION 18
- BOBBY BARNETT—Stepping Stone (Central Songs, BMI). K-ARK 915
- JOANN BON AND THE COQUETTES—Forever Yours (Husky, BMI). MTA 173
- KENNY VERNON—The Ba-Ba Song (Yonah, BMI). CHART 5015
- SONNY WRIGHT—I Love You, Loretta Lynn (Sure-Fire, BMI). KAPP 2009
- JACKIE BURNS—That's What I Get for Being a Woman (Music City, ASCAP). HONOR BRIGADE 711-537
- LLOYD GREEN—Orbit (Yonah, BMI). CHART 5014

TOP 20 R&B

R&B

Spotlights Predicted to reach the TOP 20 of the TOP SELLING R&B SINGLES Chart

CANDI STATION—I'D RATHER BE AN OLD MAN'S SWEETHEART (Than a Young Man's Fool) (Prod. Rick Hall) (Writers: Carter-Jackson-Moore) (Fame, BMI)—The first product of the new Rick Hall-Capitol tune is a blockbuster, swinging Clarence Carter ballad. New stylist will hit hard and fast, both pop and r&b. Flip: "For You" (Hester, BMI). Fame 1456

RANDY LEE—BLACK HANDS, WHITE COTTON (Prod. Paul Gray-Sunny Limbo & Staff) (Writers: Bell-Reeves-Bell) (Wren & Chattanooga, BMI)—This powerhouse, driving, gospel-blues swinger comes on strong and will hit the chart with solid sales impact. Equal potential for pop. Flip: "Take a Little Time" (Wren & Chattanooga, BMI). Diamond 261

CHART

Spotlights Predicted to reach the R&B SINGLES Chart

- ROSCOE ROBINSON—Oo Wee Baby I Love You (Costoma, BMI). ATLANTIC 2637
- DIPLOMATS—It's Not How You Make Love (Catalogue, BMI). DYNAMO 135
- THE BILLY MITCHELL GROUP—Oh Happy Day (Sea-Jack/Janif, BMI). CALLA 165
- BIG JOE TURNER—Love Ain't Nothin' (Modern, BMI). KENT 512
- THE SOUL DUO—This Is Your Day (Nimbig, BMI). SHIPTOWN 202
- LOUIS CHACHERE—The Hen (Part I) (Twin City/Cleanteen, BMI). PAULA 321
- VIRGIL GRIFFIN—La Da Da Da (Malaco, BMI). SHOUT 241
- BOBBY SHEEN—I Don't Have to Dream (Footboat, BMI). CAPITOL 2507

All records submitted for review should be addressed to Record Review Department, Billboard, 165 W. 46th Street, New York, N. Y. 10036.

"...This might just be the first pop masterpiece."

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May 18, 1969

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RIAA & NAB Name A Liaison Committee

NEW YORK — The Record Industry Association of America (RIAA) and the National Association of Broadcasters (NAB) have named the members of its liaison committee to provide a channel of communications between the two organizations. The establishment of the committee was announced by Henry Brief, executive director of the RIAA, and Charles M. Stone, NAB vice-president for radio.

"This joint industry committee," they said, "will concern itself with matters involving either or both industries where one might assist the other. In this manner a line of communication will be established so that each interest knows what the other is thinking and doing, thus enabling a more effective area of mutual planning to meet the challenges of both programming and production of recorded music as used in radio."

The following will represent the RIAA on the committee: Stanley M. Gortikov (Capitol), Jac Holzman (Elektra), Hal Neely (Starday-King), and Jerry Wexler (Atlantic). The following broadcasters will represent the NAB: Robert L. Pratt

SESAC Unveils New Nashville Building

NASHVILLE—An estimated 1,000 turned out for the dedication ceremony of the new SESAC building here May 12, just a few steps off the city's Music Row.

The ceremonies were hosted by SESAC's executive administrator and director of international relations, W. F. Myers, who is president of the Gospel Music Association. Mayor Beverly Briley, CMA president Bill Williams, Hubert Long, and SESAC's Nashville manager Joe Talbot took part in the festivities. Long's offices occupy the entire second floor of the new building.

After the official ribbon cutting, the crowd poured into three huge tents erected for the occasion.

Scores of congratulatory messages were received from out-

Tetra Says It's Unaffected By the Departure of Cosby

• Continued from page 3

by Michel Legrand, with two others not yet scored.

Tetra also will release two 20th Century-Fox soundtrack albums, "Che!" and "The Chairmen," starring Gregory Peck with a score by Jerry Goldsmith. It will continue to release soundtrack product under a two-year contract with British Lion Films.

In addition, Tetra has soundtrack rights to Cosby's (via NBC-TV specials) two animated programs, "Fat Albert" and "Weird Harold."

Lipman Establishes Music Promotions

BOSTON — Music Promotions Inc., headed by Danny Lipman, has been formed here to handle promotion for record labels, publishers and producers. Lipman was formerly a regional promotion man for Elektra Records.

HOW 'SUITE' IT IS TO RASCALS

NEW YORK—The Rascals have received their fifth album gold record for million in sales of their two-LP Atlantic package "Freedom Suite." The group also has gained three gold records for singles.

(KGGF, Coffeerville, Kan.), Dan Hayslett (KIXL, Dallas), Lester M. Smith (KJR, Seattle), and Erny Tannen (MEDIAmerica stations, Silver Spring, Md.). A meeting will be scheduled shortly.

U.S. Hip Acts Erupt In U.K. in '70: Davis

• Continued from page 1

attracted the mass media to the music and artist. "This is a form of musical expression that gets both wide-scale and genuine national publicity. It's free exposure because the media people are interested in the music as a culture. It is worth spending money to get it off the ground because you get rewarded in this way," said Davis.

A boom in the U. K. market for this music form would lead to a corresponding one in Europe, said Davis. The Continent at present follows U. K. trends rather than the U. S. and has done so for the last couple of years.

Top 40 radio has a longer

appeal in the U. K. than over here, he said, where the market has changed. "And while CBS will still promote and discover the straightforward pop single, I would point out that there is lasting strength and big business also in the groups working the underground field. It wouldn't matter if we didn't put out a Blood, Sweat and Tears single in the next six months, interest in the group would still be high. Likewise Janis Joplin product," he said.

As an example of the market strength in the U. K. in the kind of product that reflects contemporary youth interests, Davis mentioned the success of the Leonard Cohen album, "Songs From a Room." This jumped into the Record Retailer album chart at No. 2—"without a single or anything," commented Davis.

Davis reflected that CBS' intense interest in the underground market stemmed from the visit he and several executives made to the Monterey Pop Festival in 1967. "That Festival made a real impact—we had no underground artists at that time but we knew we had to get some.

"By the beginning of 1968 we had signed some quality artists: Janis Joplin, the Electric Flag, Laura Nyro, Donovan and Blood, Sweat and Tears. We were ready for a concentrated national push," said Davis.

NARAS Board Ballots Due

NEW YORK—Ballots for the new Board of Governors of the New York chapter of NARAS are due by the end of this week. Ballots list 50 nominations with 20 to be elected.

Running for category designations, each of which have one spot, are singers, Will Holt, Marilyn Jackson, Al Kooper; conductors, Morton Gould, Mort Lindsey, Nick Perito; songwriters, Herbie Hancock, Ben Tucker; engineers, Brooks Arthur, Bob Liftin; instrumentalists, Dick Katz, Joe Newman, Jerome Richardson; arrangers, Dick Hyman, Milt Okun, Torrie Zito; art directors, Sam Antupit, John Berg, Bill Harvey; and children's and spoken word, Herb Galewitz, Paul Kresh.

The 26 nominees for the 11 at-large berths are Manny Albam, Ernie Altschuler, Bob Altschuler, Fred Bailin, Mike Ber-

'Particuliere' Film Score to Regent

NEW YORK—Regent Music Corp. has acquired the score for the film "La Lecon Particuliere" composed by Francis Lai. The English lyrics are by Don Black and N. Croisille. The film is to be released and distributed by Cinema V. Lai is the composer of the score for the French film, "A Man and a Woman."

Klein, Beatles' Business Agreement Is Spelled Out

NEW YORK — ABKCO Industries, Inc., headed by Allen Klein, has taken over as the exclusive business manager in behalf of Apple, the Beatles, and the Beatles group of companies. (The expansion of Klein's involvement with the Beatles was reported in Billboard, May 24.)

Apple Corps Ltd. is the majority partner in Beatles & Co., a partnership consisting of itself and the individual Beatles, John Lennon, Paul McCartney, George Harrison and Ringo Starr. Among the companies included in the Beatles group of companies are Apple Records, Inc.; Apple Music, Inc.; Apple Films; Maclen Music Ltd., and the music publishing companies of Ringo Starr and George Harrison.

The appointment, which is for a period of three years, is cancellable by either party at the end of each year, and, at Apple's option, at any time, should Klein cease his involvement with ABKCO.

Filmation and RCA Pegging TV Series to a New Group

• Continued from page 1

unspecified number of singles under its logo, with Filmation and Dunwich Productions in Chicago producing the music packages.

Initially, Filmation and Don Kirshner teamed with RCA on releasing music product on CBS-TV "Archie" series, with Kirshner's Calendar label producing several singles and a chart LP for RCA distribution.

Norm Prescott, one of Filmation's owners, said the "Hardy" series will feature one original rock song in each half-hour segment. The music, written by several writers in the contemporary rock field, will range from

Klein emphasized that under its appointment, ABKCO would not share in any way in any Beatles' record royalties arising from all existing Beatles recording agreements, except to the extent of increases in Beatles record royalty rates during the period of the appointment. Klein underscored that there was no assurance that any existing Beatles recording agreements would be renegotiated, or that if renegotiated, ABKCO would realize any material earnings therefrom.

It was reported, but not verified, that ABKCO would receive 20 per cent of the income of Apple and the Beatles group of companies from other sources.

At the same time, ABKCO announced a net income of \$28,799 for the six months ended March 31, including extraordinary gain of \$23,910, which represent earnings of 2 cents per share attributable to extraordinary gain.

tenny-bopper to bubble gum. Publishing will be handled by Fanfare Music, a division of 20th Century-Fox.

The material for the LP's will be from 24 original songs, each to be co-produced by Filmation and Dunwich, headed by Bill Traut.

Initial release—an album and single—will be out Aug. 15, with Jim Golden of Dunwich Productions producing the session. The group, members of which will be known only by their Hardy Boys names, will be groomed by RCA for personal appearances, TV and recordings, including a 10-city promotional tour to coincide with the TV series.

5-Year Pact

The group has signed an exclusive five-year record and management contract with Filmation. CMA is packaging the group for appearances on the "Jackie Gleason Show," "Hollywood Palace" and "The Music Scene."

With the "Hardy Boys" already in rehearsals, plans call for the first four songs to be recorded in June, with 12 songs to be recorded by July 25.

The show will have about 19 minutes of music, including 16 minutes of original background music plus the three-minute song by the Hardy Boys. More than 120-minutes of original background music has been recorded for the show, utilizing a rhythm section, bass, Fender guitar and organ.

A short subject, "The Birth of the Hardy Boys," documenting the creation of the group, will be produced and shown in theaters across the U. S. to coincide with the series TV debut. The documentary will have original background music, including songs the group will do in the series.

Tape rights to all material by the Hardy Boys will go to RCA.

'Dreamer's' Owner

NEW YORK — Shapiro, Bernstein & Co. is the owner of the renewal rights to Mabel Wayne's "A Dreamer's Holiday" and not Ivan Mogull Music as erroneously reported in the May 17 issue of Billboard.

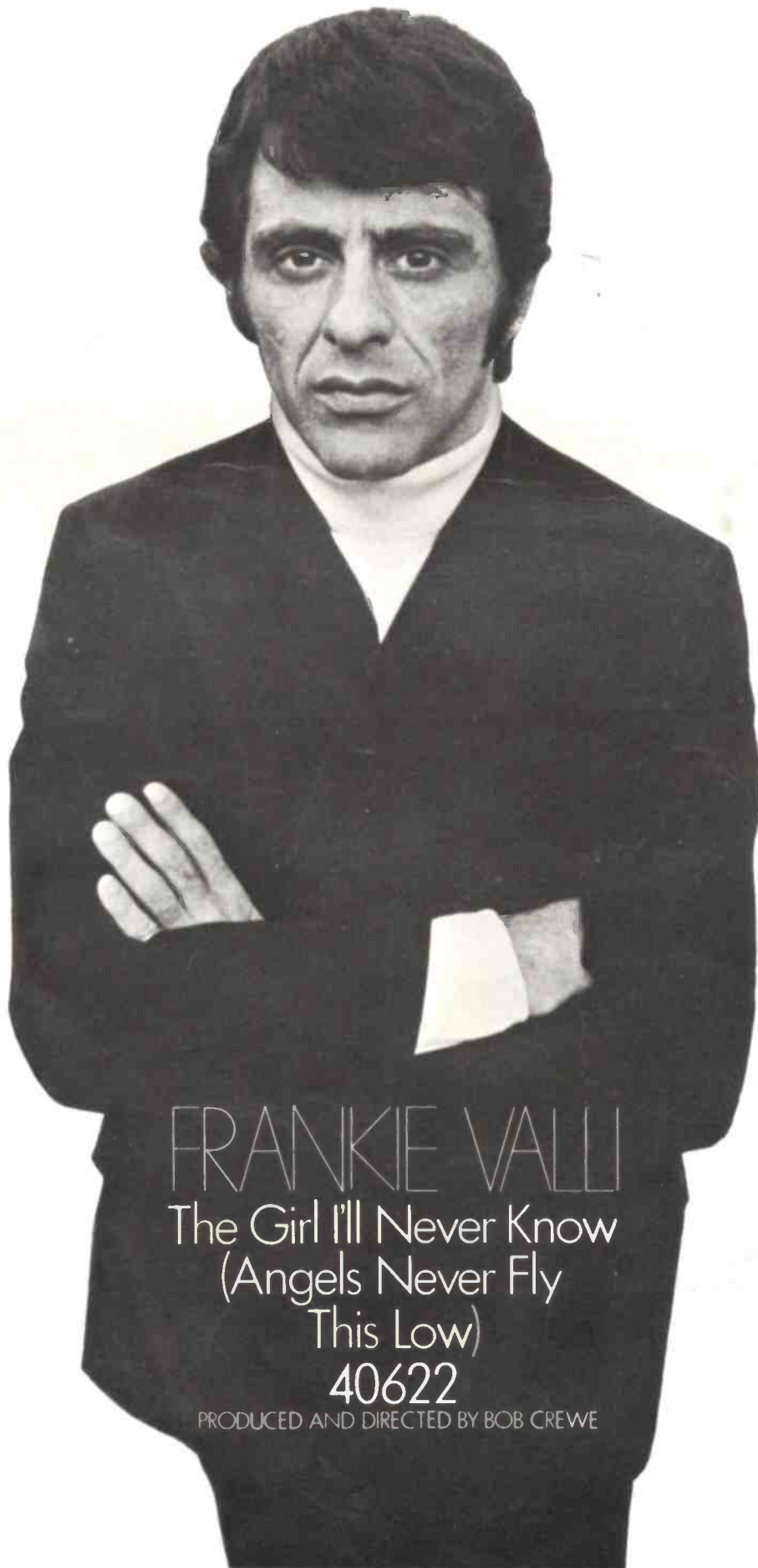
Triple-Front Complex Set By T. Moon

NEW YORK—Tony Moon has formed an independent production - publishing - management complex in Nashville. Moon's new activity follows his resignation as general manager of the publishing division of Pickwick International.

Moon's production firm is seeking talent and has already signed the Merging Traffic, whose Decca record "Bit by Bit" was released last week, and a Nashville rock group called the Lemonade Charade.

Under the management division, arrangements have been reached with the Lemonade Charade and a concert rock group, the Smithsonian Institute.

Maybe once a year,
one single comes along
where everything is right.
The song is right.
The artist is right.
The arrangement is right.
The recording is right.
1969 has just filled its quota.



FRANKIE VALLI

The Girl I'll Never Know
(Angels Never Fly
This Low)

40622

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