Low $ Cassette Units on Attack

By EARL PAIGE

CHICAGO—Low price cassette playback units were shown in quantity at last week's housewares shows here and in the minds of many importers and buyers, the availability of cassette players priced at retail as low as $10.99, will mean stiff competition for the 2-track PlayTape concept.

With the emergence of low-cost players here comes word that pre-recorded cassettes at under $5 will be available by March. One producer sold Bill-Bo and could furnish cassette cartridges at a prime cost of 7 cents.

Commodore Imports showed a cassette playback with AM radio with a suggested retail (Continued on page 44)

Valando Going B'way Via Israel

By MIKE GOSS

NEW YORK — Tommy Valando has extended his action into Israel to bolster his music publishing company's writing-stable which he's gearing for the Broadway musical market. With the purchase last week of stock in Vido Music, Ltd., by his Valando Music, firm the U.S. publisher now has the publishing rights to material written by Dow Seltzer, Israel's top theater and film composer.

Vido Music is Seltzer's own publishing firm and to which he's signed exclusively as a writer. The stock purchases in Vido, for an undisclosed amount, marks the first time that Valando has bought another firm's catalog. He'll publish Seltzer's material around the world through his Valando, Ltd., firm. Valando Music in the U.S. is an ASCAP affiliate.

The first project on Valando's agenda in the new line is to arrange for Vido's hit to be recorded in America.

(Continued on page 12)

ITCC Sets Landmark Dealer-Distrib Derby

By LEI ZHITO

NEW YORK — International Tape Cartridge Corp. (ITCC) is staging what is believed to be the biggest dealer-distributor sales incentive and merchandising contest in the history of the field, offering major prizes and duplicate awards to retailers and the wholesalers who service them.

The winning dealers and distributors will each receive one of the following major prizes:

• A 15-day global trip for two, plus a week's stay in Hollywood, including tours of studios, Disneyland and the film city's nightlife.

• A trophy for company via ocean liner, with stops in Lisbon, Gibraltar, Palma and Naples, and a motor trip from Naples to Rome.

(Continued on page 12)
An everlovin’ Victor album
12 ballads — including “Sunny,” “Dear Heart,” “All the Time,” “Secret Love,” “In the Misty Moonlight,” “There You Go,” “Baby That’s Living,” “The World I Used to Know” and “Nothing But Time” make this the natural follow-up to Eddy’s “World” series. LPM/LSP-3931

Plus an everlovin’ single.
“HERE COMES THE RAIN, BABY”
c/w “The World I Used to Know” #9437
Col. Keys Monaural Output To Stereo Usage Campaign

NEW YORK — Columbia Records has expanded its monaural output to stereo usage campaign. The move, according to company officials, is being made in an effort to increase the demand for stereo recordings.

The campaign, which began in May, has resulted in increased sales of stereo recordings. The company officials said that the move will not affect the sales of monaural recordings, which will continue to be produced.

The move is part of the company's overall strategy to increase the demand for stereo recordings. The company officials said that they believe that the move will be beneficial to the industry as a whole.

The campaign is being launched in conjunction with a number of promotional activities, including advertisements in leading music publications and radio and television spots.

The company officials said that they believe that the move will be beneficial to the industry as a whole.
WASHINGTON — The Federal Trade Commission (FTC) says too many altered monaural records are being sold to the public as genuine stereo. The Commission believes that such phrasing is "Electrically Enhanced for Stereo" and "Electrically Rechanneled (Demo - Re-Recorded) to Simulate Stereophonic (Stereo)."

The Commission has received complaints that "Electrically Enhanced for Stereo" and "Electrically Rechanneled (Demo - Re-Recorded) to Simulate Stereophonic (Stereo)" are being used to mislead consumers. The Commission says that these terms are being used to market records that are not actually stereo. The Commission believes that these terms are being used to mislead consumers by leading them to believe that the records are stereo when they are not.

The Commission has also received complaints that "Electrically Enhanced for Stereo" and "Electrically Rechanneled (Demo - Re-Recorded) to Simulate Stereophonic (Stereo)" are being used to market records that are not actually stereo. The Commission believes that these terms are being used to mislead consumers by leading them to believe that the records are stereo when they are not.
THE "WOMAN, WOMAN" ALBUM IS HERE.

The top of the chart smash single is now a tremendous hit LP. ON COLUMBIA RECORDS.

KENTUCKY WOMAN
TO LOVE SOMEBODY
YOU BETTER SIT DOWN KIDS
BY THE TIME I GET TO PHOENIX
MY LADY
PAIN DROPS
WOMAN, WOMAN
BELIEVE ME
DON'T MAKE PROMISES
MY SON
I WANT A NEW DAY

FEATURING GARY PUCKETT

The Union Gap

Copyrighted material
Stereo Retail Price Still Dipping
By HANK FOX
NEW YORK — The actual retail price of stereo records continues to soar despite a rise in the face of rising tabs placed on other forms of 45s. The figures compiled by the Consumer Price Index average of expenditures for the most part, does not reflect all classifications advanced but one — stereo records. The figures represent the 1967 averages through September as compared to the annual averages 1963-1966.

CONSUMER PRICE INDEX — Entertainment
Annual Averages (1963 = Base Year 100 per cent)

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<th>Item</th>
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<td>110.2</td>
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Complied by the U.S. Bureau of Labor Statistics

Maitland to Succeed Kapp as RIAA Chief

NEW YORK — J. K. (Mike) Maitland, president of the Bros-Seven Arts Records, has been elected president of the Record Industry Association of America. He succeeds David Kapp, who headed the Association for the past two years.

Tuller-Bedard, president of London Records, was elected as senior vice-president and assistant treasurer. Don Price, president of Starday Records, was elected as vice-president, and John Stevenson, president of Young People's Records, was treasurer.

New members elected to the RIAA board of directors include: Larry Newton, president of ABC Records; Jack McCracken, president of Decca Records; Rock Robin, president of Monitor Records, and Harold Ellis, president of the New Orleans based Premier Label Company.

NMPA Elects Chianti Its President; 10 Firms Added

NEW YORK — Sal Chianti heads the list of officers elected for 1968 of the National Music Publishers Association. At its annual meeting last week, Chianti, of Associated Music Publishers, was elected president; Arnold Maxin, of the Big Three Music Publishers, was elected vice-president; Lou Bratfleer, of Shapiro-Bernstein, was elected secretary; and Harry Gerson, of Orion Music, was elected treasurer.

Chianti was chosen for the board of di- RIAA Assignments

NEW YORK — An error in transmission of RCA Victor's line-up of district sales and promotion managers in last week's Billboard gargled two assignments. Frank P. Raffel was the eastern division manager head- quartered in New York, and Bob Krueger in the central division manager headquarters in Chicago.

Maitland to Succeed Kapp as RIAA Chief

Rep Deal Inked By Dot & EMI

LOS ANGELES — Dot has signed with EMI for disk representation throughout the United Kingdom, France, Germany, Australia, and Scandinavia. In each country, product will bear the Dot logo.

Initial product release embraces Count Basie's version of the score from "Half a Sixpence." On the single front, first product will be the American band "Shake Me" released domestically on Dot's Acta division.

Named by EMI as manager for the Dot accounts is Alan War- ren. The label had formerly been with Pye in England, following over 10 years with Britain's largest license in a number of nations.

AF Pushes Disk By Page Morten

NEW YORK — Audio Fidelity Records is putting on a major effort to promote Page Morten and his latest album "Singer." The label has hired Jack Fine for sales promotion, Herb Rosen for Northeastern promotion, Rogers, Cowan & Breiner for the West Coast, and the East is handled by United Diane Terman, AFP public relations director, to travel with Miss Morton to visit distributors and distributors' jocks on behalf of the label.

To date, Audio Fidelity has sent three films out on the singer's behalf. One of the films shows Miss Morton in a television show cover girl. The label is also working with a "Theater" in promoting the record.

Miss Morton also gets television exposure through the Chase Full of Nuts commercials, in which she acts and sings.

Trade 'Turning on' To New Morality
By ELIOT TIEGEL

LOS ANGELES — The recording industry's growing theater and motion picture in expressing the 'new morality' in America.

A move in this direction has been made by Reprise with the release of "Fugs, a New York underground group who has been associated with the freedom-of-speech-four-letter-word-movement. The album, "Groove" is it's obsession; the four-letter word John Wesley North, who runs Mo Ostin, Reprise's general manager, in commenting on the title.

The switch to Reprise—with its well-sold sales and promotion force—promises the avant-garde label ESP, in New York, portends greater public awareness for the group and its highly controversial presentation.

The use of back-room slang expressions, often indicative of being as salacious on the group's songs for ESP—have been replaced by more general themes for the initial Reprise LP, "Tender- ness" jacketed at an LP price.

In Ostin's opinion, the album makes a legitimate artistic departure from the label's past work with the other areas of show busi- ness which are now proving such as inhomogeneity and flagrant.

Col Heads for Peak January in Sales

NEW YORK — Columbia Records is on its way to scoring its biggest sales month ever. Columbia reports that retail out- lets are buying the new release of 35 albums across the board and featuring the LPs prominently in window displays. The label also reports that significant AM and FM airplay has now been secured for the entire release in every market.

Prize-giver for Columbia's "contemporary music" product is the National Association of Music Promotion. The Rock Machine promotion is receiving impetus from the label's promotion, sponsored by pop radio stations and local stations in every major market in the country. The in-store air outlets involve various Rock Machine contests in store and songwriting and art competitions.

The highlight of the January release is Bob Dylan's new LP, "John Wesley Harding." The album, which was released the 25,000 sales mark within two weeks of its release. Other top sellers in January and February are by Leonard Cohen, the Brothers Four, the Byrds, and the Crystals.

Joe Zerga, head of the nation's leading division of Scepter Records in New York, said that his label's sales are "out of this world." Zerga's sales figures are now being reported by the American Record Guide, Boston and Pitts- burg.

Along with the "contemporary" LPs, strong sales are being scored by Columbia's pop albums, such as "Groovy Girl," "Pay Theocracy," "Judy Vail," "Bobbi Scott," "Dorothy" and the Electric Prunes.

Columbia Masterworks stand- out seller in this month is "Anvil Chorus," containing opera choruses performed by the Mormon Tabernacle Choir with Eugene Ormandy and the Philadelphia Orchestra.

London Distrib

Deals Tied Up For Overseas

NEW YORK — London Record is concluding overseas dis- tribution agreements with Laurie, Bunny and Clark Records. Philip, manager of foreign distribution for London, said that distribution will be handled through Decca, London's parent firm.

The three-year Laurie agree- ment, which was negotiated with Bob Schwartz, Laurie president, is for distribution rights of that company's labels in the United Kingdom, Eire, The Netherlands, Scandinavia, Iceland, Greenland, the Republic of South Africa, British Com- monwealth, Canada and Australia, for Canada and Australia, Japan and Western Europe.

Joe Zerga, head of the international division of Scepter Records in New York, said that his label was affiliated, negotiated the three- year deal with Bob, which covers the four AUStrians, Austria, Eire, Ger- many, Italy, New Zealand, Por- tugal, South Africa, Spain, Africa, Spain and the United Kingdom.

The Clark Records deal, also for three years, is for worldwide distribution of the label's product to the United States and Canada, Walter Moody, head of Majestic Record Corp., Clark's parent company, concluded negotiations for Clark.

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January 27, 1968, BILLBOARD
Now released in the U.S. and... HEADED FOR THE TOP!!!

WALK AWAY RENEE
Motown 1119

The Four Tops

This great new single from their smash album REACH OUT Motown, M-660, MS-660
**Golden Had a Golden ’67; Sales Up 33%**

**NEW YORK — Golden Records reported a 33 per cent increase in business last year. Interestingly, orders early this year indicate a November-December sell-off. Such orders are across the board, according to Bernard Pearlman, executive vice-president.**

The spring release, slated for next month, includes the first 10 titles of the Golden Wonderland Series. These titles, which include performances by Mary Lou Williams, Count Basie, the Modern Jazz Quartet, and the New York Philharmonic, were recorded in the old Wonderland line, which Golden also acquired from the seller last year. The series, which will have a different logo from Golden, also has updated cover art.

Also new next month will be three Record Set packages featuring Danny Kaye, “Romper Room,” and “Mother Goose.” The sets, compact for records, will list for $2.79, following the success of three game -type records last year bearing that title. The games, also in color, are included in the LP’s in one fold and cutouts of game pieces in the other. The inside fold served as game board.

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**London Drive On 40 Albums**

**NEW YORK — London Records home office sales and promotional executives joined district managers and promotion men last week in a month-long drive on the company’s 40-album January release.**

Herb Goldfarb, national sales and distribution manager, flew to Seattle on Thursday (18) to begin an extended tour. Also beginning tours last week that began in the West and worked their way East, were, Dick Bangay, national classical promotion head; Paul Livert, manager of special marketing; and Lenny Meisel, national pop album promotion manager.

Also participating in the intensive promotion effort are district managers Sam Trofis (East), Mel Kahla (Midwest), Cy House (South), and Bert Annear (West). Also participating are Sam Cerami (Midwest), Dave Marshall (East), Wendell Parker (South), Al Minnick (Detroit-Cleveland area), and Gerry Holt (West). Star Terry, special representative of Hi Record, which is distributed through Capitol, who is representing acts on Capitol.

Sidney Frey, AF Founder, Is Dead

**NEW YORK — Sidney Frey, 47, founder of Audio Fidelity records and a pioneer in the field of stereophonic recording, died at his home here Friday (12) in a heart attack.**

Frey entered the record business shortly after World War II as a distributor of Jewish folk music records. In the 1950’s he began producing high fidelity records, with the emphasis on sound. He produced records of the sounds of bowing strings, machine guns, pinball machines, storms, jet planes, racing cars, bull rings, etc. His biggest recording act was the Dukes of Dixieland.

He developed the first commercial stereo record in 1958. In 1963, he sold Audio Fidelity to Herman Gilbelm.

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**A&B Signs Margo Guryan**

**NEW YORK — April/Blackwood has made another step in the building of a self-contained staff with the signing of Margo Guryan as a writer and producer. She’s been signed by Blackwood Music to an exclusivity writing contract, and its production arm, Daylight Productions, Inc., has signed her to a recording and producing contract.**

Miss Guryan is the writer of “Sunday Morning”, which has been a chart disk for Spandy and Our Gang on Mercury. Another song of hers, “Think of the Rain,” has been recorded by a number of artists including The Cyrkles, Claude Longet, Jackie De Shannon and Nil desperandum.

The April/Blackwood policy of a self-contained staff, which is being pushed by Neil Anderson, firm’s vice-president and general manager, and David Rommer, professional manager, hit the bull’s-eye recently with the click of “Storybook Children” by Billy Vera and Judy Clay on Atlantic Records. The record was produced for the publishing company by Chip Taylor and Ted Dury.

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**Burlington Gets Rights to Breck**

**LONDON—Burlington Music Corp. has acquired all United States rights to Breck Music Corp. The deal, which includes world-wide rights except for the United States and Canada, was negotiated by Mimi Trepit, head of Burlington Music Corp., and the American representative of the British firm, as well as also London Records publishing affiliate, Burlington, Ltd., is the largest country subsidiary of British Decca.**
Thanks to all radio & TV personalities for making

"JUDY IN DISGUISE (with glasses)"

Paula 282

The number 1 song in the nation

And here's the LP that started it all

"AGNES ENGLISH"

John Fred & His Playboy Band

Paula LP2197

Paula Records
728 Texas, Shreveport, La.
A Division of Jewel Records Corporation

www.americanradiohistory.com
Atlantic Racks Up $4 Mil. Billings In Record-Breaking Sales

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**Continued from page 3**

"The Beat Goes On," and three packages by Isaac Hayes, Maynard Ferguson and Father Her- rera and the Trio ESP on the jazz lab. Testing out

The Aceto products include packages by Bert Fabric, the Kane Garden, the Iron Butterfly, the Bee Gees, Dr. John (Carnival material), the Last Words, Willie Rosario, the Va- nili Fudge and Sonny & Cher. A package by the Fabs will also be on display.

The jazz material on Vortex, the Aceto new jazz label, in- cludes packages of experimental percussion jazz by saxist Steve Marcus and pianist Joe Zawin- ul.

Atlantic also introduced a half page ad promoting Booker T., Otis Redding, Vanili Fudge, Joe Tex, Steve Alano and Billy Vera and the Last Night.

The program includes a dis- tribution-dealer discount incre- ment of 15 per cent; 30-60-90 days deferred billing for qualifying accounts; a salesmen's in- ceivable, or spill, of 5 cents to sales personnel; shifts on albums sold cannot exceed the new LP package in terms of promotion, etc., of each distributor, in the plan stated the program would be backed by ex- tensive advertising and promo- tion in a coast-to-coast way.

A total of some 260 distribu- tors, salesmen, in that state and other industry executives were present.

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FEELING NO PAIN at the At- lantic ATLANTIC SALES MEETING, left to right: flip Wilson, Almett Ertegun and Joe Tex.

**Continued from page 4**

Executive Turntable

taught music in New York City high schools and as- sistant conductor of the All-City High School Band and as a member of the administrative board of the New York City Music Teachers' Association. In 10 years with Leeds Music Corp., Friedman became publications and sales director. He was an officer of the N.Y. Music Educators Association.

Tommy Floyd has joined Sure-Fire Music Co., Nashville, where he will review new materials and serve as one of the firm's contact men with artists and recording artists. Floyd has played bass for several country artists the last seven years and has been associated with the Tex Ritter show since 1964. He also was Nashville representative for Vidor Productions, California music firm of Ritter and Johnny Bond. Floyd also has signed a songwriting contract with Sure-Fire.

Songwriter Ben Oakland has been designated a member of the music advisory committee for the Los Angeles Philharmonic Association.

Barry A. Fiedel, formerly with WABC, New York, in radio news, has joined the Mort Wax office as account executive in the record promotion and publicity department. Fiedel will cover Philadelphia, Southern Connecticut, Long Island, Allen- town, Pa., and New York City. He also will coordinate national promotion direction for Wax's clients.

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Roulette Execs In Europe Trip

London—Normand Kurtz, director of international opera- tions for Roulette Records, Al- Peckover, general manager of Big 7 Music; and Neil Galligan, head of Big 7 Productions, be- gan a two-week European busi- ness trip last week.

Muzak Forms New Division

NEW YORK — Muzak Corp. has formed a new prod- uction division directed by general man- ager Joseph Lutz. Muzak, spe- cialist in the design and application of music, will expand its line of sound equipment and develop new products for home and commercial markets.

Lutz formerly served as chief engineer for company opera- tions.

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Feeling No Pain at the Atlantic ATLANTIC SALES MEETING, left to right: Jerry Wexler, Len Sabs, Tom Dowd, Henry Allen, Bob Knehrstetter and Almett Ertegun.

Fraternity's First Session Set

NEW YORK — The Frater- nity of Men, produced by Rup- pin Music Inc. and released on ABC Records, will do its first ABC recording the last week of Los Angeles next week, Tom Wilson and Mark Joseph, part- ners in ABC Records, will fly West to supervise the ses- sion.

The session will also be filmed, with the film to be used in a full-length motion picture about the group. The film con- cept is planned by Reluctant Management, a division of RP.

The group's single will be out by the end of the month, with an album due in February.

Lyrics-With-Disk Bill Pushed In Ga.

ATLANTA — Ed Mullinax, owner of radio station WLAG in Lagrange, Ga., has founded the Georgia Legislature, has introduced a legislative bill which would compel record companies doing business in the state to provide lyric sheets with every record released.

The bill was introduced on the same point before the Georgia broadcasters last year, but his action in the Legislature caught record company officials by surprise. Mullinax has no record company, but a talent agency owner, said he planned to get together with Mullinax and selected the re- d company official he could find in the state to pursu- e the measure.

Lowery said he considered it a non-starter which could be strongly detrimental to the music industry.

Bell Handles Groove

PHILADELPHIA — Bell Rec- ords has acquired the Philadelphia Groove label beginning with "La-La-Means I Love You," by the in Rome, which will be re- arranged by Thom Bell and pro- duced by Stan & Bell, Ivy Biegel, Bell Records sales man-ager, negotiated the deal.

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Schwartz Opens Triple-Front NY Communications Complex

NEW YORK — Hank Schwartz, former executive vice- president of American Record Corp., is launching a three- pronged communications com- plex encompassing a film pro- duction company, an artist man-agemen-nt firm and a music pub- lishing outlet, all under the banner of The Hashbrry Group.

The company, named after as Hashbrry Films, Hashbrry Management and Hashbrry Music Inc., Schwartz said he gave major emphasis to new art- ists, music and records and pro- motional films.

Schwartz said that Hashbrry Films will be involved in the promotion of artists and writers through its facilities of produc- ing films and distributing disk jockey TV shows around the country, and Hashbrry Music in slogan writing and sales for the artists.

Endico Opens

DENVER — Endico Dis- tributing has opened here as the front office for Dottie Music, Crescendo, MTA, Roulette, Phono-Graph and others. Owners are Bob Cowan and a "silent partner." The firm is lo- cated at 1683 Market St. and has not yet opened sales in the Denver area.

Elektra Pitch on String Band's LP

NEW YORK — Elektra Rec- ords is planning a major campa- ign on the Incredible String Band's "The 5,000 Spirits or the Layers of Your在我心," which will be timed with the British group's tour of the U. S. in March and April. Advertising in the under- ground and college press will start soon, with consumer and trade advertising to follow.

Unit. David Ossib and Stan Price have been signed as pro- motion manager and label writer.

Dottie Music, the company's publishing arm, will be another Elektra client. World-Baker plans to open a management office in Los Angeles and Hollywood. Record masters and new material are being ac- cepted in the New York office, 1697 Broadway, Suite 805.

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Valando Going B'way Via Israel

Seltzer, who writes in English, Greek, French, Italian, Spanish and Russian, in addition to Hebrew and Yiddish, is the husband of Israeli singer Gesa Gill, who is released here on the label. She has recorded many of Seltzer's songs as has Theodoric Bikat, Bikat's Elektra album of songs titled "The Father of the Prophets From the Old Testament," features background music composed by Seltzer.

Valando's, which was once as one of the top Broadway show score publishers, is represented by three musicals, "Happy Times," with a score by Fred Ebb and John Kander, opened on Broadway Thursday (18) join ing two other scores, "The Fantasticks" and "The Robbers," with a score by Jerry Bock and Sheldon Harnick and "Cabaret," with a score by Kander and Ebb. "The Fantasticks" will be featured in London's Feb. 28 and "Fiddler" now has about 20 com posers around the world.

Valando also has stepped into the movie field with Peter Matz's score for "Bye, Bye Braverman." The film will be released soon by Warner Bros.-Seven Arts Pictures.

ITCC Sets Landmark Dealer-Distribr Derby

In other ITCC news, it's announced that the 50th year of Fall sales, a week trip for two to Mexico City, Acapulco, Tijuana and Hollywood. A 1948 Mustang (winner's choice of color) is to be added to the list of prizes including a factory-installed 8-track player, plus automatic transmission, heater, radio, etc.

Alan Jones for an evening's entertainment plus the annual account presentations, tape CARtridge playsbacks, cartridges, perfume, and cash awards.

The contest is part of ITCC's 1968 first-quarter program. Its purpose is twofold: move more ITCC cartridges and create more exposure - both in the stores and in the public. In addition, the contest is designed to increase sales and displays for the product to quality dealers who can make the most of a cartridge package of assorted titles. The 100-pack can be either all 8-track, all 4-track or a mixture of the two. The pack also includes a denim broad-roomer cartridge plus a merchandising kit.

To participate in the contest, the dealer must bring in five new accounts using the new cartridge in their stock and be able to sell it in the New or Old products.

The first prize winner will have his choice of any of the prizes at $5,000, and each succeeding winner will have his choice of any of the remaining prizes.

The winning dealer will receive a merchandising kit to help him build the displays. The kit includes a brightly colored, electrically

ITCC HOLDS SALES MEETS IN AREAS ACROSS NATION

NEW YORK—International Tape Cartridge Corp.'s (ITCC) first-quarter (1968) program story was delivered in person to distributors and dealers by ITCC president Larry Finley and national sales manager Jerry Geller in key markets during the past two weeks. Finley and Geller conducted sales meetings in Atlanta, San Francisco, Los Angeles, Chicago, Dallas and New York.

The sales presentation included a showing of an abbreviated version of the 20th Century-Fox film, "Dr. Dolittle." The meetings were attended by ITCC distributors and key retail accounts as well as top record company executives whose product is handled by ITCC.

In addition to the personal presentations, ITCC is making 15 prints of a 16mm sound film available to its field sales force and distributors for showings to key accounts who could not attend the sales meetings.

REDD FOXX NEW HIT!

"ADULTS ONLY" REDD FOXX

Doling - Spicy - Red Hot

The latest and greatest

ORDER TODAY for early delivery and EXTRA PROFITS!

FULL PRICE LABEL IS ADDED BY PICKWICK


For many years a budget line (under $1), Pickwick upgraded its product and two-and-one-half years ago with the introduction of Pickwick '53, retailing for $1.89, and composed of selected material from catalogs as Capital, Mercury, Monument, Riverside, etc. In 1967, Pickwick International's sales totaled $8,000, 361 and net income reached the figure of $400 at $1.25 per sale. This year, Leslie predicts Pickwick's gross sales will top $3,000, and a greater proportionate rise in net income.

The new division headed by Abend will also emphasize publishing with Pickwick, which is the only small publishing firm that has hit any kind of national attention in the country field, and has budgets of $8,000 to $12,000.

The Pickwick label, which now has separate distribution and will see a chain of independent distribu tors, which are now being set up by Abend.

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JANUARY 27, 1968, BILLBOARD
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now welcomes and presents yet another giant
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dave dee, dozy, beaky, mick and tich with zabadak
now #2 in england soon to be #1 in the u.s.
on imperial records...home of the giants
Musical Instruments

Industry Ekes Out First $1 Billion Retail Year

The 10 per cent increase in combo organ dollar volume was recorded in 1967.

The AMC reported that $70 million worth of miscellaneous (tuxharp, tango and conga drums, cymbals, harmonicas, harps, harpsichords, marimbas, melodicas, combo organs, recorders) were sold in 1966. They didn't even list tambourines, which, in 1967, emerged as one of the hottest-selling miscellaneous instruments. In all, that $70 million figure rose an estimated 10 per cent in 1967.

Sheet Music

Sheet music sales also registered a 10 per cent increase in 1967 over $66 million in volume during 1967; totals were: (about 240,000 units at about $195 million retail); consoles organs (125,000 units at $2 million retail); violins and other orchestral strings (an estimated 80,000 units at $20 million retail); woodwind instruments (360,000 units at $75 million retail); brass instruments (600,000 units at $50 million retail); accordions (400,000 units at $10 million retail); drums ($70 million at retail) and accessories for musical instruments (an estimated $85 million during 1967).

The musical instrument industry has grown over 100 per cent in retail sales in the past decade, thanks largely to the trends in pop music. Total sales at retail in 1957 were $438 million.

In 1967, the average American spent $0.205 per cent of his personal income for musical merchandise, compared to 0.156 per cent in 1957.

Ampeg Office in Nashville

NASHVILLE — Uni Music has opened an Ampeg divisional office in the South, serving all dealers. The Ernest Tubb Record Shop is opening a musical instrument department, and will handle the dealership for the amplifiers and bass fiddles. Eventually, as Uni Music makes further acquisitions, it plans to handle additional instruments.

Wiggins, long-time guitarist for Eddy Arnold and associated in the Arnaud Realty Company of Brentwood, Tenn., will become vice-president of the Southern division, with offices in Nashville.

A showroom, division office and service center will be established on Lower Broadway Street, near the Grand Ole Opry House and Ernest Tubb Record Shop. The opening is set for early February.

Wiggins said that although Ampeg has been in the past strictly intended for professional musicians, efforts will be made to widen the scope to include young groups using the amplified bass.

TEISCO's new Arc with the first true trapezoidal and star-ephonic rhythm and sound expansion system for combos.

Vox Donates

LOS ANGELES — Vox Guitars and Amplifiers has donated $3,000 in sound equipment to the Cathedral of Tomorrow, in Corona, Ohio, to be used in the sanctuary.

In addition, the equipment—four guitars, an amplifier and two column speakers—will be used during the Cathedral's nationwide television broadcasts and at rallies.

The Cathedral Quartet, gospel group, has signed an endorsement of product contract with Vox.

Them in Vox Vow

LOS ANGELES — The English group, Them, has signed an endorsement of product contract with Vox. Them calls for the group to use Vox guitars and amplifiers exclusively in all radio, TV, film and stage performances for the next five years.

FENDER FILLS VIETNAM ORDER

PHU LOI, South Vietnam — The boys of the 219th Assault Support Helicopter Company (Black Cats of Phu Loi) had a merrier Christmas thanks to Fender. Free of charge, Fender supplied to the ASHC's rock combo a bunch of amp speakers and tubes destroyed in a mortar attack last July 29. The ASHC had just purchased Fender amps and guitars in Japan three weeks earlier. The unit appealed to the Fender home office and the company got the boys to the battle zone before Christmas. ASHC acting commander Major Glenn Carr wrote: "My boys were very pleased and had a party at Christmas with music supplied by the repaired amplifiers."

THE CYRKLE'S TOM DAWES, seated, discovered the Gour electric guitar recently and declared, "This is a growly axe." Dawes and the group are using the instrument to do the background music for a new single, "Squeeze Play," and have written a new tune, "21/2 in '77," specifically for the instrument.

January 27, 1968, Billboard

Want FAR OUT Effects?

The only COMPLETE sight-sound package in the country—from ONE PROVEN SOURCE.

Aztec, the renowned pioneer and leader in manufacture of precision sound systems now offers psychedelic light columns, improved sound systems, combo organs and combos, all in matched decor throughout. Aztec's sight and sound system is built specifically for musical instruments. Handmade to see, incomparable in sound, solid state electronics throughout, Aztec offers many combinations in nine different models.

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Compact and lightweight with super-brilliant white flash audible from 70 to 1500 flashes per minute. By darkening a stage or subject area and "strutting" the performance at various flash ratings an interesting interesting effect is created. Area of influence is to 15 feet depending on the darkness of the area.

Photo cell actuated Stop-Lites are also available to enlarge the area to be "disturbed", these flash simultaneously when pointed in the direction of the master unit. Write or phone for prices and brochure.
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5-10283

THE ORIGINAL NOW ON EPIC IN THE U.S.

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**Talent**

**Solo Drug Hits Hippie Groups**

LOS ANGELES — Today's hippie groups are following the pattern of the big band sidemen and splintering away to chart their own careers.

Within the past several months, several prominent chart groups have occurred in the Byrds, Spencer Davis Group, Lovin' Spoonful and the Doors.

The lure of stardom has also affected Duke Macdonald, the leader of San Francisco's Country Joe and the Fish, who records for Vanguard.

In addition, the growing drug problem among the groups is within the ranks of the record companies for whom they work. For example, a top pop or rock 'n' roll in America are being dragged through the headlines as alleged drug users.

Two years ago when LSD became the chief rallying point for the Coast hippies, the rock audience quickly followed. A large percentage of the population was tied to the drug culture. Insiders freely talk about the number of pop groups which have experimented with marijuana, though the subject has remained under wraps.

**Bluesbreakers Have Talent to Break Out**

NEW YORK — John Mayall's Bluesbreakers have been gaining their audience in America. They've got wide following in the London area among the hipsters in England and in the rest of the country through several hit singles and albums, a heavy promotion by the Fillmore group and the reaction of the British record companies who are claiming to be breaking out in parts of the country, and most recently deserting any notion of restraint while the group is being played at the Cafe Au Go Go Jan. 10.

"Psalable blues" is the best way to describe the Bluesbreakers' repertoire. There is not a gutty blues, it can be quite soft, with a few blues-boogie numbers thrown in. The group is made up of six musicians—John Mayall (organ, guitar, harmonica and vocals), guitarist Mick Taylor and Keith Turnbull (trumpet, trombone and vocals), pianist Dick Heckstall-Smith and Chris Mercer.

Musically, the group evokes an existing sound without the boundless energy of younger blues-rock groups. Although they've clicked in England and some American counterpart reissues have not taken off, one label will be releasing a new album because John Mayall's Bluesbreakers score better in person. The group's set at the Cafe Au Go Go met with enthusiastic response from an audience which digs blues, but the spectrum of this spectrum is much broader. Their Cafe Au Go Go stand is the first leg of a career which may bring them to San Francisco Fillmore Auditorium at the end of this month, followed by a show at the Cafe Au Go in Los Angeles' Grand Ballroom. Between now and Feb. 10, they will be on the road with their American tour, John Mayall's Bluesbreakers will be able to prove to themselves if they are to get record buyer acceptances.

HANK FOX

**Bennett Invades U.K. March 9-19**

NEW YORK — Tony Bennett has set for a personal appearance tour of England March 9-19 with TV shows thrown in for good measure. Buddy Rich and the Jazz at Lincoln Center Orchestra will accompany Bennett.

The schedule includes dates at the Cafe Royal in London; Odeon, London; New Victoria, London; the拥ch City Music Theatre in Leeds, and Glasgow. Bennett will also guest on "The Palladium," a long-running British television program, and tape a one-hour BBC TV special with Rich March 15. Columbia Records recently released a new Bennett album, "For Once in My Life."

**Good Music & Fine Cast in 'Own Thing'**

NEW YORK—"Your Own Thing," an amusing, irreverent rock musical, bowed at the Broadway Oriental Theater Jan. 13 with good music and a first rate cast. The show is based loosely on Shakespeare's "Twelfth Night."

Lealand Palmer, a pert redhead, plays Viola; Rusty Thacker goes to sea as Sebastian; and Carol Brown is a spirited "More."

The production, brought to the Broadway by Universal Attractions, brings the group into the Grand Ballroom and the Hippodrome. They conclude with the Whisky A Go Go, Holly Poster and the Winter Garden.

"Your Own Thing" is written by June Roberts, directed by Martin Lipton, designed by David Carter, and staged by Paulette Marcus, as usual, a brilliant farce.

All four have good voices as do Danny Apollinari, John Kuhnel and Michael Valenti. The four are also part of a rock quartet whose fourth member has been drafted, "I'm Me! I'm Not Afraid," their first big rock number, is a go on today's hippie generation.

Among the other good numbers are "I Know You Don't Leave Me," "The New Generation," "You Don't Do Things," "When You're Young and in Love," and "The Middle Years."

The mistakes identify plot as sister plays brother comes off, except the words are replaced. The show is a variety of letters between Olivia and Orson. The singing is the key to the show, the singing alternates as messengers. Lapses into Shakespearean verse also include a moment of Pirandello. They are up to the most in the overall effect, which includes examine sections and the flashing of celebrities from Senator Dirksen to the Pope along with annullated speech. Also, thoughts are cleverly projected in comic-strip-like bubbles. Apollinari and Janice Moyer were the first-rate music and lyrics. Book was by Donald Driver, with a generally musical score by RED KIRBY.

**Filmore Seeks Broader Scope**

SAN FRANCISCO — Jazz and blues groups are looking for a broader scope of musical attractions this year at the Fillmore Auditorium. They are following the opening of the Fillmore and part of the rock scene to the Fillmore, San Francisco, Feb. 1-3. The Fillmore's original promoter, Universal Attractions, will be going on this year's New Years. The Who and the Yardbirds, groups, Graham is being expanded into the urban blues and jazz cafes.

Among the artists signed for performances in the next three months are: Big Brother and the Holding Company; Captain Beefheart; Electric Flag; Jimi Hendrix; John Mayall's Bluesbreakers; and the哥eside Paul Butterfield Blues Band, James Cotton Blue Band Blues Band, Tom's Candy Bar Adderley Sextet, Big Black, Vagrants, Cream, Traffic, Turtles, Vanon Pipers and the Foundation.

**Settle Union Strike vs. S. F. Symphony**

SAN FRANCISCO — A seven-week strike by the symphony orchestra began Monday night at the Symphony Association has been settled. The board of directors is now auditing, hiring, seating of musicians. The necessity to cut the seat, according to a spokesman for the association, calls for $220 a week for a 24-week season and $235 a week for the season beginning in 1969.

JANUARY 27, 1968, BILLBOARD

**Copyrighed material**
the music explosion has
"WHAT YOU WANT"
It's Their Newest Release!
on LAURIE Records
#3429
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BUZZ CLIFFORD
& DAVE MANI

A SUPER K PRODUCTION by JERRY KASENEYZ & JEFF KATZ
with ROBBINS PRODUCTION COMPANY
Published by HASTINGS MUSIC CORPORATION

FORUM BOOKS NAME ACTS

LOS ANGELES — The Forum, a new $16 million sports and entertainment playpen, begins a policy of showcasing singers and "name" entertainment acts.

Aretha Franklin opens a pop 'n' rock series Monday (22) of College Finals Set

NEW YORK. The national Finals of the 1968 Intercolligate Jazz Festival and the Intercolligate Music Festivals will be held June 6-8 in St. Louis. The competitions will be staged in the St. Louis Arena, a 16,000-seat facility.

Five concerts in a house geared to 18,200 for concert attractions.

In addition to the pop-rock series, the arena will book regular concerts to feature Frank Sinatra-Andy Williams type acts, according to Jack Blansh, director of attractions for the Forum.

The Do I Now Foundation, a new community chest organization has booked three days at the facility, April 5-7, to present live pop music concerts featuring hippie groups. An expanded Easter Week series of pop music concerts is also being planned by the organization.

The Jimi Hendrix Experience will perform its only New York concerts at the Hunter College Playhouse March 2. Also on the bill will be John Hammond and his band.

The Beacon Street Union, recently signed with Premier Talent Associates, is being lined up for college dates.

Ravi Shankar plays concerts at UCLA Friday (26) and Sunday (28). George Shehe O'Keite is at UCLA Feb. 17 and Julian Bream is booked in for March 1.


Lou Rawls, Capitol artist, winds up a one-week tour of 12 West Coast colleges Saturday (17).

Michael Choblet, AOR producer with Vanguard Records, will be among the judges at Hamilton College's National Contemporary Music Competition Feb. 1.

Martha Reeves and the Vandellas open the thermometer at Ohio University (Ohio) Saturday (27).

The Four Tops, Motown group, will be at the University of Dayton (Ohio) Sunday (28).

Suzie Robinson and the Miracles, Tempt group, play at Ohio University in Athens Feb. 17.

Heliidor in Major Push

LONDON. — Heliidor, Polydor's budget classical label, is to be given a major promotion push here during February.

A bulk release of 17 records will spearhead the campaign, which also will feature the initial issue of 50 releases that launched the label here last September.

Package deals are to be offered to dealers of 100 records or 300 records. On the 300-record package the dealer will be given a 19 per cent bonus which means he will get 30 records free of charge. Polydor is to mount another major promotion of this kind during this year to take place in the fall. The second promotion will also be backed by a release similar to the one in February.

PABLO TURNED ON

ED SULLIVAN

LAST WEEK

The psychedelic lights with the Vanilla Fudge was by PABLO.

PABLO also did light shows for Clarksboro's SEAGULLS, News Conventions, Fashion Shows, Rock Shows at the Village Theater, and designed the special set and light show for the Chubby Checker Revue.

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MAKE YOUR MOVE NOW! Write for special details and you're in on one of the hottest sales-getting promotions ever!

write Cowles BEATLE POSTERS

At: George D. Hopkins, Sales Manager Dept. B

LOOK Building/488 Madison Ave. New York, N.Y. 10022

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18

FULL COLOR 22½ x 31 Inches

PHOTO

BEATLE BANNER 3½ feet-wide, black-and-white portrait

Put wow on the wall and cash in your register! PSYCHEDELIC FULL-COLOR BEATLE POSTERS
Last year we hit kids in their hip pockets.
This year we’re grabbing them by their ears.

With a wild new national ad campaign for Hip Pocket Records. Offering a wild new self-liquidating premium: earrings that actually carry up to twenty Hip Pocket Records.

Just the thing to grab the fad-happy young gals who buy singles. And to grab you a healthy chunk of this fast-growing new branch of the record business.

All you need is our free window banner
And our free self-selling counter card (it’s like this ad, but with a real record-holding earring on it).

And, of course, you need a big supply of Philco Hip Pocket Records. Call them HP’s for short when you talk to your Philco-Ford representative.
Country Beats Strongly in Pulse of Nation Listeners

By CLAUDE HALL

NEW YORK—The fans who listen to country music, whether heard in rural or the major - skied-crafts—47.1 per cent, as compared to 27.4 per cent for total radio. About 6 per cent of the highest level listeners, country music was about 90 per cent of total radio. The same number of wives who listen to country music are "stay-at-home" types as who listen to total radio. In regular earnings, the situation was this: 77.9 per cent of the country music homes earning over $5,000 annually and only 19.3 per cent more than $10,000. Of the 78.6 per cent of total-market homes earning $5,000 to $10,000, less than $10,000 and 31.1 per cent earn more than $10,000. As a regular listener, the country music fan was only slightly below the average radio listener. Torbet said that he hopes the survey will give advertising decision-makers a better understanding of some of the major radio segments today, so you can better judge the type of audience you're getting with the same yardsticks you apply to other segments.

Participating in the survey were KCBS, Abilene; KOYN, Youngstown; WHKL, Atlanta; WLP, Baltimore; WSM, N. Y.; WWOW, Charlotte, N. C.; WMC, Chattanooga; WZIP, Cincinnati; WHYD, Columbus, Ohio; WEXL, Detroit; WTLF, Flint, Mich.; KBUR, Fernt Worth; WEXT, Hartford; KIKK, Houston; WQIK, Jackson; KCFI, KSOC, Los Angeles; WMOM, Memphis; WTUO, Montgomery; WJBA, Portland, Ore.; WNYT, Rochester; N. Y.; KSOP, Salt Lake City; WAKR, Akron, Ohio; KYAY, Seattle; WSEN, Syracuse, N. Y.; and WYVO, Tampa.

The new station will also play pop artists such as Nancy Sinatra, Dolly Parton, and Tammy Wynette. When they sing a country flavor, live country music will be played by the station.

The station will also be broadcast in stereo, and Renwick estimated that about half of the market will be stereo players. "As soon as all singles become available in stereo versions to us, we'll be completely stereo," he said. This station is on the air 6 a.m. to midnight.

KFWB in LA To All-Winners

LOS ANGELES—Westinghouse Broadcasting is giving it up attempt to make KFWB a rating-contending country music station. As of early March, the station goes to an all-singles format. This is the first major station to do that now at Westinghouse's WINS, New York, and KFWB now.

When KFWB makes its move, it will be in a second all-singles competition, XTRA, which transmits from Tijuana, Mexico. However, XTRA started the concept several years ago. Westinghouse management says all the disk jockeys will be offered an opportunity to reapply with the company.

WFLY to Country

WILSON, N. C.—WFLY, 1,000 watts, here recently switched to country music. Jim Bryan is music director.

Program Consulting Firm Is Kicked off by Rolnick

PHILADELPHIA—David Rolnick, who runs 4,000 to 5,000 consulting recording companies and has on the market a new line of better-than-

WeHSoft Shifts To Hit Format

WEST PALM BEACH, Fla.—WeH-W, 1,000 west hits and hit, is changing to a format

AA-TV Exits 'Sump'n Else'

DALLAS—"Sump'n Else," a teca band on WVAF, has been moved to the market and the station.

Television Review

Winters Show a Cool TV Display for Acts
**WIZARD OF SOUND**

**Holzer: Master Engineer**

LOS ANGELES — Howard Holzer, the 39-year-old audio design engineer whose patents are pending for his stereo generator system, is one of the record industry’s little-known innovators. His accomplishments seldom make the headlines, but his technological advancements are heard in studios around the world.

After three years at UCLA studying electrical engineering, Holzer left school to support his family when his father died. The lack of a college degree in electronics has in no way affected Holzer’s career and group of sound electronics. “He talks with a pencil in his hand,” says

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**SSS Debuts Unusual, Hit In 1st LP’s**

NEW YORK — A game, a hit single and “underground country” material make up the subjects for the Shelley Singleton SSS label’s first album release.

“The Basic Principles of ESP” caps the initial release. The record is based on Kreskin’s adult game which is marketed by the Milton Bradley Toy Co. Both products are being cross marked, with a $3.5 million being channelled for publications and television advertising, according to an SSS spokesperson. Kla containing both the game and the album have been mailed to numerous disk jockeys along with ESP promotion spots. Extensive in-store merchandising with point-of-purchase displays; other new disk promotions.

The other two albums are “Shout Bamalama and Other Songs and Ballads” by Mickey Murray and “Cromed Country Corn,” recorded live at the Holiday Inn by Smokey and Danny. “Shout Bamalama” is headed by Murray’s hit single of the same name and “Cromed Country Corn” is a for adults only collection of “witty and often risque songs and dialogues.”

**Bank, Studio Founder, Retires**

MINNEAPOLIS—A pioneer in Twin City recording circles has retired after two decades of operating his firm. Vern Bank has died of a heart attack in Kay Bank Recording Studios of Minneapolis, and plans to move to Albuquerque, N. M.

Bank has sold his 20 per cent interest in the enterprise to the Jansen brothers, who have owned 50 per cent of the company since 1936. The enterprise which started from scratch now has about 60 employees.

The founder of Kay Bank, a former St. Paul newspaper copy reader, got into the recording business with the help of his brother, Earl, in 1946. They first bought a wire recorder to record wedding ceremonies. Thereafter the recording business expanded and the company grew from 50 employees.

**Smash Tour by Techniques**

CHICAGO — A $250,000 budgeted 14-city promotion tour has been organized for Jay and the Techniques, a subsidiary of Mercury Records. The promotion, which will include visits to dealers, record hop appearances, participation in deejay radio shows and stints on national TV programs, marks the second such venture by Mercury in recent months.

Late last year the label used a similar promotion tour to launch Ever-Green Blues. This time, the promotion is built around an established act, and the Techniques have been billed with two singles, “Apples, Peaches, Pumpkins Pie,” and “Keep the Rail Rolling” and have had a best-selling album.

The 19-day tour will mark the release of the Techniques’ second single, “Shoreline Sweetcake,” and a new LP, “Love Lost and Found.”

One of the key stops for the group is their performance at the Murray Singer, LAURIE VP, Dead

NYACK, N. Y. — Murray Singer, Laurie Records president for sales, died at a hospital here on Jan. 5. He was 51. Singer, the original sales manager and production chief of Bell Records, was named executive with Laurie for six years. He is survived by his wife, Shirley, and sons, James, 13, and Howard, 8.

**JAY-GEES RECORDS signs an agreement for Phonodisc, Ltd., of London, to distribute Jubilee and J&J Records. From left, Hal Ross, Phonodisc sales manager; Dan McKim, Phonodisc president; Woody Hinson, Jubilee and J&J sales manager; Elliott Blaine, Jay-Gees' director of international marketing, and Steve Blaine, Jay-Gees president.**

**3 Jazz Artists Set Up Label**

NEW YORK — Jazz artists Gabor Szabo, Cal Tjader and Gary McFarland have formed their own record company, Szabo-Tjader-McFarland.

Norman Schwartz will direct the label’s operations, with Lenny Lewis head of sales and promotion. The new company’s first release of three albums—one by each of the artists—is planned for early March. Skye’s offices are at the Penthouse, 40 West 55 Street.

**Hermits Film Set**

NEW YORK — Release of the Herman’s Hermits movie “Mrs. Browne You’ve Got a Love” is now set for spring, and MGM Records is slating a simultaneous soundtrack album release.

**COAST AGAC LECTURERS SET**

HOLLYWOOD — The West Coast committee of the American Guild of Authors and Composers (AGAC) has set up a speakers’ bureau of prominent composers and lyric writers to lecture at high schools and colleges.

The free speakers’ service will explain the role of the songwriter in today’s society and his rights in the field of contractual and copyrights.

Schools interested may contact AGAC’s West Coast office, 6331 Hollywood Boulevard.

ABC RECORDS EXECUTIVES hosting the company’s midwestern distributor convention at Chicago’s Continental Plaza Hotel, Jan. 4, are, (left to right) Al Hart, vice-president of ABC’s records division; David Berger, vice-president, international division; Martin Goldstein, vice-president of Westminster Records; Garth Davis, general manager of LHT Records; Gene Goodman, field sales representative; Bud Katzel, vice-president and director of marketing; Jay Lasker, West Coast vice-president and director of sales; Larry Hesketh, field sales representative; Larry Gardner, field sales representative; Ralph scoop, field sales representative; Tom McCaffrey, field sales representative.
SONIC-SPECTRUM+ is a technological advancement by Liberty Stereo-Tape that represents a major breakthrough in recorded sound on 4 track and 8 track cartridge tapes! New duplication techniques, exclusive to Liberty, and a superior new tape, have resulted in a dynamic new sound with a range and quality never before attainable on pre-recorded cartridge tape!

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THESE GREAT LIBERTY ARTISTS, and many more, are now available on new SONIC SPECTRUM+ 4 track and 8 track cartridges:

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STANLEY TURRENTINE
THE VENTURES
THE JOHNNY MANN SINGERS
GARY LEWIS
MEL CARTER

"SOFT AND SWINGIN" 4797/8797
"RAVI SHANKAR AT THE MONTEREY POP FESTIVAL" 4798/8798
"IT MUST BE HIM" 4796/8796
"ROUGH 'N TUMBLE" 4799/8799
"THE VENTURES IN SPACE" 4800/8800
"A MAN AND A WOMAN" 4801/8801
"LISTEN" 4802/8802
"BE MY LOVE" 4803/8803

A product of LIBERTY STEREO-TAPE, 6920 Sunset Blvd., Los Angeles, Calif. 90028
Astro-Color.
Even if you’re in the back of the plane, you can have a front seat for the movie.

Aerodynamically speaking, an airplane fuselage is generally long and skinny as opposed to short and fat.

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This makes the picture so clear we don’t have to dim the lights, and the color so bright you don’t have to close the shades.

And that makes it a better movie system, even if you don’t watch the movie. (A real music fan might tune in our Astro-Stereo system.)

At any rate tickets are available through us or your Travel Agent.

American Airlines
The airline built for professional travellers. (You’ll love it.)
WABC's 'Big Break'

By CLAUDE HALL
Radio-TV Editor

Red Jones, who now resides in Los Angeles, is a former member of WFNW in Marietta, Ga., doing afternoon drive show and sales for the Hot 100 format station. Jones had been with WFNW, Cammings, Ga., as consultant-manager, the program director for the station, and former personality with KGIL, Los Angeles, is the twoyear night desh on WHK, Cleveland, recently. Ed Rinka is the new production manager, and morning show on WKY, Cleveland.

Ferry Wackers is handling the K1s for WPLJ, Atlanta; he'd been in WYNN, Marietta, Ga.

****

WNOB-FM has moved from Cleveland to Newbury Township, 30 miles out; new station manager-program director Tom McCracken, former station manager at WAEZ, Miami, and WPVL, Pittsburgh, is the new manager of WFAW. Fort Armstrong, in manager.

Bobby Knight, formerly of WWPW, is music director and sign-on personality, Gary Diamond, a new program director; he comes from WDLB in Milwaukee, Wis.

James W. Ramborg has been appointed engineering consultant, KKRR, Burbank, Calif.

He's been in programming with Metropolitan outlets in Kansas City and Los Angeles.

****

New Chief Barker of the Virginia- Maryland jurisdictions, Melvin Staggs, has been appointed Stations general manager John Schermer Jr., Jonathan Dearth, Station Manager, is in West Springfield as morning man, he reports.

Spring has worked with WQAQ, West Lawn; the newest stations and a Chicago station.

CJOX in Grand Bend, Ontario, is now a fulltime country cousin outlet and program director his old辩证法 (as well as CJDN and CJON) he had run into a few years ago and in obtaining copies of country releases, industry has not yielded from the smaller labels. There is an additional perceived effect that country tunes never find their way onto a Canadian label and those we miss altogether, Send comments to the station.

Michael Steffen has been appointed Manager, WNFR, Triangle station in Biglerville, N.C., he had been with WENY, Rochester, New York. Hicken has joined WPEN in Philadelphia and will do a 26 p.m. show (I'm not quite sure that station, Hicken had been with.

Jim Dixon has assumed the program director's duties at Northwest Florida Radio and manager, WEPT, in Fort Walton Beach, Fla. A nineyear veteran of WFLC, he's been with WEPT since 1963.

Metro Recording Books Jingles Pkg.

KNOXVILLE—Metro Record is offering a line of releasable, low-priced jingles package choice to radio stations ranging from Hot 100 to easy listening. VicePresident W. I. Neurner, one of the Central States' most successful booking agents, and most recent assistant general manager of W100, is in Knoxville, Tenn. He says the station can use all the singles and albums it can get of all kinds.

Frankie Crocker did join Los Angeles KUSI; Rocky Grusky evidently had been produced by WNYL, New York. . The battle is on, with WNYL doing some of the more sales records, but still wages over who will get the win, and cation of the FRC for an FM station in the New York area. A note to the Flop: Jim Steele, assistant to the president of

WPGC's Duffly High Man on Singles Poll

WASHINGTON — Play of a record by Warren Duffy, program director and traffic time manager in the current poll with WNYL, New York, is a virtual guarantee that the record is going to be a hit. Duffy took first place in ability to influence sales of singles records in the market, according to the latest Billboard Response Ratings survey. The survey depicts a station's ability to influence its listeners to buy product; voting in the survey are men whose businesses depend on these sales—record dealers, local record distributors, and onecor operators, and local and national record company executives.

The survey, copyrighted by Billboard's Record Market Research division, showed Duffy with 71 per cent of the votes in the play category. A station—WPGC—had 65 per cent, topping WEAM by a wide margin. WEAM had been the leader in previous surveys.

In ability to persuade young adults and adults to buy albums, WRC ranked first with 41 per cent of the votes, followed by WMAL with 26 per cent and WWDY with 25 per cent. Fred Flann of WWDY and Al Ross of WRC tied for first place as dealers, having the major influence on sales of albums—with 21 per cent of the votes, followed by Johnny Wall of WMAL with 15 per cent and Dick Kelly of WRC with 12 per cent.

Surprisingly, WOL had only 56 per cent of the votes in influencing sales of r&b records; WOAK had 44 per cent of the votes, and its main doubt that Bob Terry of WOL was winning the biggest block on sales of r&b records—he had 44 per cent of the votes in the play category and second place was a tie between Bill Relva and WOAK.

The major country station was WDCN and Tom Reeder of WDCN was the major country and to deal with influencing sales of country records.

Yester Year's Hits

Change-of-program programming from your librarian's shelves, the dishes that were the hottest in the last 3 years ago and 10 years ago this week. Here's how they ranked in Billboard's charts at that time.

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R&B SINGLES—5 Years Ago January 26, 1963
1. Two Lovers—Marty Melon (Melodia)
2. You've Really Got a Hold on Me—Miracles (Tamla)
3. Hotel Happiness—Book Bonton (Mercury)
4. Release Me—Little Esther Phillips (Laffen)
5. Do the Right Thing—Dionne Warwick (Scepter)
6. Up on the Roof—Drifters (Atlantic)
7. You Are My Sunshine—Ray Charles (ABC-PARAMOUNT)
8. That's the Way Love Is—Barry White (Rca)
9. Led Zepp—Johnny Thunder (Diamond)

POP SINGLES—10 Years Ago January 26, 1978
1. At the Hop—Danny & the Juniors (Fortune)
2. Stump 'Em 'Till" in School—Ray Davis (Liberty)
3. Great Balls of Fire—Jerry Lee Lewis (Sun)
4. Peggy Sue—Buddy Holly (Cord)
5. Arf! Arf! When the Swallows Come Back to Capitola—Pet Sounds
6. Get a Job—Silhouettes (Ember)
7. Sail Away Little Moon/Moonraker—Bill Phillips (Nashville)
8. The Shill—Diamonds (Mercury)
10. The Dee Dee—Billy and Little (Shreveport)

POP SINGLES—5 Years Ago January 26, 1983
1. The First Family—Young Madera (Columbics)
2. My Sis, the Folk Singer—Manuel (Savoy)
3. Jazz Samba—Stan Getz & Zoot Simons (Verve)
4. West Side Story—Sound Track (MGM)
5. Peter, Paul & Mary—(Wagner)
6. Billy Green—Gilts Crespo (Rca Victor)
7. I Left My Heart in San Francisco—Peter, Paul & Mary—(Rca Victor)
9. Please Don't Be Cheating, My Love & Other Latin Fan Songs—Luis Fonsi (Shoreline)
10. Stay the Night—I Want to Get Out—(OriginalCost)
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**Billboard SPECIAL SUMMERTIME 1/27/68**

**BEST SELLING R&B SINGLES**

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**BEST SELLING LP'S**

**Radio-TV Programming**

**LUXEMBOURG TO REVAMP FORMAT STARTING APRIL 1**

LONDON—Beginning April 1, Radio Luxembourg will have a complete change in its program format. It's understood the station will discard all its disk-company-sponsored shows, and that the number of disk jockeys will be reduced to a selected few decided by public opinion poll samplings.

This change could alter record promotion in this country. At present, the companies control the disk content of their shows, but it is believed they will still be able to buy airtime for individual records under the new format.

Record groups currently on the 208 airwaves with their own sponsored programs are EMI, Decca and Pye, and to a lesser extent CBS and the independent RCA Victor operation.

Luxembourg British general manager Geoffrey Everitt met some opposition from majors fearing their promotional strength and chances would be weakened by the changeover. One advantage of the latter, however, will allow small independent disk outfits to promote their records legally.

---

**DEAN (TEN) MARTIN RIDES AGAIN** with country artist Buck Owens, right, as they do "I've Got a Tiger by the Tail." Owens performed his new single, "How Long Will My Baby Be Gone," on the Thursday (23) "Dean Martin Show" over NBC-TV.

**Puente Show On WNJU-TV**

NEW YORK — Tito Puente bowed last week a Latin music show on WNJU-TV, the Newark UHF station that beams KSOP-FM Splits

**SALT LAKE CITY—KSOP-FM**, a country music stereo station here, has separated programming completely from its AM sister affiliate—KSOP. The AM side is a daytimer. KSOP-FM operates 24 hours-a-day and clusters commercials in quarter-hour segments. from atop the Empire State Building. The 9 p.m. Sunday show—Tito Puente en su Mundo Latino—centers on a format featuring a musical tribute to different Latin countries each week, plus a segment entitled "Record Corner," a Latin hit parade. Puente will present in the "Record Corner" the top 10 Latin tunes, featuring the No. 1 tune and artists, and the sleeper of the week. A guest will also appear on each show. Vincente Valdez was slated for the Jan. 21 show. Producer of the hour show is Jose Curbelo, Puente's personal manager.

**GOV. JAMES A. RHODES** of Ohio displays albums presented to him by Buck Owens and his manager, Jack McFadden. Also on hand are the owners and managers of WMNI Radio, Columbus. From the left are: Carl Wendelken of WMNI, Buck Owens, Rhodes, Bill Mince, owner of WMNI and Dennis Shy of Capitol Records.

**JANUARY 27, 1968, BILLBOARD**
LOOK HERE COMES THE SUN
b/w IT'S SUNDAY
#6620

LOOK HERE COMES THE SUNSHINE COMPANY
WITH ANOTHER CHART HIT!

www.americanradiohistory.com
NASHVILLE — In what was described as a “co-operative venture,” Vanguard’s Buffy Sainte-Marie has cut her first country-sound session in Nashville at RCA Victor under the guidance of Chet Atkins.

The Cree Indian folk singer-writer recorded her own material, utilizing leading Nashville musicians for background music, a departure from her normal self-accompaniment.

Atkins did not produce the session. He offered advice and suggestions as “a personal favor” to a great artist. The arrangement for the session was worked out on a mutual friendship basis. Herein lies one of the folk singer’s tunes has been recorded by herself, but recently RCA Victor’s Bobby Bare cut her “Penny Wonds Hills,” which is in the folk-country idiom.

The Vanguard artist said she did not intentionally write country music, and probably could not identify 5 per cent of the people in the Country Hall of Fame.

“...I merely wrote what I feel, and this time it came out country. All the numbers she cut were ‘He’s a Memory on a String’, ‘Misery Me’ and ‘Softulu Shade of Blue.’”

The people on the occasion consisted of Chet, Suzy and all country music fans,” she said. “To them I’m just an Indian singer. But when they hear that I did my session with advice from Chet Atkins, they’ll think I’m a queen.”

Plans for the session were worked out by phone.

Buffy Sainte-Marie in 1st Country Disk

NASHVILLE — Music City Playhouse, a theater devoted to the history of country music and its presentation, will open in Nashville in the early spring near the “Grand Ole Opry.” The playhouse will be named “Country Show,” a title “Country Show of the World,” with the general plan to be directed by Missy Pearl Raye, Ernest Tubb and Porter Wagoner. An opening date is yet to be set on the “Opry” and deals with the evolution of process of country music generally, Grant Turner narrates.

The second film, “Welcome to Nashville,” picturing all of the city’s major historical landmarks, will open the Country Hall of Fame and Music in the spring.

Finally, there is a feature depicting—on a painted mural—the history of the music form, with a spotligated segment carrying the viewer through each stage. A lobby gift shop will be near the Country Hall of Fame, where signatures of all country artists will be found under glass. The Playhouse is owned by Harry Moodly and Charles Outland, neither of whom has a country music background. The theater will seat 180, will begin on a weekend basis, with special showings for organized groups. The Playhouse is located one block from the street from the Roy Acuff Exhibits.

Happy Wilson Joining Tree

NASHVILLE — Representatives Happy Wilson has left Central Songs to become director of Tree Publishing.

Wilson will be succeeded at Central by Ray Hurd, who will head WSM-TV personality, song-writer and singer. In his new post, he will investigate the various Tree activities, including the Publishers’ Association, Business Publishing, Dial Records, Jub Records, All Publishing, Country Music Association Publishing and True Publishing.

Jack Stapp, president of Tree, said that Wilson will continue to work for WSM and WSM-TV as a member of the new staff, but will take on the additional duties. Green, a native of Texas, was born in Waco, and is a product of the Big Country, Texas. He joined WSM about a year ago. He will continue to play on the show, as well as for the TV station part time.

Bill Williams

George Morgan, Red Foley, George Jett, Mel Tillis and an her band played Country Hall of the Mini Hotel in Vegas, four packed shows at $3 a head. Among the guests were Hank Williams Jr., 50, from the country music world who is one of the best known and one of the best professionals in the area. Bob Plummer handled arrangements for the show on the basis of performing in the same field of music. He was accompanied by his wife, a student of singing, and who has been heard on the radio and television shows...

Nashville Scene

by Bill Williams

Jim Ed Brown introduced his new cowboy singer to the world, as an honorary citizen of Lafayette, La., by Mayor J. Rayburn Berth, received congratulations from the mayor of New Orleans, and got a telegram from the girls on Bourbon Street. The Acuff-Davis line was presented by WSM, a new series of 15 minutes, presented by WSM. The new singer introduced by WSM is now being recorded by WSM.

Chet Atkins... The new series is being played by Chet Atkins, and is being played on the radio stations in the south. The show is being produced by WSM, and is being played on WSM.

Co-Presenters Peter and VB

“Before the Next Teardrop Falls,” which was in the hands of a group of four major labels. Miss Keith, who had written three songs placed with three separate publishers, has been written by the original and the second publisher. She is working on original and the third publisher, and is working on the fourth publisher.

HAPPY JANUARY 27, 1968, BILLBOARD

Hits

cowboy singer-writer and producer, and has done original work, has been done. The album was produced by Columbia’s Bob Johnson.

CON’S SON IN CASH NEW LP

VENTURA, Calif. — A live record of the most popular of the hit records of the year 1968, released by Johnny Cash will include the song “Gray Stone Chapel” written by an inmate of the institution.

In an interview, Dr. Meloney, 31, who is serving a term for armed robbery, was interviewed by the New York Times and released by the Rev. Floyd Gressett, a veteran pastor, in the Cash jail.

Cash and the prison mates met before the session and the songwriters who sang a song written by an inmate of the institution.

The title of the song, “Man in the Middle,” was described as “midnight of the band country.” The titles were “Man in the Middle” and “Take Your Time.”

Starr, during the past year, has signed another long-term pop session, Guy Mitchell, whose publishing firm, Friedhofer Music, said, “We are the proud owners of the rights of songwriting.”

NASHVILLE — Funeral services were held Monday (15) for Farris Cunningham, one of NASHVILLE’S pioneers, who had played on hundreds of release sessions with various artists over the years. Cunningham, 56, was a member of the WSM Staff since 1946, and had been in the music business of the old Country Music Hall of Fame. He has performed daily on the “Bobby Lord Show,” WSM’s “Waking Crew” and the “Noon Eyewitness News.”

NASHVILLE — Music industry men served as pallbearers and honor guards: By Bill Williams

Lanson Eyes Hit Parade on Disks Via Starday Single

NASHVILLE—Lanson, long-time star of “Your Hit Parade” and other network shows, has signed a contract and cut his first single for Starday Records.

Lanson, who returned here last summer, sang for a number of years with WSM, where he sang with Ray Noble, Al Donahue and Ted Weems. One of his recordings with Ray Noble, “By the Light of the Silvery Moon,” sold 1,500,000 copies.

His first big record was on his own label “The Old Painted Post,” in 1959, a song penned by the well-known R. J. Smith. That was the same year he began his eight-year stint on “Your Hit Parade,” which was recorded at the Peabody Award, the Sylvia Awards and the Emmy Award.

He then began a string of popular songs which were performed in every major city and on the radio, television and in the movies. His single was heard on the radio and television shows...

Country Scene

Rogers Cledhom of Decca hosted a gathering at the play- room in Atlanta in honor of Ernest Tubb. ... Atlanta’s David Haas appeared on the show and sang a song just out. He got a rave review from the audience. Producer Paul Tannen is on the boards with new singles with Johnny Tillotson and the smoke and the Mirror’s Al Grif, for new material and fa- vorite tunes...

July 1, 1968, BILLBOARD
Hank Williams, jr.

“I WOULDN’T CHANGE A THING ABOUT YOU”
(BUT YOUR NAME)

See the Hank Williams, Jr. Show in the following cities:

FEBRUARY
2 — Jackson, Miss.
3 — Little Rock, Ark.
4 — Monroe, La.
10 — Harrisburg, Pa.
11 — Herndon, Va.
16 — New Castle, Pa.
17 — Altoona, Pa.
18 — Binghamton, N. Y.
23 — Spartanburg, S.C.
24 — Jacksonville, N. C.

MARCH
2 — Milwaukee, Wisc.
7 — Myrtle Beach, S. C.
8 — Fayetteville, N. C.
9 — Augusta, Ga.
15 — Raleigh, N. C.
16 — Salem, Va.
23 — Warren, Ohio
24 — Cleveland, Ohio

Written by
Hank Williams, Jr.
MGM #K 13857

Published by
Ly-Rann Music

Watch for his first MGM movie to be released soon

“A Time To Sing”

DIRECTION
Aud-Lee Attractions
812 16th Ave. S.
Nashville, Tenn. 37201
AC 615—244-4336
AND THE BUCKAROOS

NEW SINGLE

HOW LONG WILL MY BABY BE GONE
b/w EVERYBODY NEEDS SOMEBODY

2000

IT TAKES PEOPLE LIKE YOU TO MAKE PEOPLE LIKE ME
ALBUM ET 2841

WATCH FOR BUCK OWENS AND THE BUCKAROOS ON THE DEAN MARTIN SHOW, THURSDAY, JANUARY 25th: 10:00 PM EST; 9:00 PM CST
Classical Music

Mozart Top-Waxed Writer
In 67; Lists 94 New Writers

BOSTON — Mozart was the most frequent recorded composer last year with 174 new listings in the Schwann catalog, which has 8,000 listings. Colonna had 94 new listings, 62 of these in one month.

Following Mozart in citations were Beethoven, 126; J. S. Bach, 117; Haydn, 87; Brahms, 67; Schumann, 50; Liszt, 43; Dvorak, 43; Schumann, 41; Ravel, 37; Telemann, 37; andHandel, 33. Mahler had 22 new listings out of a catalog total of 92, while 20 of Bruckner's 63 were issued last year.

Nilsen, TERRY
Beethoven's Seventh

Beethoven's Seventh in 1984 led new titles with seven versions. Four new listings each were registered by Beethoven's Violin Concerto, Beethoven's Symphony No. 3, Dvorak's Symphonic No. 9, Prokofiev's Symphony No. 5, Strauss's Also Sprach Zarathustra, and Tchaikovsky's Symphony No. 4.

Haydn's symphonies scored 44 new listings, which was almost as many as each of Bach's cello suites and 29 for Beethoven symphonies. Complete sets of Mahler's symphonies on Columbia and Wagner's "Ring des Nibelungen" on London were among the year's highlights. The year also saw many European recordings released on low-price American labels.

War Horse

War horses receiving only two new pressings each were Ravel's "Bolero," Rimsy-Korsakov's "Scheherazade," Saint-Saen's "Dance Macabre," Sibelius' "Finlandia," Richard Strauss' "Till Eulenspiegel," and Verdi's "Overtures." Of the 118 new titles, 103 were added during the year, while 26 were issued in 1983.

Knyztof Pendercki, who was added to the catalog by Philips, hit the classical charts on that label and RCA Victor with his "Passion According to St. Luke," while an electronic piece by Henri Poussarre scored for Columbia. Pinza, who was introduced to the listings by Victrola, also appeared on Everest, Angel's "East Meets West" album contained first listings for Ravi Shankar, while London restored Ildebrando Pizzetti to the fold.

Odyssey Leads

Odyssey led labels with first composer listings as evasiva of "Petrouchka'' and "Carnival of Animals.

Dichter in Top Form at Concert


The second movement was op. 100, a new composition by Dichter. The group displayed a light touch even when an acrobatically well-sounding across the keyboard. The technical difficulties of the work on this recording are no serious problems for the Silver Medal winner of the 1966 Tchaikovsky Piano Competition. Dichter has completed his first Victor recital album, which contains Stravinsky's "Petrouchka'' arranged for a new orchestral version by Brahms. In March he will record op. 101, his new composition for Brahms. In the fall he will record Stravinsky's "Overture to Daphnis and Chloe,'' his new composition for the Philadelphia Orchestra.

Georges Szell, left, Cleveland Orchestra conductor, and Rafael Druian, center, the orchestra's concertmaster, go over a score with Paul Meyer, Columbia Masterworks A&R executive during a recent session for an album of four Mozart piano and piano sonatas being issued later this month. The pressing is Szell's first as pianist in about 20 years.

COL. GOES STEREO-ONLY ON CLASSICAL PRODUCT

NEW YORK—All new Columbia, CBS and Odyssey classical product will be issued in stereo only beginning this month, except for historic recordings, which will be still in mono.

According to Rudi Proulx, vice-president of Columbia Masterworks, CBS is "extensively reissuing" the label's entire catalog, and it is "always reissuing" the label's "major orchestras, conductors and soloists.

Four of the low-price Odyssey albums are available only in mono, including performances by pianist Clifford Curzon and the Budapest String Quartet, pianist Oscar Levant with Dimitri Mitropoulos and the New York Philharmonic, pianist Dina Lipatti with the Philharmonic Orchestra, and narrator W. H. Auden with Noah Greenberg and the New York Pro Musica Antiqua.

The stereo-only LP's are by Max Goberman and the Vienna State Opera Orchestra, and pianist Karl Engel with the Frankfurt Chamber Orchestra under Hans Koppenburg. Product previously issued in both stereo and mono versions will continue to be available in both.

OPERIA REVIEW

"Martha" at Met a Delight

NEW YORK — A well-balanced cast of performers how to sing English properly helped make Flotow's "Martha" a delight at the Metropolitan Opera on Jan. 16. The capable quartet of principal sung by soprano Jean Pfeiffer, tenor John Alexander, mezzo-soprano Rosalind Elias, and baritone Michael Smith, New English translation by George Collier, directed by Howard E. Persons. The music is directed by Charles M. Kilpatrick, a soloist helped raise the proceedings far above a good setting. The music is based on an English translation of an old-time, rope-bound, and the music is a delight to the ear.

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(Continued on page 37)

RICHARD HAYMAN, arranger and conductor for the Bost Bop, presents Jim Boge, left, of Waco, Tex., with a plaque as winner of the one-year, full tuition music scholarship of the Bop of Chicago. Scholarship for Young Composers. Looking on are Clifford I. Bixler, chief of the Bop and a Bop of Chicago. The scholarship is awarded by a jury of judges, including, from left, president of the National Federation of Music Clubs, which administered the competition; and Dr. Marion Richter, contest chairman. U. V. Musica, president of Musak, who sponsored the national competition, also spoke at presentation ceremonies at New York's Overseas Press Club.

JANUARY 27, 1968, BILBOARD

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PREDICTION:
A Wonderful Year!

By MORT A. NASATIR
President, MGM Records

1968 cannot help being a wonderful year for tape.

In the beginning, it was fashionable and indeed accurate to speak of tape as an "infant" industry with many problems and pitfalls hampering its natural growth. Today, one seldom hears of tape in these terms. The simple truth is that tape is not an infant industry any more. Despite, or perhaps even because of its many manifestations, tape is very much in the forefront of public awareness—and that awareness is translating itself into sales more and more rapidly.

Also on the plus side is the increasing sophistication and over-all quality of the players being marketed.

MGM is well represented in the five acceptable modes of tape entertainment: 8-track, 4-track, PlayTape cartridges, and cassette, as well as open reel. Many of our most successful merchandisers of MGM tape attended our first tape cartridge distributor meeting. Our purpose is to examine what we have accomplished thus far and to develop plans for even better performance in 1968.

We have picked London as the gateway to the international market. We feel that the opportunity to survey the British and European markets for tape will undoubtedly give us much food for thought and a broader insight into our marketing problems.

MGM is proud to have as participants in this working conference the Ampex Corp., International Tape Cartridge Corp., the Philips organization, and PlayTape. Individually and collectively, they are going to bring into sharp focus the promise and reality of the future through technical demonstrations and discussion seminars.

Thus, the MGM International Tape Conference looks backward on a job well done and salutes those who made it possible; and simultaneously looks forward in terms of a cohesive marketing program that will build tape volume to new highs. With all that is currently happening in the national and international economic spheres, our task is not an easy one. But then, getting to this point in time has not been easy, either.

As one of the foremost suppliers of great entertainment in all configurations of tape, MGM Records and its community of labels has a vital and continuing interest in the growth of this medium. We, too, are most anxious at this meeting to listen and to learn.
By LARRY FINLEY  
President  
International Tape Cartridge Corp.

1968 heralds in a new year that gives true meaning to ITCC's corporate name—International Tape Cartridge Corp.

The tape CARtridge business in both 4 and 8-track has truly become international with the pending formation of ITCC's own companies in many countries. The long hard row that started in California several years ago has not only expanded across the United States, but has leaped both oceans and is truly taking roots in both the European and Asian markets. The issuance by MGM Records of an exclusive license to ITCC for the duplication and sale of both 4 and 8-track cartridges in the United Kingdom is truly a great step forward in the tape cartridge business.

MGM Records, together with ITCC and Ampex, by holding a tape cartridge convention in London, truly recognizes the importance of the domestic and world-wide aspects of the tape cartridge business.

From all parts of the United States and Canada, major distributors and retailers of tape cartridges will be together in London to discuss the marketing and merchandising of tape cartridges. Together with people from the United States and Canada, will be their counterparts in Europe who are now becoming fully cognizant of the advantages of this new industry.

This is truly a historical event, in that a meeting of this size and scope does bring together the real giants of the distributing and retailing world. In the years to follow, we, at ITCC, are looking forward with the utmost confidence to continue the growth and prosperity of this industry.

A great deal of credit is due Mort Nasatir, president of MGM Records, as well as Thomas White and Irving Stimler, for their confidence in the tape cartridge industry. Their confidence and enthusiasm has been borne out by their actions and their aggressiveness in helping develop this new industry.

A little over a year ago, Mort Nasatir's inspiring keynote address at the Billboard Tape Cartridge Seminar in Chicago greatly sparked this meeting which was of such importance to the cartridge industry. The move made by Nasatir in appointing Mel Price as director of tape sales was the first such move of its kind in the music industry. Since his appointment of Price, every record company has recognized the importance of such a move and many others have followed suit.

ITCC has been licensed, since its inception, by MGM. This contract gives ITCC the exclusive 4-track rights to duplicate and distribute all MGM, Verve, Yerpe/Forecast, Kama Sutra and other MGM labels in the United States. In the United Kingdom, ITCC has the exclusive rights for both 4 and 8-track stereo tape cartridges. These contracts are one of the most valuable assets in the ITCC holding.

In the United States, the labels controlled by MGM are the only ones that would listen to an artist's creative appeal. Similarly, the tape record industry is truly fortunate in this 4-track catalog of such importance to ITCC.

Nasatir's action, in scheduling the first tape cartridge meeting held by a record company, marks a milestone in this industry. Holding this meeting in London likewise adds the prestige which this industry truly deserves.

ITCC is proud to be part of the MGM family and is truly appreciative of the co-operation given by MGM so that day-by-day releases of the cartridges with the albums are possible.

The 6-Track, Cassette Story

By DONALD V. HALL  
General Manager  
Ampex Stereo Tapes

Little did MGM Records and Ampex Corp. realize in 1959, when they signed their first preredcorded tape agreement, that the tape industry would one day be significant enough to warrant an international tape conference. But thanks to MGM, tape distributors have had the opportunity to preview new MGM tape product and review the progress of tape as an integral part of the music business in London, England.

The first years in the tape market were extremely shaky ones. Stereo preredcorded tape, available only in the open reel format, was ballyhooed out of proportion to existing stereo tape recorders and thus many dealers were burned with inventories which could not move. Many recorders were sold as recorders only, and the fact that they could be enjoyed as playback devices was never stressed by both manufacturers and retailers. The availability of a preredcorded music library was, of course, limited. Initial quality was also not necessarily satisfactory to the sound purist. Today the open reel market has stabilized to a great extent. Show tunes, classical pieces and great sound tapes lead the way in this vigorous market. MGM has been one of the most consistent providers of this type of music for the open reel buyers. "Born Free," "How a Week Was Won" and "Gigi" are consistent best sellers in this market and "Dr. Zhivago" was the best-selling individually open reel tape during 1967. There is no downward trend in the sale of 4-track stereo tape recorders. Likewise, preredcorded tape sales have remained constant. In fact, some dealers report growth as high as 20 per cent during 1967. While it is true that so-called pop music sales have leveled off in this format, all other types of music sold better and total sales of open reel product increased in 1967.

The current dynamic growth of tape is due to the increasing public acceptance of CARtridge stereo tape players. The convenience of the cartridge has won a large following to date. Ampex Stereo Tapes duplicates and distributes MGM product in the 8-track cartridge format. Sales in this format represent more closely the Top LP charts. Working closely with Mel A. Price, MGM's tape manager, Ampex attempts to release new product as close to the record release date as possible. MGM's large and varied catalog has contributed to the acceptance of this format by the ultimate customer.

The dominance of 8-track in the automobile will continue for many years. Constant improvement is being noted in the quality of playback equipment. There has been no let-up in sales of this format, now that pipelines have been filled. In fact, it may actually have a summer seasonal pattern, which would be most welcome to tape distributors. These factors all point to continued leadership of 8-track for the automobile market.

MGM product is now available on the cassette format, again duplicated and distributed by Ampex Stereo Tape. It is too early to tell what type of music is selling best. Early albums buyers, though, include both monoaural and stereo set owners who point out one advantage of the cassette format—its compatibility. It is our opinion at Ampex Stereo Tapes that the cassette format will be a significant factor in the home entertainment business in 1968. Christmas 1967 provided a great awareness of the cassette. This year will be the year to capitalize on this awareness.

Each format in the tape business will be subjected to closer analysis at the MGM conference in London. It is hoped that each distributor attending will leave with a greater understanding of tape and its relation to both the home entertainment and music industries.
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Two complete LP records by today's foremost recording artists on an 8-Track stereo tape cartridge.

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- BIG BAND BOSSA NOVA, REFLECTIONS... J8-8564
- JIMMY SMITH
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4529 HANK WILLIAMS AND STRINGS, VOL. III
4532 THE BEST OF JOHNNY TILLOTSON
4534 WE CAN FLY—THE COWSILLS
4537 THE TWAIN SHALL MEET—ERIC BURDON AND THE ANIMALS
4504 EVERY MOTHER'S SON'S BACK

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8721 THE BEST OF JIMMY SMITH
8730 HIP VIBRATIONS—CAL TJADER
8737 JOHNNY SMITH'S KALEIDOSCOPE
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4324 THE BEST OF THE ANIMALS
4416 THE BEST OF HERMAN’S HERMITS, VOL. 2
4454 THE BEST OF ERIC BURDON AND THE ANIMALS, VOL. 2
4506 THE BEST OF HERMAN’S HERMITS, VOL. 3
4488 THE COWSILLS
4422 THE BEST OF SAM THE SHAM AND THE PHARAOHS
4483 THAT’S MY KICK—ERROLL GENER

MGM ORIGINAL SOUND TRACKS: (8-Track)/(4-Track)
DOCTOR ZHIVAGO MCC-88/F13-110
GONE WITH THE WIND MCC-810/F13-110

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5013 ABSOLUTELY FREE—THE MOTHERS OF INVENTION
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6546 GETZ/GILBERTO—STAN GETZ/JOÃO GILBERTO
8714 THE BEST OF WES MONTGOMERY
8672 CALIFORNIA DREAMING—WES MONTGOMERY
8678 THE DYNAMIC DUO—JIMMY SMITH AND WES MONTGOMERY
8705 RESPECT—JIMMY SMITH
8993 SWEET RAIN—STAN GETZ
8650 RAIN FOREST—WALTER WANDERLEY
8707 VOICES—STAN GETZ
8708 BEACH SAMBA—ASTRUD GILBERTO
8725 THE BEST OF CAL TAJADER

VERVE/FORECAST—PREFIXES: VCB (8-Track)/F75 (4-Track)
3008 PROJECTIONS—THE BLUES PROJECT
3017 JANIS IAN

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Wants A Share of The Whole Market

By EARL PAIGE

Some people have a feeling for the tape cartridge business—a faith and an undying enthusiasm. This is true of Morris S. Price, Metro Distribution in Chicago. His bullish view is influencing many of Metro's accounts.

More than 80 percent of the outlets serviced by Metro are now in the tape cartridge business in one way or another. Price is backing these outlets with coverage in the form of half-page advertisements, point-of-purchase displays, and racks for merchandise.

Price says that there is a need for more thorough consumer education. "We have plenty of blades, we just don't have enough razors," he said, "but at least the blades are waking up to the potential of tape."

"Some dealers were slow to put in a decent inventory of tape product. But Rose Discount Record Stores, Polk Bros., E. J. Korvette, Allied Radio, Ol's —these dealers aren't blinded by the petty problems of pilferage and different configurations.

"They're stocking everything across the board, running advertisements, promoting, and doing a hell of a job. They aren't worried about 4-track, 8-track, cassette and PlayTape, they want a share of the whole market."

Price said it is easy for his salesmen to furnish point-of-purchase display material, racks and easels for merchandising tape product. "Most of our tape uses the same art as the records. It's easy to work up attractive displays."

"I would like to see a line in all our record advertisements pointing out that the product is also available in tape cartridges. I've tried to get our MGM people to do this in trade magazine advertising. We can't promote enough," Price said.

The veteran distributor isn't concerned about the multiple distribution that has characterized the tape cartridge business. He said, "This is not as confusing as it seems.

"In fact, if the tape cartridge got banged around and was treated like an orphan at first, dealers and one-steps would call up and order two of this, two of that and no one wanted to jump in and really go with tape cartridges.

TIEDJENS

A Cartridge Concentrator

By HANK FOX

Jim Tiedjens, a veteran of the record business, shifted his record distributing and rack operation last year to concentrate exclusively in the tape CARTRIDGE field. By October, his initial expectations had been so greatly surpassed that at a seminar of the National Association of Record Merchandisers meeting in Lancaster, Pa., he called on the association to establish a separate division for tape cartridge distributors and service operators to devote their entire middley to meeting to tape product.

Now, one year following the formation of his company—National Tape Distributors in Milwaukee—Tiedjens has moved to new quarters with 20,000 square feet of floor space. The warehousing facility is semi-automated for order filling, with gravity-feeling shelves.

Perhaps the most important expansion feature of Tiedjens' operation is his new advertising department. Tiedjens cites the lack of advertising of tape cartridges as the basic reason d'etre of this service he will be providing his customers. "There's been only a few advertising programs developed by the duplicators," he said.

"And much of the funds have been channeled into product discounts instead of going for their intended purpose—were effective advertising. If manufacturers see a successful co-op advertising program here, there is a strong possibility that they will step up their merchandising efforts.

National Tape is racking tape in all of its configurations. The MGM/Verve labels play an important role in cartridge distribution, particularly because of the material, but also because their product is available in all forms of tape product. Eight-track to be tied in with our present system, but we will reign over a significant part of total sales. Tiedjens sees the cassette lines beginning to grasp for a larger segment of the market in 1968. Four-track is strong, Tiedjens said, only in outlets which heavily promote 4-track players.

As a sideline to a booming auto-installation and retail cartridge outlet, Wally's Stereo Tape City in New York is now marketing the MGM branded PlayTape 2-track system. Harold Wolly is willing to demonstrate to any potential customer just what "The Mobile Sound System for Mobile Young America!" is all about.

JANUARY 27, 1968, BILLBOARD

Department Stores Shape Up!

By JANE SCOTT

Tape CARTRIDGES are a big part of the record business. And it's about time that department stores and record outlets stopped ignoring them," said James J. Shipley, 37, president of Main Line, Inc., Cleveland.

"Price of cartridges has dropped; they're cheaper than a record," said Shipley, "and more and more people are talking about them." Shipley forecasts that next year will be a boom year for tape cartridge sales in department stores.

"The greatest growth in the cartridge business has been on a geographic basis, however, in California and Florida, he felt.

Shipley, with Main Line 11 years, is an Ohio State University alumnus. His brother, Eugene, heads the Main Line record service department. The firm, largest record distributor in Ohio, was founded by their father, William M. Shipley 64, now of Boca Raton, Fla. Main Line also has the RCA Victor division, Whirlpool Automatics, a rack line and its own Main Line record label.

"Many of our customers in the West have got into cartridges, and they're perception of the cartridge business has been growing."

"The business will go even greater when department stores and record outlets get into it with both feet," Shipley said.

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923 003. MENDELSSOHN: "A MIDSUMMER NIGHT'S DREAM" INCOMPLETE MUSIC/WEBER: OBERON OVERTURE/DIE FREISCHÜTZ OVERTURE. Bavarian Radio Symphony/Kubelik.

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thank you, Mort
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CARtridges May Be Turning LP's For a Flip

By CLAUDE HALL

MGM tape CARtridge sales have been so good in Dallas that Bill Burton, general manager of B&K Distributors, believes it is substantially adding business to album sales.

In April, May and June, he said, cartriges were more in demand than records. He attributed this to the fact that many students were out of college, and "the habit of young adults, especially those between 16 and 30 years of age, to spend a lot of time in their cars in this part of the country." During this summer period, "the market was booming." A 4-track cartridge titled "Best of the Animals" on MGM Records has been the closest thing to a best seller B&K has had in cartriges. "It's a consistent seller."

But in the past three months, 8-track has come on strong. "Those college students went back to college," said Burton. The Borg-Warner 8-track unit is gaining acceptance and 8-track cartridge sales are very strong. "It's an adult status symbol; people are getting 8-track units installed when they buy new cars.

In November, tape cartriges accounted for 20-25 per cent of "our total business," Burton said. "We have several tape cartridge accounts that buy more in dollar volume than several of our record accounts," he said, pointing out that these cartridge accounts were operated "as departments."

"You can hardly put cartriges in a drugstore; they'll get stolen. Cartriges sell best in a separate department where there's a clerk not only to answer questions about product but to prevent pilferage."

Burton said that B&K Distributing really got its first sales action in cartriges last spring and this was basically in automobile outlets. "You bet, the cartridge business is growing and it's already a pretty big business."

MGM Line Vital To Recordwagon

"I wouldn't be without the MGM line," says Fred Fursey, general manager of Recordwagon's (Woburn, Mass.) Eastern tape division. Recordwagon, rack jobbers and distributors for three-quarters of the nation's services New England with all tape lines except Columbia and Capitol, for which it acts as a sub-distributor.

"MGM product moves very fast," added Fursey. "We have about 180 titles in the MGM tape family." Some of MGM's most prolific best-sellers for Recordwagon include: Dr. Zhivago, Gone With the Wind, Best of Connie Francis, Grand Prix, Best of Herman's Hermits, Best of the Lovin' Spoonful and Hank Williams, which is the most consistent seller, according to Fursey.

Recordwagon, which is 10 miles north of Boston, services Jordan Marsh stores among others, both locally and nationally.

Sees Upsurge in Cassette

By PAUL ACKERMAN

In 10 years tape—in one configuration or another—will represent between 30 and 60 per cent of the recorded music business, according to Bernard Bornstein, tape buyer for the seven-store Sam Goody retail chain.

Bornstein stated that 1967 was the best year to date for the tape cartridge field—especially from the standpoint of new machines being introduced and the promotional push given to the 8-track configuration. For the 1968-1969 period Bornstein sees an upsurge in the cassette.

The average record retailer can take full advantage of the growing tape cartridge field if he has sufficient capital and if he has the inclination to gamble on which configuration will become dominant. The Sam Goody operation, Bornstein said, is big enough to carry an extensive catalog of all tape systems. Other big operators can do the same. But the small dealer very often can only carry highlights, and should be wary if he is not sufficiently capitalized. This type of dealer would be safer to wait until the field becomes stabilized with regard to public acceptance of configurations.

Bornstein commented on the fact that there is already tremendous availability of product in the cartridge field. Material is transferred from LP to cartridge form rapidly, and there are only three or four of the top LP's not yet available on cartridge.

Britain Has Big CARtridge Future

By REX OLDFIELD

The decision by MGM to hold its first annual tape CARtridge distributor meeting in London underlines two key points in the company's business philosophy. First, the importance MGM attaches to energetic involvement in the mushrooming tape industry, and, second, the importance MGM attaches to its music and tape operations in Britain as well as in the U.S.A.

Just how deep MGM is rooted in the tape cartridge business now can be gauged by its ever-increasing tape turnover in America. During the three-month distributor incentive program which culminated in the sales meeting, the company estimated it sold tape in the varying configurations worth a total of $2 million—and that it is distributor, not retail, prices. This seven-figure distributor sales volume is ample testimony to the vigor with which MGM has swung into the tape cartridge market. Two years ago such a volume of business in a three month period would have been totally unforeseeable. But now MGM already has its sights set even higher for its business in tape in each quarter of 1968.

But MGM's interest in tape is not confined to America. In its operations in various countries throughout the world MGM is looking to the possibilities of developing the local market for tape cartridges—and nowhere more so than in Britain.

For us in England perhaps one of the most important benefits that this conference will bring will be an increasing awareness in Britain of the potential and excitement of the tape cartridge business.

Since I and the other staff members set up MGM's independent British record company in July last year, we have been keen to develop the company on several fronts, notably tape cartridges.

In addition to our activities in releasing and promoting MGM and Verve single and album product, we have also entered other spheres of music activity. Thus, MGM was one of the first independent companies to enter the budget album field via our deal with the leading budget label Music for Pleasure.

Now, in 1968, we shall see MGM and Verve product on tape cartridges for the first time in the U.K. In view of the tape potential in the U.K., MGM Records president Mort Nassir concluded a deal with International Tape Cartridge Corp., giving the company exclusive rights to all MGM and Verve repertoire in both 4 and 8-track configurations on the British market.

ITCC chief Larry Finley will be setting up a fully active tape operation in Britain early this year and our material will be among his company's most important initial U.K. cartridge releases.

This shows the conviction that MGM holds that there is a big future in cartridges in Britain.
Hit LP's Serve as Guideline

By ELIO TIEGEL

Cartridge sales are now comparable to hit albums, explains Jerry Eggart, buyer for the influential Tip Top Record Service chain of 24 branches in Western America.

Previously, sales of MGM product—like that of other labels—was pretty much a case of being tied to non-hit merchandise released in the scramble to get with the cartridge movement and land those early sales.

For a top MGM set like Herman's Hermits or the Lovin' Spoonful, Tip Top would order 500 copies. Eggart, who recently took over from Frank McAlister, handles the Southern segment of the country where the firm's San Francisco office buyer, Nonya Baker, covers the Northern regions of the company's sprawling territory.

San Francisco tends to be a better market for catalog tapes because department stores have larger tape sections. The Seattle and Portland areas are rich in their support for country music. Los Angeles, where small accounts proliferate, is more of a Hot 100 chart-type of business.

MGM's rich catalog of film soundtracks is finding acceptance, with "Dr. Zhivago" and "Gone With the Wind" two principal examples.

Wes Montgomery, the jazz guitarist, is very much a salable commodity on Verve cartridges. "The problem with tape," Eggart notes, "depends on where you buy it. We buy ours from Metro (some six miles away from the Tip Top facility in Los Angeles) and the service is very good."

Eggart uses a strength for 8-track sales, albeit he does stock MGM product on 4-track. When a record client obligates himself to get into the cartridge business, he invariably buys all his product from one track source, Eggart has found. Tip Top's staff of 40 salesmen up and down the coast sell MGM—and other manufacturers—right along with each other. The company supplies accounts with catalog lists, the racks are invented, orders placed, and merchandise trucked out to the locations.

Military installations—and there are a slew of them in California alone—tend to support Verve jazz artists. "They'll go to tapes accounts," Eggart says, "because there are usually young people at military installations and they seem to be interested in tape. It seems to be a good place for cartridge sales."

MGM RECORDS has driven forward with aggressive promotion in the tape CARtridge field. Here, Mel Price, manager of tape products, shows MGM Records artist Kai Windling a cartridge with his music on it. In his hand, Price holds an MGM PlayTape machine and cartridge for it.

Reaped $70,000 in CARDtridges Last Month

"The tape CARtridge business is becoming more like the record business everyday," This is the opinion of Joe Marks, vice-president of MGM Records in Miami, Fla. Marks is both a distributor and rack merchandiser.

"Tai, we sent out assortments of cartridges," Marks said, "because product was scarce and dealers would take whatever was available. Now, these dealers are becoming more selective. Hit albums make for hit cartridges. MGM's "Dr. Zhivago" is far away and our best-selling cartridge."

Marks, who had begun stocking cartridges two years ago, now reports cartridge volume exceeding a half million dollars in 1967, with $70,000 worth of cartridges being sold during December. New State's cartridge inventory is currently at $150,000.

Another indication of the tape cartridge's swing towards the record market is that in Miami "the specialty store is not growing in dollar volume as are the record outlets," Marks continued. "Those who have had cassettes and 8-track cartridges in their camera departments are moving them over to the record department. Whenever Marks sets up racks in a new outlet, he now places the cartridge product immediately with the records. He currently racks all the major Miami department stores and discount outlets which carry cartridges.

New State has had much of its success with the 8-track configuration, Marks notes, new patterns emerging. "Our cassette lines, which we began racking four months ago, are starting to take off," he said. "For the past few months we have been filling a pipeline, so there was really no way to judge sales. But now things are starting to happen." New State's outlet, Marks estimated, sells between 60 and 80 cartridges per week (in all configurations).

Contributor to 2-Track

MGM Records was the first label available in the 2-track PlayTape system developed by Frank Stanton. Stanton, when the 2-track tape CARtridge system was still in the test model stage, demonstrated it to Bert Nasatir, president of MGM Records and Nasatir immediately saw the teen-market potential in the system. A few months later, a sleek, streamlined compact version of the PlayTape machine was displayed for the first time to the public. The occasion was a sales meeting of the MGM EMU, which was held at the Waldorf Astoria Hotel in New York. The unit met with total acceptance.

Since that time, MGM Records has been a strong supporter—in fact, a major contributor to its development—of the 2-track tape cartridge system. For the company, the rewards are not only total commitment to the tape CARtridge industry in all forms and all systems, whether it be 2, 4, 8-track or cassette.

The major value of the 2-track system of course, is its portability. The cartridges come in many forms—a single version soon to be launched, an EP with four tunes, a single with eight tunes, longer cartridges and the prices are low. It's a great mover in the teen field.

MGM Records has, of course, made a greater use of the versatile machine than just selling it. Through the marketing ingenuity of men like Irv Stimler and Mel Price, the machine has been used quite effectively as a premium item for many industries such as clothing stores, margarita, politics, Pillsbury Flour.

Its uses in promotion and the premium field are unlimited.

Best of all, MGM Records has reaped high rewards in the marketing of product for the PlayTape machine, handling not only its own labels, but the labels of most of the other labels available in the system.

More will the more you GIVE

HEART FUND

JANUARY 27, 1968, BILLBOARD

Need For Consumer Education

A full stock of product, aggressive promotions and patient attention to customer's inquiries form the basis of Rose Discount Record Store's approach to the tape business at the twin downtown outlets here owned and managed by Merrill and Aaron Rose.

"I think there's a great future in the tape business. We believe in it and we're carrying everything. If we don't have it, we go to the extra trouble of getting it," said Merrill Rose, who admits the business is not without its problems.

"There should be more consumer education. Our advertisements could be more informative, I think. We should get some direction from the manufacturers. People are still asking too many basic questions."

Rose is planning a complete tape department at both the older Washh store and at a new outlet on Madison, next door to his original store opened in 1934. He's staffing the departments with experts, such as Ray Cloud, and developing basic merchandising techniques.

"We find people who don't even know if they have a 4 or 8-track player. We ask them if they had their unit installed. If this is the case, we recommend 4-track. If the unit was original with the car we suggested 8-track, but we tell them in any case that they can always bring back the tape and exchange it," Rose said.

"They still ask us the difference between 4 and 8-track," said Cloud. "We tell them 8-track has the pinch roller inside the CARtridge and is usually automatic, that 4-track has the roller outside and is usually manual."

Rose's stock is 80 per cent 8-track, 5 per cent 4-track, 10 per cent cassette and 5 per cent PlayTape. Of his total stock tape, cartridge product comprises 50 per cent. The remainder is devoted to reel-to-reel, a large and growing part of Rose's tape merchandising picture.

"We don't see reel-to-reel as directly competitive with cartridges," Rose said. "It's basically two different markets, each important in their own right."

"If the fidelity of cartridges catches up to that of reel-to-reel, we'll see a tremendous increase in cartridges," said Cloud. "The quality of cartridges needs to improve, too. We're still experiencing 30 per cent defect rate."

Other factors mentioned by Rose included piffersage.

"This is still somewhat of a problem, though not as great as we once thought. Our PlayTape, for instance, is right out on the counter in browser boxes. Our cassettes are in a special rack on top of the counter, too."

But Cloud feels that its use, though still a small unit, is one that will grow in the industry. "We're starting to see the real potential of tape, and it's dramatic. The cartridge is a complete merchandise system. The only problem is the selection."

"But Cloud feels that its use, though still a small unit, is one that will grow in the industry. "We're starting to see the real potential of tape, and it's dramatic. The cartridge is a complete merchandise system. The only problem is the selection."

"Our philosophy is to stock everything that sells. This is how we've built our reputation in records and it's how we intend to run our tape department."
When you’re in the business of duplicating great sound, you get a little tired of cartridges that foul up.

So we invented Dynapak®, the no-return cartridge (with a one year guarantee).

What happens when a tape is accidentally pulled out of a Dynapak cartridge?

Our loop rewind feature with secondary spill chamber automatically re-winds the tape. One quick tug-and-release on the tape opposite the pinch roller and the loop returns undamaged to the cartridge, ready for re-play.

Dynapak eliminates distortion and extends play. Dynapak’s design does away with fragile pressure pads, so it cuts out cross-talk and reduces head wear in players. Our unique tape tension system ensures superior high fidelity for the life of the cartridge. And the one-piece silicon pinch roller prevents tape sticking and resulting wow and flutter.

Dynapak’s tape capacity offers up to 100 minutes of continuous stereo enjoyment on standard 1 mil Mylar base tape. This lets you offer longer programs, and cover a larger range of requirements with one standard cartridge.

Zero defects production line techniques. We treat quality control as though Stereodyne invented it.

This is a continuous process with us. Precision dies and meticulous quality control during molding and packaging ensure cartridges with zero defects. Dynapak 4- and 8-track cartridges have 100% parts interchangeability. And simplified assembly and tape threading assure zero reject production.

Production savings of 25%. It’s a fact. You can achieve this saving on your assembly line because Dynapak’s design has fewer parts. They’re pre-assembled and packaged for maximum production line efficiency. Most are reversible so they can be assembled blind-folded. There is no special assembly line equipment needed with Dynapak.

You require fewer assembly people; each can produce 20 to 24 cartridges per man hour. Fewer and more efficient parts reduce your incoming and outgoing shipping costs.

It took the people who know duplicating best to invent a no-return cartridge. Stereodyne can supply you with fool-proof Dynapak cartridges. Plus superior quality tape duplication. It makes sense to let us do both.

And we won’t be competing with you for retail sales. Stereodyne has no existing or planned activities in the music business.

All we offer is the finest quality tapes, duplicated for the highest level of stereo appreciation. Plus advanced production techniques that considerably lower your costs. And Dynapak, the world’s first no-return cartridge.

Why don’t you call us on it? We’re going to make Detroit famous for more than cars.

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JANUARY 27, 1968, BILLBOARD
Chancellor taped up a 250% increase in sales last year. Did you?

If your answer isn’t yes, it may be because you’re not dealing with us!

Chancellor is the total tape headquarters for Metropolitan New York and New Jersey.

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FREE Displays for Cartridges, Cassettes and Playtapes!

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CHANCELLOR ELECTRONICS, INC.
457 Chancellor Avenue, Newark, New Jersey 07112
If you read Billboard each week and toss it away, perhaps you aren't concerned about your October 23, 1938, copy... or your March 4, 1967, copy. But, if you do save Billboard for use as a reference tool, missing copies can drive you to distraction.

Now, Billboard and 3M IM/Press (3M Company's International Microfilm Press) offer a complete file of Billboard from its beginning in 1894 through 1967. The file is on microfilm, which means it is compact, protected and easy to use.

There is a problem, however. Billboard has never been indexed. Consequently, if you want to research the tape cartridge industry in Billboard today from say the point when Ford first announced they would offer tape units in their cars, you would have to glance through every edition back to April 3, 1965.

Happily, however, this problem can be solved. We can back-index Billboard and will do so if subscribers and future subscribers to our microfilmed editions indicate an interest in an index. How far back should the index go? 1960? 1950? 1940? And what do our subscribers to our microfilmed editions really wish to find?

We don't know. But you do. So, we invite—nay, urge you to write our Richard Schreiber at Billboard, 165 W. 46th St., New York, N.Y. 10036. Tell him why you are interested in Billboard on microfilm. Perhaps we can help each other.

What does Billboard on microfilm cost? Each year is contained on two reels of 35mm negative (positive) microfilm. That will cost you $36. Yes, this is more than you're paying for Billboard today. But what did happen to your copy dated October 23, 1938?
MGM Records of England welcomes all delegates to MGM’s first tape convention in Britain for the week beginning January 22nd.
Available now on both 4- & 8-TRACK stereo tape cartridges and the new compatible stereo Cassettes

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8065 Anders 'n' Poncia
8061 The Lovin' Spoonful/Everything Playing
8060 The Sopwith 'Camel'
8059 The Innocence
8058 You're A Big Boy Now (Original Sound Track)
8056 The Best Of The Lovin' Spoonful
8054 Hums Of The Lovin' Spoonful
8051 The Lovin' Spoonful/Daydream
8050 The Lovin' Spoonful/Do You Believe In Magic?

STereo CASSETTSES
Prefix: KGX5
8065 Anders 'n' Poncia
8061 The Lovin' Spoonful/
Everything Playing
8056 The Best Of The Lovin'Spoonful
8054 Hums Of The Lovin'Spoonful
8050 The Lovin' Spoonful/ Do You Believe In Magic?
Soprano Evelyn Lear will sing the title role in Berg’s "Lulu" with the Deutsche Oper Berlin this winter before recording the opera for Decca. Miss Lear sings her first regular performance of "Carmen" and próximo October 30 in Berlin. Mary Ellen Freda sings her first Micaela in the same Met performance. The finissimo Columbia digital with the company as Aris Verri in "The Barber of Seville." The first performance of the Met's new prod. with Elena Obraztsova is slated for Feb 13 with Montserrat Caballe, Andrea Gruber, and John milieu. Giorgio Tozzi and Edo Flaminio are the Philarmonic Workshop products. James King sings his first Don Jose in "Carmen" at the Met Feb 16.

"MaMa's a Delight" • Continued from page 35 festive "To My Dream (MaMa- para)," Perhaps the best diction of the evening belonged to Grasmick, who appeared with the Columbia and Dosto. His final duet with an Italian is a high spot. Other peaks were the major ensemble led by Alexander and the last quartet between Alexander and Miss Fenn. The version of the Lear-Schellenberg and Paul Piniaka, debuting with the Met this season, also handled their roles well. Franz Allers, who has recorded for Columbia, Victor and Vanguard, conducted a bright, well-paced performance of the novelty. There are two good recordings of the operas. Urania offers it in the original Gertler with Elena Berger, Peter Anders, Else Tegtloff and Jost. Casa Berlin, on RCA Victor. Richard conducting. Everest's version is in Italian with Elena Rizzi, Ferrara, Tagliavini, Pa Tassinari and Carlo Tagliabue, Francesco Molinari - Pradelli conducting. FRED KIRBY

Dichter Clicks • Continued from page 35 Mozart’s "Symphony No. 41 (Jupiter)," which opened the program, seemed long as Bernstein took all of the work’s repeats. The third-year conductor Unsuk Chin conducted the Vienna Philharmonic in Mozart's "Symphony No. 36 (Linz)" and "Piano Concerto No. 15." Bernstein also is soloist in the concerto.

JANUARY 27, 1966, BILLBOARD
PARIS—The French record popularity contest organized by Radio RTL Luxembourg to coincide with the MIDEM will culminate in a special soirée in Cannes on Friday (20) when the Prestige 68 RTL awards will be presented to the top three artists in each of three categories—Established Stars, Newer Stars, and Up and Coming Talent.

Radio Luxembourg began the contest Jan. 2. Since then 30 recordings, chosen by the 10 record companies in the contest, have been broadcast daily. Listeners have been asked to vote for the records on ballot forms which have been published in many French newspapers and magazines. In addition to the awards for artists, Radio Luxembourg will also present prizes to listeners whose votes correspond to the final order.

On Saturday (27), final day of MIDEM, Radio Luxembourg will hold a luncheon at the Fondation Proovut outside Cannes. Among the guests will be the French minister of communications Kosko, Jean Yanne and George de Caunes, and a host of French and foreign chiefs and artists.

Czechs to Bank Eurovision Contest Hopes on K Gott

PRAGUE—Czechoslovakia's singer Karel Gott (1967 MIDEM Trophy winner) will represent his country in the Eurovision Song Contest in London on April 6. Gott will sing a song written by 1966 Eurovision winner Udj Jurgens.

Idea for this collaboration came from Masa Bebel, director of the Czechoslovakia Committee in Prague, who has considerable interest in Eurovision.

Said Bebel: "I wanted Gott to sing for Austria last year, because Austria does not seem to have many outstanding artists. However, I think that bringing a singer from France or somewhere else in West European countries, I suggested that an artist from a neighboring country should have been Gott, the only real contender."

Gott and Jurgens met this week at the MIDEM in Cannes (Patrice-Marcoine) — "Tol, l'Amoureux" (Polydor) — "La Rose"; Mario Jacques (Vogue)— "La Fille de Mars"; Charlotte Leslie (Polydor)— "Fait de Dole"; Max Rongier (Path-Marcenon) — "La Mairie"; Eric Saint-Laurent (Barclay)— "Shall We Dance?"; or Tristan (Philips) — "Y s'tasse rien et Yane (Riva)— "Le Thi.

CZECHOSLOVAKIA'S EUROVISION contender Karel Gott, left, at the Frontier Hotel Las Vegas, with Frank Sinatra Jr.
Pye Is Reshaping Policy on Golden Guinea LP Series

LONDON — Pye is revamping its Golden Guinea LP series policy. Beginning Feb. 16, releases will encompass special regional interests and tastes as well as continuing the classical Collector Series repertoire.

Pye's Money Frankie will supervise pop product for Golden Guinea release, and John Snaith and Brian Auger will concentrate on the Collector issues. GG albums cost $2.20 each, and will now be available in mono and stereo.

The Feb. 16 release will include "God Bless the Prince of Wales" by the Rhos Male Voice Choir, an album covering varied Welsh and international songs and intended as a link

with the choir's participation at the ceremonial proclamation of Prince Charles as Prince of Wales at Caernarvon Castle July 1, 1969.

Other LPs in this release are two brass band albums, "The Champions," by the Black Dyke Mills Band, current holders of the British national brass band championship, and one by the Bright House and Rastick Band. The latter is the only LP by the Shottons and Caledonia Pipe Band and Calum Kennedy. The Band of the Coldstream Guards has been signed to record for Golden Guinea, and an album of this band is song-writer and Pye aor-man Tony Hatch and arranger-MD Bob Leaper.

Coke Using Canadian Talent On LP's in Special Promos

TORONTO — An important vote of confidence in the drawing power of Canadian talent is registered with Coca-Cola's investment in two specially produced albums featuring Canadian talent. The albums, "A Wild Pair" with the Staccatos and the Guess Who for the English market, and "Rasinking" with Michel Louvain and Michelle Richard for the French Canadian markets, will be launched next month.

They will be promoted with point-of-sale displays illustrating the record jackets, banners and millions of bottle-neck rangers with details and order form; radio commercials featuring material from the records and top teen deejays Brian Skinner of CHRUM, "Big E" Walters of CKFH, Toronto, and radio station promotion kits.

From The Musical Capitals of the World

AMSTERDAM

The Ten Years After were in Rotterdam for concert appearances. The Dave Clark Five visited Holland to tape a TV show featuring their current hit, "Everybody Knows," and Paul Jones starred in the local TV show "Feepkaps." The first performance of the Dutch version of the American musical "I Do, I Do" was staged in Rotterdam, Jan. 1. Bovema released the original soundtrack of the Dutch version on its Imperial label, featuring Annet Nieuwenhuyzen and Eric Schmidt. "The Beatles" "I'll Be Good" on Parlophone topped the 100,000 sales

mark six weeks after release.

Radio Veronica voted The Who... a hit, and its last three singles sold a total of 600,000, as the hot single group of 1967. Three appearances by Nino and Frederik on Dutch TV have stimulated sales of their Metronome recordings, reports Dureco.

John Woodhouse (Philip) was awarded a golden disk for his recording of "Maladita," published by Allana. Award was made during a national TV program from the Dutch Navy carrier Europ. Deerman.

The Claude Lelouch movie "Vivre Pour Vivre" opened in Holland and Arrows released the soundtrack album. ...J'Italo is

(Continued on page 46)

MODUGNO INKS ON TWO FRONTS

ROME — Domenico Modugno has signed a five-year exclusive contract with RCA-Italiana, as author and composer. The contract, which was signed Nov. 8 during the 18th San Remo Festival Feb. 1-3 in Italy, will be the first post-1960s exclusive contract in the international field.
Bridge Joins Pye's Board

LONDON—Geoffrey Bridge, former Pye director, has been appointed to the board of Pye Records (sales) on Jan. 29. He will be the specialist craftman of international director.

In this new post, Bridge will be responsible for the exploitation of all Pye product overseas.

International manager Peter Eiderston retired Dec. 31, leaving Harrison Castle and assistant international manager Alex Everitt to run the international operation.

Bridge, who was at EMI for eight years, became managing director of Pye Records in July 1966. He became joint general manager of the overseas division early last year and was succeeded as managing director until Dec. 31.

Bovema Had Big Share of Hits

AMSTERDAM — In a review of 1967, Bovema, the Dutch company's share of the major share of the year's hits and underscores the importance of Bovema's streak in the releasing recording.

De Bovema has scored artists visiting Holland for radio, TV and concert appearances including Bob Wigglesworth, Vera Lynn, Lou Rawls, Paul Jones, Adam Faith, Keith West, Jeff Beck, the Hollies, the Procol Harum, P. F. Arnold, the Moody Blues and Dave Clark and Five of Silk.

Bovema also developed its own Imperial label production with successful recordings with the Cats and the Buffoons. During 1967, Bovema extended its repertoire with the acquisition of the Barclay (France), SABA (Germany), and Blue Note and ABC labels for distribution in Holland.

EMI Disks Hit Big in Denmark

COPENHAGEN — Nine of Denmark's top 10 commercial singles of 1967 were EMI recordings, reports managing director Sigurd Johansen.

The company's best seller of 1967 was the Beatles' "Hello, Goodbye" on Parlophone, although it was not released in Denmark.

Of albums in the 22 kroner price ($1.00) price bracket, EMI had the No. 1, No. 3, No. 4, No. 6 and No. 9 spots. Top selling album was the Beatles' "Sgt. Pepper's Lonely Hearts Club Band."

Third, fourth and fifth respectively, were the Beatles, the Rolling Stones, the Byrds, the Kinks, and the Ventures.

In the low-price album bracket, EMI's biggest seller was the Beatles' "From Me to You," which was released Nov. 15.

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COPENHAGEN — Nine of Denmark's top 10 commercial singles of 1967 were EMI recordings, reports managing director Sigurd Johansen.

The company's best seller of 1967 was the Beatles' "Hello, Goodbye" on Parlophone, although it was not released in Denmark.

Of albums in the 22 kroner price ($1.00) price bracket, EMI had the No. 1, No. 3, No. 4, No. 6 and No. 9 spots. Top selling album was the Beatles' "Sgt. Pepper's Lonely Hearts Club Band."

Third, fourth and fifth respectively, were the Beatles, the Rolling Stones, the Byrds, the Kinks, and the Ventures.

In the low-price album bracket, EMI's biggest seller was the Beatles' "From Me to You," which was released Nov. 15.

Execs at DGG Meet

COPENHAGEN — Nordisk Polyphon managing director Wilhelm Hamburger and aad manager of the Danish Polyphon and Deutsche Grammophon convenion in Hanover on Jan. 15. Also present to present their annual report to the board of directors was Charles Schuyler, the head of the successful "Golden Years." In Europe, the company's biggest hit was "The Beatles' Love Me Do."
The Fugs say today's things with more courage, less compromise than any group ever to tilt at the hypocrisy of a hide-bound status quo. Improbably named, impassionately premised - the Fugs are ready for the world! Is the world ready for the Fugs?

“Tenderness Junction”

On Reprise Records R/RS 6280
**From the Music Capitals of the World**

- Continued from page 48

Carr and many others pulled audiences in 11,600,000 homes, the highest audience since last year. According to television Audience Mirror, MGM has covered the Lennon Portfolio and has been paid $100,000 for the show. A survey of the show's audience shows that the film was well received by a wide range of viewers, including young and old.
TAPE CARTRIDGE TIPS
by Larry Finley

Here is what some of the leaders in the music industry say about the ITCC first quarter promotion.

Bill Lewis, V-P of Retail Sales
Ne-Bran Co., Birmingham

"It's the greatest promotion I have ever seen—unbelievable. We had two new salesmen sell 14-100 packs in the first two days."

Merritt Kirk, Gen'l Mgr. Record & Tape Div.
Caledon, San Francisco

"Contests for dealers are difficult things; this one they understood right off the ball. They are very excited about it, as are our salesmen—their enthusiasm is just great!"

Sid Koenig, Pres.
Chancellor Electronics, Newark

"Outstanding promotion which should generate a lot of business for dealer at the consumer level. Something much wanted and needed in this industry for a long time. Glad ITCC thought of it!"

Mort Ohren, Sales Mgr.
Tape Distributors of America, Chicago

"This is the most exciting promotion I have seen in my life. It's the first time, to my knowledge, that the distributor, salesman and retailer can come out on top. All I can say: 'Keep up the good work, Larry!'"

Jay Jacobs, V-P & Gen'l Mgr.
District Records, Div. of Schwartz Bros., Washington, D.C.

"Schwartz Bros. hungry salesman flipped over ITCC's presentation. Our order on the 100 pack should reach 200 within the next week. Thank you for giving us the opportunity of being associated with a winner!"

Jack Baker, Division Sales Mgr.
Craig Corp., Los Angeles

"The ITCC tape program is one of the best thought out sales programs that I have observed. It will create mounting interest in a new and expanding industry!"

Art Talmadge, Pres.
Musicor Records, Inc., New York

"The old showman does it again. Larry Finley's fantastic presentation of ITCC's first promotion is a sure-fire winner. A wonderful incentive for the tape cartridge industry!"

Larry Rosemarin, Pres.
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"With this program, all are winners. ITCC's first quarter promotion is one of the most direct and most informative meetings that I have attended in some time!"

Steve Morris, Admin. Co-ordinator
Twentieth Century-Fox Records, New York

"I think that the ITCC sales presentation, itself, is one of the most impressive of its kind that I have ever seen. The sales program should open up vast retail outlets for the marketing of stereo tape cartridges!"

Irving Rosenberg, President, Associated Records
Trenton

"This is truly fantastic. The Music Industry has needed something like this for a long time. We're with you One Hundred Percent. Truthfully feel that this will bring the Cartridge Industry to the point that it truly deserves in our economy."

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New Low Price Cassette Units Seen Threat to Two-Tracks

A number of exhibitors showed cassette playback units in the $34.95 range. National Electronics, Inc., showed a unit for $34.95 that would record and playback.

Meanwhile, Playtape units were being shown at all-time low prices. For example, Topp was running a housewares show special on a unit — the price $10. Playtape themselves were being priced to retail at $1.

"Using the time-worn expression, one buyer remarked, "They're giving away the razor to sell the blade." Some Playtape innovations were interesting. International Importers, Inc., showed its Ho Ya unit with $4 AM tuner built into a cartridge. The player itself was priced at $9.95.

"A new is a cassette playback for summer introduction that will carry a list price in the neighborhood of $16. Company spokesman Keith Johnson said, "And this will be a quality unit!"

Fully Involved
Prestige officials also said the firm will be fully involved in the low-cost cassette playback field by the time of the Consumer Electronics Show, Commodore's Mike Simon displayed a unit in the $24.95 range that records and plays cassettes.

Simon said, "One thing that has held back the portable cassette player is the lack of variety. By this, I mean you are limited to one cassette at a time. We hope to overcome this with our 'Rangerou' unit which will have a pouch or saddle that allows you to carry six cassettes with the unit."

Midland International Corp. of Kansas City, Mo., an automobile-oriented company, was talking motley cassettes. A company spokesman said that by the time of the Consumer Electronics Show, Midland will have at least eight cassette models, including low-cost playbacks.

Many importers and buyers said that the shakeout in cassette equipment is imminent, the import-off period being determined by the necessary to have available low-cost pre-recorded cassette cartridges.

As one buyer remarked, "It's a little ridiculous to offer a cassette player for $19.95 and still have to sell cassettes at $5. Cassette cartridges have to come down."

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CHICAGO — Development of a low-cost 8-track unit with record capability fills a marketing gap in the system that counters one of the most prominent selling points of the cassette, according to Leonard Fish, president of Kinematix, Inc., here.

Up to now a salesman in a store might have told customers that the cassette system is better because he can record with it. This would have turned some people away from 8-track. But now we have record capability in the 8-track system, too.

Fish, who has developed a $49.95 unit that records both 4- and 8-track cartridges, said the development "probably fills a psychological need. I doubt if there will be a large percentage of people who will want to record their own cartridges. But the capability is there is they want it!"

Although Kinematix has five different models with 8-track cartridge record capability, Fish is not anti-cassette; he is also developing units that handle cassettes as well as 4- and 8-track. "I merely see the cassette as another aspect," he said.

"I think all the various systems have features that recommend themselves. Spring pressure-loaded roller in the Playtape system is one example. The size of the cassette certainly is a dramatic feature.

3-CARTRIDGE Holder by Channel Co.

NEW YORK — Channel Marketing Inc., manufacturer of the CARTRIDGE accessory of New York and Los Angeles, is introducing a cartridge holder that stores three cartridges, either 4 or 8-track.

The holder adheres to any surface without drills, holes, bolts, screws, straps or fasteners of any kind. It gives the motorist six to 12 hours of music within easy reach. It can also be used in the home without defacing the surface to which it is attached.

The holders are sold in pairs and are attached to a rack display or counter. The suggested retail price is $1.69. A patent is pending for the holder under the name of "Tape Storage Channels."

The reverse capability of the newuluva system is another feature and certainly the continuous loop feature of the 8-track system is a tremendous advantage.

"If we could all start over now, knowing what we know, there would be adaptations from all existing systems and we would have one ideal design. I just think that the 8-track system has a tremendous potential and this is the system that will dominate."

"The 8-track system offers compatibility with the automobile, the greatest amount of music is recorded on 8-track. The separation is superior on 8-track, the 8-track system offers superior frequency response and now the 8-track also has record capability."

"The doubled speed of 8-track's 3/4 inches per second as against the cassette's 1/2 in. is itself a superior feature. Before 1961 is out we're going to see the 8-track with 18,000 to 15,000 cycles per second. This will put 8-track on a frequency response level with reel-to-reel tape."

"The fast forward and fast reverse feature of cassette is not an advantage over 8-track because you have to turn the cassette over. We now have fast forward on 8-track. This will mean you're never more than 7/10ths of a minute away from the selection you want and you're often at close as 1/5 of a minute."

"The length of playing time is also a superior feature of 8-track," Fish said. "The new Dynapac cartridge has 100 minutes and this is on 1-mil tape. If it were a 4-mil tape, like the cassette that offers 200 minutes, the Dynapac cartridge would offer 200 minutes."

Fish said Kinematix now has five different models with cartridge record capability. In addition to the KX-8999, which only records and lists at $149.95, Kinematix has a KX-9000 model with a deck and pre-amp that lists for $169.95 — this records and plays back.

The firm also offers a de (Continued on page 49)
Certron Will Offer Low-Price Cassette

LOS ANGELES — The drive to flood the tape cartridge market with budget line cassette product continues on a wide scale here with Certron Corp., Anaheim, planning to introduce a low-priced compact cassette.

Certron, a two-and-half-year-old tape manufacturer heavily involved in supplying private label blank tape in 4, 8-track and reel-to-reel to major firms, will concentrate this year on developing its cassette image.

Herbert A. Gold, vice-president, said the company will introduce an EP and LP cassette line and to concentrate on mass merchandising blank cassettes through rack-jobbers, promotional programs, packaging and blister-packs, a three-cassette variety-type package.

To enhance its standing in the tape field, Certron will make several major acquisitions within 60-90 days in the home entertainment-tape cartridge field in a drive to go public, according to Gold, a former executive with Ampex.

By involving itself in the cassette market this year — Certron manufactures its own cassettes under the Certron-Audio, S.A., banner in Mexico — Gold feels a $3-4 million dollar increase in earnings is possible. "This is the year of consumer acceptance of the cassette," says Gold.

Although it plans a major drive in cassettes, Certron will continue to supply private label blanks in 8-track, and concentrated, the largest music electronic store chain in Australia.

Aiwa Bows Cassette Unit With Changer

CHICAGO — Aiwa showed a changer-equipped cassette player-recorder privately to buyers during the housewares shows here last week.

The changer accommodates six cassette tapes and was shown as part of the company's Model TP-1000 cassette player-recorder. The TP-1000 normally lists at $109.95 retail. With the changer the suggested list will be $158.

Ampex Gets Right to Issue All London Product on Tape

NEW YORK — London Records has signed a long-term licensing agreement giving Ampex the right to issue on tape all London product as well as that of London's subsidiary labels, including Patro, Dot, Deram and Hi. The agreement covers all types of pre-recorded tape, and London's product will be issued by Ampex in open reel, cassette, and 8-track and 4-track cartridges.

The new agreement was negotiated by Marty Wargo, London's director of administration, and Don Hall, general manager of Ampex Stereo Tapes. London has been associated with Ampex since the early days of pre-recorded tape and is one of the leading labels in Ampex' stable of licensors.

London and Ampex now plan an even larger rate of tape releases than before, with an aim toward product being issued on tape simultaneously with or as quickly as possible after release on LP.

Sony Will Offer Five Stereo Cassette Units in 5 Months

LOS ANGELES — Sony will offer five stereo cassette players within the next five months to complement its two monaural models and one 8-track recorder/player.

The forthcoming product release encompasses a deck, an attachable cassette deck with enclosed speakers and a complete pre-amplifier center which can be connected with other components. One model will also be offered as a stereo counterpart to the monaural model 100. The price range for the new equipment will begin at $99.50 (for the deck) and escalate to $179.50 for the complete equipment center.

In addition to the monaural model 100, the line will also include the model 50, a pocket size cassette player retailing for $125. "Miniaturization," says Sony Superscope president Joseph Tushinsky, "does not mean cheapness."

The company's recorder/player (model TC-68) is its first combination-type cassette machine. Sony has no plans for 4-track equipment, Tushinsky says, "because it's a declining market." The executive sees the cassette market as a major new area for tape — one which in no way affects the growth of the reel-to-reel business.

Kinematix 8-Track

Continued from page 46 luxe model, the KX-1100, that lists for $229.95; a KX-1200 with built-in 4-speed phonograph and optional cassette deck, that lists for $299.95; and the KX-1770, a playback only unit, with a suggested list of $179.95.

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Tape Cartridge Reproducer
Aiwa, Panasonic, Moving Toward Price Maintenance

CHICAGO—The major news item last week was the shock cut in the massive assembly of housewares here that buyers and exhibitors here have been expecting as increasing effort by Aiwa and Panasonic to keep the prices on their audio lines.

The word was out from both of these major importers that dealers who cut Panasonic and Aiwa prices at shows and will be in danger of having the lines pulled. Several buyers reported instances of this in the case of Panasonic And Panasonic spokesman confirmed it off the record. Aiwa officials, also off the record, said they will be forced to react to the same tactic.

"We're definitely trying to achieve price maintenance," one Aiwa executive said. "But it is different than a cut in the line is about the only way we can achieve it."

This same official said that the firm has just a problem

Two New Tape Lines by Ampex

CHICAGO—Two new series of recordable tapes, a low-noise and a multi-purpose tape—have been marketed by Ampex Corp.

The low-noise tape, the 304 series, is said to hold back ground noise to a minimum and improve high frequency response at standard and slow recording speeds. It has a high-quality oxide binder similar to that used in Ampex professional low-noise tapes.

The new 301 series is multi-purpose for recording at all popular tape speeds. It replaces series 500.

Both series are available in sensitance and polyester base materials on 7-inch or 5-inch reels. The 301 series is also available on 3-inch reels and is a newly introduced 3-inch by 4-inch plastic matur.

Highlights of the Masterwork Line

Masterwork Holds Line
of 1968 Audio Prices

By EARL PAIGE

CHICAGO—Dealers came to a special showing here last week to view a 40-piece Co.

The Model 7003, for example, a component style stereo FM/AM multiplex and tape cartridge playback stereo, has been priced at $229.95. This year's version carried a suggested list of $249.95.

The 7003, described by Masterwork's director, J. J. Habrisky, as the "showstealer," will be offered to dealers complete with a display that "is in its versatility—a twist of a control knob gives the listener FM or AM. From the FM, switch to phonograph records or 8-track cartridge music. The unit will work through a wide range of satellite speakers."

"Our line is devoid of plastic," said Harris. "Plastic is cheap, but it looks like an entire radio line, for example, is done in Skai-stitched leatherette."

The 7003 combines all styles and will operate on either batteries or AC with no adapter needed.

Masterwork's unique approach to styling is evident in its improved Model 2103 "tape phonograph," an item aimed directly at the youth electronics market. It operates on either battery or AC with no adapter required. It is priced at $99.95.

Columbia's approach to tape cartridge home playback units is two AC, solid-state model lines. In a decision, said Mert Paul, who heads up the local branch here. "We know the tape cartridge market is automobile oriented but the Columbia draws a heavy consumer market."

The customer in his car wants to play those tapes at home. For the tape cartridge customer, Columbia offers a home playback unit that accommodates a phonograph turntable; for the record customer the 7003 offers tape cartridge playback capability. "This is both sides of the coin," Paul said.

Harris said, "Our line is winning over two types of stores. We're doing well with the small, independent dealer. The big reason is our distribution setup. We can service our accounts quickly and this is important in today's market."

Piece by piece, the Masterwork line for 1968 looks like this:

The Rover (M-45) singles record player, introduced in 1967, is portable and playable in any position, at $24.95 suggested list.

A four-speed, mono, solid state portable (M-2008); a four-speed, mono, solid state "hugge case" portable (M-2104); a four-speed, mono, solid state "hugge case" portable (M-2104B); a double-speed, four-speed, automatic solid-state "hugge case" mono portable (M-2106); a stereo "drop-a-matic," solid state portable (M-2118); a stereo solid-state automatic portable ensemble (M-2120); a stereo "drop-a-matic" solid state portable ensemble (M-2119); four solid-state record players (M-2011-2014); two stereo solid-state record players (M-2001-2002) and a four-speed, four-speed, automatic solid-state table model with AM-FM-FM stereo (M-2115A).

But there's more of the "Symmetry" series, a stereo solid-state sound-sealing portable (M-6001); a de luxe stereo solid state "drop-a-matic" portable (M-6003); a stereo solid-state package component system (MS-7001); a stereo solid-state package component system with AM-FM-FM stereo (M-7003).

Consoles offered are a stereo high fidelity console with AM-FM-FM stereo (M-1127); a custom stereo high fidelity solid-state console with AM-FM-FM stereo "The Yorktown" (M-1523); a custom stereo high fidelity solid-state console with AM-FM-FM stereo "The Seville" with AM-FM-FM stereo (M-1526).

Radios

New radios are a de luxe 6-band world-wide portable trans-"ster (2896); 6-band solid-state portable with 17 trans-"ster (2894); AM-FM-SW marine portable 12 transistor (2892); AM-FM-SW marine portable 12 transistor integral (2890); AM-FM-SW marine portable 12 transistor (2888); AM-FM marine portable 12 transistor (2888); AM-FM marine portable 12 transistor (2888); compact 10 transistor AM-FM radio (2102); AM-FM portable 10 transistor (2880); de luxe personal FM transistor (104); AM micro-miniature personal 12 transistor (100).

The line includes these open reel tape recorders, a solid state personal portable (M-730); two-speed solid state个人 portable (M-731); a solid state personal tape recorder (M-730); a four-speed solid state personal portable (M-732); four-speed solid state personal portable (M-732); stereo 4-track solid state portable (M-800).

A complete line of record players, phonographs, whether monaural or stereo is promoted as being capable of playing stereo records.

Gary Skatoff Fatally Shot

ST. LOUIS—Gary R. Skatoff, 32, owner of Melody House Music Shop here and widely known for his "Gary's singles," was shot to death during a suspected recent robbery outside his shop on the corner of St. Louis box terminal.

Skatoff, who dealt with orders with distributors all over the world in the course of tracking down hard-to-find "Gary's singles," normally carried the day's receipts in his pocket. He was often as much as $3,000, his parents said. Police report no finding on orders.

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LOVE
LIVES

their third incredible incarnation on Elektra titled

forever

changes

Elektra
<table>
<thead>
<tr>
<th>ARTIST/TITLE</th>
<th>LABEL &amp; NUMBER</th>
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<tr>
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Artificial BIA and real name of a million-dollar unit are shown in boldface type, and are indicated by upper-case lettering in blue ink.
“MR. SHING-A-LING”
by Lou Donaldson

A Hit Album Following In The Tracks of “Alligator Boogaloo”

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FIREBIRD SUITE

Sousa Marches

Hi RECORDS

Parrot

Bill Black's Beat Goes On

Willie Mitchell

Hi Test Hits From England

STOKOWSKI

LONDON SYMPHONY ORCHESTRA

FLYING HERE Began the Records

SOMETHING IN THE MOOD

CHEROKEE

SING.

SONG OF INDIA

SING.

SONG OF INDIA ETC.

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>Beach Boys</td>
<td>Smile</td>
</tr>
<tr>
<td>Boys</td>
<td>Who's Who He's Who</td>
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<tr>
<td>Summer, Truck</td>
<td>Town</td>
</tr>
<tr>
<td>Whiskey &amp; Wrist</td>
<td>High School</td>
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<tr>
<td>Midnight Special</td>
<td>Crystal Blue</td>
</tr>
<tr>
<td>Some Nights</td>
<td>Over There</td>
</tr>
<tr>
<td>Girl</td>
<td>Street Corner</td>
</tr>
<tr>
<td>Candyman</td>
<td>Hollywood</td>
</tr>
<tr>
<td>Sing Me a Song</td>
<td>Movie Star</td>
</tr>
<tr>
<td>Can't Help Myself</td>
<td>World</td>
</tr>
<tr>
<td>Can't Help Myself</td>
<td>Get A Grip</td>
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<tr>
<td>Can't Help Myself</td>
<td>The Green Dough</td>
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<td>Can't Help Myself</td>
<td>Gold Digger</td>
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<td>All the Way</td>
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<td>That's All</td>
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<td>Mockingbird</td>
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<td>Apache</td>
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<td>Can't Help Myself</td>
<td>Indian Love</td>
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<td>The Ballad</td>
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<td>The Pretender</td>
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</table>

Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard.
Continued from Page 58

Top LP's

Artist - Title - Label & Number

2 187 178 Baltimore & Ohio Marching Band - Leppard
Jubilee 220400 (M) JES RECORD (3)

4 157 179 The Temptations - Luther
Giant 921 (W) 5 921 (1)

4 196 180 Electric Prunes - Mass In F Minor
United Artists 5227 (W) 6 5227 (1)

17 183 181 John Gary - Carnegie Hall Concert
RCA Victor L6 1199 (M) LSO 1199 (1)

9 181 182 Cody Gore - Greatest Hits
Columbia CL 7589 (M) CL 7589 (1)

36 182 183 Bas Marimar Band - Hoots Upt
Ad-A-L ishp (M) SP 4123 (3)

465 184 184 Johnny Mathis - Among My Greatest Hits
Columbia CL 1513 (M) CL 1513 (1)

30 159 185 Ed Ames - Time, Time
RCA Victor LNP 3314 (M) LSP 3314 (4)

21 153 186 Roger Williams - Golden Hits
RCA Victor L6 1330 (M) KS 1330 (1)

23 171 187 Soundtrack - Flight of the Doves
RCA Victor LNP 3314 (M) LSP 3314 (4)

1 190 188 Jimmie Vaughan - For All The Seasons Of Your Mind
Varese/Spectra FT 2924 (M) BTS 2924 (1)

1 189 189 Chet Atkins - Glass Guitar
MGM KLP 2545 (M) KLP 2545 (1)

1 200 189 Rod McKuen - Listen To The Warm
MGM KLP 2545 (M) KLP 2545 (1)

93 191 191 Rolling Stones - Big Hits (High Tide & Green Grass)
London HX 377 (M) KLP 377 (1)

3 185 192 Donovan - For Little Ones
East LK 24205 (M) EN 24205 (1)

9 193 Busby Berkeley - Razzle Dazzle
RCA Victor L6 1330 (M) KS 1330 (1)

1 194 Soundtrack - Live For Life
MGM KLP 2545 (M) KLP 2545 (1)

20 195 Otis Redding - Live in Europe
East LK 24205 (M) EN 24205 (1)

1 196 Rod Rodgers - John Wesley Harding
Columbia CL 3654 (M) CS 3654 (1)

1 197 Neil Young - For One Once
RCA Victor LNP 3314 (M) LSP 3314 (4)

2 199 199 Various Artists - Lyndon Johnson's Lonely Hearts Club Band
Dunhill DH 701 (M) DH 701 (1)

1 200 199 5 Stairsteps & Cubie - Our Family Portrait
800-800-616 (M) 800-800-616 (1)


cast of 100

Earl Green & His Orchestra - Choreographed by Ron Lewis & Billy Petch - Music by Jean Leccia

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* "My One True Love" B/w "Love That Lasts Forever" - 47-8566

* "I Want You Now" B/w "Yestle La Gitte" 67-9231

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