Atlantic Via WB Into New 'Stage'

By MIKE GROSS

NEW YORK — The first step in the alliance between Warner Bros.-Seven Arts Pictures and its 517 million acquisition, Atlantic Records, will lead to Broadway. The picture company has become a backer of "Her First Country Music" as a musical, which is scheduled for Broadway in the fall, under the presenting and producing auspices of Atlantic's producer, Larry Office. The opening of the show will be in May, with a run for the next two years.

Atlantic’s entry into the Broadway cast album field was announced by Larry Office, Arts president, who said, "We will control the score of the musical, too, having in mind to Music Publishers Holding Corp., the music-publishing wing of the picture company. Drake has written both the words and the music.

"The music, which is scheduled for Broadway in the fall, will star Leslie Uggams and Richard Cates and Henry G. Fowles are the producers. Miss Uggams clicked on Broadway last season in "Hello, Dolly!," her first musical."

(Continued on page 12)

Decca Entering Cassette Derby

NEW YORK — Decca Records is moving into the cassette market this week. This year’s release schedule is being expanded to include 16 cassettes and will follow a similar release schedule of an unspecified number of tapes. The label will also be issued for the release of tapes with the "specials" as called for.

The opening release, according to Sidney N. Goldberg, Decca’s sales vice-president, covers a wide variety of musical styles because there are not too many recording companies with a wide variety of musical styles.

(Continued on page 12)
Mancini’s “Party”
New Victor singles from the United Artists movie “The Party”

HENRY MANCINI
who scored the film, plays the title tune
“THE PARTY”
c/w “Party Poop” #9483
Watch for Hank’s new Victor album of his music from “The Party” coming in April.

and
VIC DAMONE
sings the new Mancini ballad from “The Party.”
“NOTHING TO LOSE”
c/w “Goin’ Out of My Head” #9488

RCA
**Buddah Boosts Stereo Singles**

**NEW YORK — Buddah Records has launched an intensive promotional campaign to promo-...**

**LOS ANGELES — Acquisi-...**

**STEREO SINGLE SPINS AHEAD**

**NEW YORK — The emer-...**

**Koussevitzky Award Sept. 10**

**MONTREUX, Switzerland—The Koussevitzky International Recording Award will be pres...**

**NEW BB POST FOR WARDBOW**

**NEW YORK — Willis (BBI) Warbow has been named West Coast general manager of Billboard Publica-...**

**BUDDAH BOOSTS STEREO SINGLES**

**NEW YORK — Buddah Records has launched an intensive promotional campaign to promote...**

**LOS ANGELES — Acquisition...**

**STEREO SINGLE SPINS AHEAD**

**NEW YORK — The emergence of the industry standard single as the industry standard...**

**3 LICENSEE DEALS SIGNED BY PROJECT 3**

**NEW YORK — Project 3 will sign licensed deals with Eddie Barclay Norway, Vincentico...**

**KOUSSEVITZKY AWARD SEPT. 10**

**MONTREUX, Switzerland—The Koussevitzky International Recording Award will be presented...**

**NEW BB POST FOR WARDBOW**

**NEW YORK — Willis (BBI) Warbow has been named West Coast general manager of Billboard Publicati...**
HIGHLIGHTS OF THE WEEK IN

Billboard

AUDIo REtAIING  68

FINAL FIGURES on sales to dealers in 1967 are disappoint-
ing, but the trend at year end was up.

CLASSICAL  40

CLASSICAL ROUNDUP—Columbia records achieves classic, but RCA still maintains over-all lead.

INTERNATIONAL  54

28 RECORDINGS were awarded prizes at the 13th Interna-
tional Festival du Son, which opened in Paris Thursday

MUSICAL INSTRUMENTS  21

THE MUSIC INDUSTRY is being called on to help soothe
our sensitive cities.

RADiO-TELE PROGRAMMING  32

Complete details of programming battles shaping up in both
Los Angeles and San Francisco. Plus Programming Aids list.

TAPE CARD  62

STEREODYNE OF CANADA sets up distribution channel
geared to non-record outlets.

COMPLETE PHOTO COVERAGE OF THE GRAMMY AWARDS WINNERS

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EDITORIAL

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Johnny sings today's greatest love songs.

I Say a Little Prayer,
By the Time I Get to Phoenix,
The Look of Love,
Don't Go Breakin' My Heart,
Here, There and Everywhere,
Never My Love,
Moon River,
Walk On By,
Venus,
Love Is Blue.

Songs like these and a singer like Johnny. The perfect combination. It has to be a hit from both sides.

Johnny Mathis
Love Is Blue

And don't forget...

JOHNNY MATHIS
UP UP AND AWAY

including:
Misty
cry
When I Look in Your Eyes
The More I See You
FAR ABOVE
When I Was Young
Columbia Records
CS 9631

On COLUMBIA RECORDS®

CS 2751/52

www.americanradiohistory.com
New York — Viva Records has established its Middlefield String Quartet, on the Top LP's chart, with virtually no radio airplay.

The key to Viva's success has been in-store record play. "It's more important than ever," said Viva's vice-president Ed Silver, "because it's at the point of sale. We've tested this method for more than one and one half years. Viva, through its test marketing, has developed system for pre-testing its product through in-store play across the nation and has built an entire marketing program centering around in-store record play.

We have adopted some of the marketing concepts used by companies such as Procner & Gamble, who spend millions on consumer promotion," Silver said. "We use total marketing keyed to making an impact. Everything must hit at once—not be spaced out. Backing up its in-store play is concentrated display promotions geared to present product to the public on a grand scale using as little product as possible. "We're continuously out in the field at the dealer level and convince the dealer of the disk's potential sales," he continued. "We had a major deal with another label to sell our first Middlefield String Quartet album on a concentrated in-store basis. He was convinced. But when it caught on, stores played that album and its three followup LP's automatically. As a result, Silver said, "we now have a store image."

MUST BE POLICED

But the efforts must be policed. "We spend much of our energy on trying to get across the nation checking and re-checking our promotions." He explained that in-store merchandising with concentrated airplay does not always work. "This refers to some of our product as well as that of other companies. In some cases the product is not, millions of dollars can be spent in vain. Our pre-test is the only accurate barometer for us."

Because of Viva's success, other labels have now catch on, and stores, seeing a profit two years old, have started to sell airplay. Korvett's, for one, now sells its airplay. "If we have to buy time in succession, we will. This has become a major outlet for us," Silver said.

Sam Phillips Named Head of Holiday Inn

NEW YORK — Sam Phillips, founder of Sun Records, and discoverer of Elvis Presley, Johnny Cash and other top recording artists, has been named president of the newly formed Holiday Inn Motels Inc., under the Holiday Inn motel chain.

Other personnel named are Jerry Lewis, general manager and promotion manager; Bill Fitzgerald, general manager; Judd Phillips, assistant manager and promotion manager, and Knox Phillips, production manager. Thirty-two distributors will handle the product.

Several country and pop artists have been signed by the label. They include the Load of Misfortune, the Cleanmates, Jerry Dyke, Diane Hall, Chip Corvette, Leo Lalic, Jerrie Lynn and Gregg, Tod and Jack. Recording studios have been set up here.

Manager Gets A Talent Cue From Queue

New York — Talent is where you find it. So when Don Paul, professional manager of Embassy Records, London, was standing in a movie queue he paid close attention to a hippie and noticed that he was changing the outside. The busker, Don Partridge, did such a great act that people speculated he was probably better than many recording stars. Working with Partridge were three mini-skirted girls who collected money.

Paul chatted with Partridge and they discovered that he was a whiz on an accordion. The label has scheduled the tapings in Las Vegas later this month before regular patrons and a select celebrity audience.

Recently signed to the label under a two LP shot, Rickles has been getting top exposure on national television during the past six months.

New York — The sale of Robert Mellin's U. S. & publishing operations for a reported $1,600,000 hit a snag last week. According to Mellin, who came to New York from his current base in London to close the deal, prospective purchaser, whom he didn't identify, disagreed on the terms of payment.

Mellin, who plans to return to England Monday (1) where he's been involved in music publishing.

Record Review

Cream of Jazz on Riverside

NEW YORK—Dealers with a good jazz clientele will find a lot of good product in the release (11) of Riverside albums, distributed by ABC Records. They are two packages by the, lanham, a Jazz quartet outing, Out to Jones, Mortson, Tony Scott, Conny, Jerome Butch, Byrd, Joe, Sonny Rollins, Charlie Byrd, Yeston, Giovanni Santamaria and Odette.

The material has been mastered at three of Bob Thiele and the sound, generally, is excellent. It is indeed fortunate that these fine jazz performances are being made available.

The value of these albums is enhanced by informative liner notes, written by Ralph F. J. Gleason, John F. Sewed and Frank Kofsky.

Paul Ackerman

"Graduate" Winning New Sales Honors for Simon & Garfunkel

New York — Simon and Garfunkel's entire Columbia Records catalog is getting a sales spurt because of the exposure as writers of the score for the film "Graduate." Sales of the duo's first album, "The Graduate," the duo's first film score, has grown past 200,000 copies since its release three weeks ago.

Also getting top sales success is Simon and Garfunkel's latest single, "Scarborough Fair," which recently cracked the country-western cross-country-tour list in the U. S. March 16, 1969, Billboard

Executive Turntable

Chet Atkins has been appointed RCA division vice-president, artists and repertoire, Nashville. For the past 11 years Atkins has been manager of the NASH A&R in Nashville. "The appointment," said Norman Racusin, RCA Records division vice-president and general manager, "reflects our intent to draw even more heavily on Atkins' executive abilities as we enter the most dynamic period of our industry's history." Atkins will report to Steve Sholes, division vice-president in the pop A&R department, who signed Atkins to a contract as a guitarist in 1947.

Joe Berger has been named national album sales manager for Verve and Verve/Forecast Records. In his new post, Berger will report to John Schou- baum, label manager for Verve and Verve/Forecast. Berger comes to Verve after a 20-year stint with Capitol, where he held the position of national manager for both albums and singles. He has also been affiliated with Capitol, Mercury and United Artists Records. Berger has been appointed vice-president in charge of sales at Strum Drum, Inc., Chicago-based musical instrument importer. Sackheim formerly headed Don Noble & Co.

Larry Williams has joined Venture Records as a producer. Williams was formerly associated with Joe Price, former Capitol press relations man, joins the Los Angeles office of Iver Associa- tes as public relations man.

Stan Bly has been named West Coast representative for Bell Records. He will operate from the label's new Los Angeles office. Bly was general manager for the West Coast division of MGM Records for 19 years. Donald Van- corp has been promoted to assistant director of national sales. In his new post, Van Corp will assist Don England, director of national sales. Van Corp, who joined Columbia in 1963, has been a district manager in charge of planning and special projects for the Marketing Department.

John Davies has been named director of national album promotion for United Artists Records. Davies will handle promotion for UA and all the firm's labels. Davies was formerly a promotion executive with Kama Sutra and an independent promotion man. David Briggs signed a production contract with Columbia Records, the first of five producers Arthur Mogul, Tetra- grammon president, plans to sign. Briggs has produced the label's first album, a Murray Roman comedy LP.

Bert Rogal has been named head of the personal management department of Fred Stuart Associates of Los Angeles. Rogal was formerly with KHI-TV and had his own management agency. Fred Refia has been named manager of the Quebec manager of the Cameo Records office. He was headed by sales manager. He succeeds Jean Desosiers.

Steve Frank has joined Neil C. Reshen, a business management firm. Frank was manager of the royalty department of MGM Records. Jerry Kurstadt has been named field sales manager for Capitol Records. Columbia Records. Herbert Allman has been appointed public relations-sales promotion manager for the Danecrope.

Ernie Maresca has been named general manager of the Schwartz-Greenberg publishing operation. Paul J. Weber has been appointed sales manager of Ampex Corp. Weber was formerly Ampex corporate marketing services director.

(Continued on page 121)
Transcontinental Wraps Up Buying of 3 Distributors

NEW YORK — Transcontinental Investing Corp.'s subsidiary Transcontinental Music Corp. has closed the acquisition of Recordworkers, Inc., Merchants America, Inc., and Pioneer Distributing Co. The three firms are distributors.

Also signed last week was the acquisition of Somerset Co., a dance music operation in Massachusetts.

Over the past two months TIC announced agreements to acquire six such companies. According to Robert K. Lifton, president of TIC, that leaves six of the remaining two, Tip Top

MCA Net in A 15% Jump

NEW YORK — MCA Inc. reported a 15 per cent increase in fourth-quarter earnings over the previous year. Net income for 1967 was $15,680,140 or $.30 per share compared with $2.76 per share for 1966.


MCA paid a quarterly dividend of 20 cents per share. Total dividends declared on the company's common stock so far in 1968 amount to 50 cents per share.

RCA to Hold Latin Paley

NEW YORK — RCA Records 1969 Latin American Record Convention will discuss the future of the Latin-American market this week at H.B.A. in Buenos Aires, Argentina. The convention's agenda also includes a report by RCA management to stockholders of record March 20, 1968, with a similar dividend to stockholders on record March 20, 1968, payable April 1, 1968.

Handelman's 9-Mo. Net Up

Detroit — The Handelman Co. reported net income of $2,762,880 for the nine-month period ended June 30, 1968, compared with $2,177,400 for the first nine months of the previous year.

The record service and Recona, are scheduled for the end of the month.

RCA Dividend Omitted by TIC

Recordworkers, Mershon and Pioneer account for sales of more than $41 million. All three were acquired separately with TIC common stock carrying a total value in excess of $15 million.

Recordworkers is located in Boston, Mershon in Albany, and Pioneer in Wichita, Kan. The principals of all three companies will continue to operate their individual organizations. They have already participated in a number of the board of Transcontinental Music Corp., which holds owned $21,000,000 worth of TIC stock to manage its growing music interests.

Laine to Be Host

NEW YORK — ABC Records' Frankie Laine, currently in South Africa, will host the opening of a new Sears, Roebuck store in Philadelphia, Saturday (23). Laine will open the Latin Casino in Cherry Hill, New Jersey, Monday (18), featuring songs from his latest album, "To Each His Own," and the single taken from the L.P., "I Found You."

CITIZEN'S DISK CITED BY RIAA

NEW YORK — The Monkees' Colgems single, "Valleri," at a week's Tophit, has been certified by the RIAA for a gold record. Manufactured and distributed by RCA Records, the Colgems single hit the one million sales mark within three days of its release.

This marks the 10th gold record for the Monkees in six months, for singles and for albums.

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APRIL 1, 1968

1. A DAY IN THE LIFE
2. SPOOKY
3. SOUL SISTER
4. IF
5. SELDOM HAPPENING
6. DON'T LET ME BE
7. MARY ANN
8. FOR YOU
9. HAVE YOU MET MR. CHEN
10. LADY SOUL
11. DON'T YOU WANT TO
12. ELECTRICTY
13. THE ONE
14. STAN GETZ
15. MRS. SHING-A-LING
16. CRY YOUNG
17. COME TO MY HEART
18. ELECTRIC SHOCK
19. WAVE
20. BILLBOARD SPECIAL SURVEY

March 12, 1968 BILLBOARD
THE OLYMPICS
the team that scored with "Old Time Movies"
makes the winners' circle again with
LOOKIN' FOR A LOVE
KP-6003
Produced by J. W. Alexander

www.americanradiohistory.com
Cap. Broadening Premium Dept.

LOS ANGELES—Capitol is expanding its promotion into non-record products. Newly hired account executive, William G. Pettinelli, has been assigned to develop the non-record items for premium accounts.

This new venture, coming at a time when CBS, General Foods, and RCA have merged, points up the expanding business activity of the recording companies.

Among the first products being contract manufactured for Capitol are knitted hats, sweaters, and other merchandise. Such items have been a standard practice for many years by recording companies.

Capitol’s involvement in the record business of the mid-1960s was greatly enhanced by the custom-devised, high-priced promotional items the company uses in its national and local promotional campaigns.

Pettinelli’s presence is expected to increase Capitol’s promotional potential as the company expands its product line.

KJH Bans Blue Product & Spots

• Continued from page 3

In an interview with Top 40 music—by Bob Swenson, president of Campbell, Silver, Cosby Corp.—this material is “artistic and unique.”

Silver labeled the action by the “copyright board” at the station as “frivolous.”

“We sent a copy of the album to the station along with our promotional spots at least one week before airing,” he says.

Langdon Chi Concert Booking

CHICAGO — A new pop concert promotion is being moved into competition here.

The challenger is Jim Langdon, owner of Chicago’s Three Brass Buttons, who is now a concert agent under the alias of “Voices in the Night.”

In recent weeks Langdon has presented in concert Louis Armstrong, Tony Bennett, Carmen McRae, Ceil Cazan, Sergio Mendes & Brasil ’66, Art Atchison, the Steve Allen Show with Mel Torme, the Catsills, the Levin’ Spoonful with the 5th Dimension, Sunny and Cher and Diahann Carroll with Duke Ellington.

ABC Will Release ‘Star’ Soundtrack

NEW YORK—ABC Records will release the soundtrack of “Star” in September. The 20th Century-Fox movie based on the life of Gertrude Lawrence will not open until late in the month.

Starring Julie Andrews as Gertrude Lawrence, the film’s track will feature a doublefold jacket with a four-color story booklet insert. “Star” will contain approximately 17 songs and a title song by Jimmy Van Heusen.

“We didn’t hear any word on the soundtrack until after the station aired four spots.”

Management at KJH doesn’t feel it is discriminating against Tetragonagramm, and would refuse “all blue material” related or related to the station’s shows.

At a press conference held the night of the broadcast, the station’s clients are in poor taste.

Tubbo on the station’s play-list is a “new” material, based on the Fug (Reprise) and Steppenwolf (Dulluth). “We considered that list,” claims Silver.

Miss Springfield Completes ‘Ride’—Heads for Tour

CHICAGO—Philips Records’ artist Dusty Springfield has completed the recording of “Star” in Philadelphia. The album is still in progress. The album, which features four songs recorded at Century-Fox, is set for release in November.

Phil demonstrates that the album is a powerful and emotional tour de force.

Not only will be available as a single on Philips and with the Century-Fox label to be selected by the film company. Last year she did the specialty show in a Carnegie Halle, which was entitled “The Look of Love” and is now an Academy Award nomination song.

Miss Springfield’s television appearance will coincide with her London concert at the London Winters Show (Feb. 21); Operation Entertainment (Feb. 22), and “Episode One” with the Jimmy Clanton Show (Feb. 28). She will do the Grand Gala Du Disques in Amsterdam on Friday (Feb. 26) before a 10-day stint in Sweden. After the Swedish tour, the American appearances this year will be in London, Toyo and Sydney.

Wildy and Gopam Set Up a Company

LOS ANGELES—Mark Wildy and Gopam Enterprises have set up a record company, Chelsea Productions. Chelsea, working primarily with the firm’s current catalog, is based in Los Angeles at 8467 Beverly Blvd.

Capitol Takes 6

Continued from page 8

10

Fly on the Wall—Earl Bail: Top Fiddle—Billy Armstrong (third year in a row); Top Bass—Bobby Farmer, Cedric Mace (third year in a row); Top Guitar—Terry Kaye (third year in a row); Top Horn—Artists for Radio, Inc. (third year in a row); Top TV Personality—Billy Moby, “Melody Ranch.” Founders Award: Component Makers Director—Bill Erez, Armed Forces Radio, TV Service Top Nightclub—Palomino (third year in a row).

Sydney Nathan, a Pioneer Record Exec, Dead at 64


The late 1940’s King was regarded by many as the largest independent operation in the nation, with a network of 32 distributors.

Nathan loved the business. He was responsible for the recording and other recording talent and was so obsessed with his own eyesight and failing health he managed his company to the end. He also was the owner of such r&b artists as the Five Royal Jesters and the Midnighters, Otis Williams and the Charms, Little Willie John and the Platters. In this era, they produced such hits as “The Twist” (Hank Ballard), “A House is Not a Home” (Leslie Gore) and “Honky Tonk” (Bill Doggett).

Find James Brown

In 1956, Nathan discovered James Brown, who is a giant of r&b music, and had him sign a monumental in finding such acts as Otis Redding, Trini Lopez, Joe Tex and Sundown.

Nathan also had other labels in the over-all King operation, including the King, Queen, Delux and Bethlehem. The Bay Area writer once wrote, “He signed that note. He penned such hits as ‘Signed, Sealed and Delivered,’ ‘It’s a Man’s World’ and ‘I’ll Sail My Ship Alone’—great country standards, a writer he used the pseudonym, Loyn. His publishing operation, Louis Music, (with its subsidiaries J and C Music, for Jail and Church, and Argos, for which he owned a 51% interest) were as ‘Kansas City,’ ‘Papa’s Got a Brand New Bag,’ ‘Money, Marbles and More.’

Nathan handled many of the records sessions himself, and in his studio he personally played drums on sessions.

The funeral here Thursday (7) was attended by a large number of recording industry people, artists and friends. Go James Rhodes and Tom Hams of the Argo Records. It was learned that Nathan had been active in the recording industry’s political campaigns and management of the National Association.

Also present at the funeral were James Brown and other artists of the King label, including James Neeley and James Wilson of the Drifters, Jack Everly, Charlie James of Fraternity, attorney Jack Pearl and Mrs. Pearl, Billboard staff writer Mike Byrnes, Bob Williams’ Bob, Ben Carter, Buffalo Bill and attractions for many more.

Many prospective buyers have been considering adding Louis to the year, and it is known that bid- ders are still anxious for the property, and that avoid that Nathan’s family intends to continue his tradition.

Survivors include Nathan’s widow, Zella; a son, Nat, a daughter, Beverly; a son-in-law, Dorothy Halper; a brother, Dr. Nathan David, and a grandson, James Cook.

Decca Sales Pace Swings With Pkgs.

Continued from page 4

wick album push for March continued with further pace for the month. For example, country singer Jimmy Dickens is spotted to appear on Pickwick this week to sell his new album, which will contain material penned by other Pickwick artists. The album songs are written by others. Decca, who heads Pickwick, is interested in expanding his picture to show the potential of his artists and their songs.

The first artists signed by Big 4 are the Sideshow, fourteen group, to be recorded by Larry Tamlyn, one of the Standells.

PUBLISH NEW SHAW PIECES

NEW YORK—"Stable, 12 Images for Piano" is the title of a new set of piano pieces composed by the contemporary American composer and musician, and published this week by Romanzo Press. It is a follow-up to "Mobiles, 10 Graphic Impressions," a set of graphic music published in 1966 and included in the Rec- orded category, by New School for Music Study of Princeton, N. J., regarded as one of the very first for graphics and pedagogy in this country.

Steve Reich, a new York City-based professional manager of Edward B. Marks Music Corp., gave up his position last week to devote his time to composing and writing. His music this year, which last year include studies of Simon & Garfunkel, "In the Blue Car," Charles, Nelson Riddle and the Blue

MARCH 10, 1968, BILLBOARD
OTIS REDDING
(SITTIN' ON)
"THE DOCK OF THE BAY"
A Certified Million Seller!

Otis' new album
THE DOCK OF THE BAY
featuring Otis' great previously unreleased performance of "OPEN THE DOOR"
Volt #419

Distributed by ATCO RECORDS
Redding Is Riding High

* Continued from page 1

the single of Redding's ever to hit a million, and according to Atlantic Records' sales executives, the single's sales continue to climb. There is a strong possibility that there is a possibility that Redding, in England, is of Redding performing "Shake," and "I've Been Loving You So Long," has been used on the David Letterman show. Currently, two networks are preparing a documentary on Redding, which will be ready in the spring. Also, a package of TV shows has been prepared for the one-hour documentary on Redding. Redding's trip to Europe with the Stax-Volt last spring was filmed and reported in the UK, which has given the UK fans a taste of the UK. It will be available for viewing on either TV or as a regular feature for distribution on the UK circuit.

Standard Bearers in Comeback

* Continued from page 1

"Laura," "You Wanted Someone to Play With," and very recently, "To Each His Own," Laine's newest disk is "I Don't Want to Set the World on Fire." That's a lot of Laine in very short days of "Mole Train," "I Believe," etc.

Phil Harris

Phil Harris, who had a smash many years ago with Grean's "I Remember," has released his latest single, "I Found You," by Gordon Jenkins and produced by Tutti Camarata. Harris, a former member of the London Group, writes most of his own material and|

Atlantic Via WB-7 in B'way

* Continued from page 1

ical assignment. The original cast album, however, was released by Columbia Records even though Miss Uggles was contracted to the Atlantic label. B'way's modern musical outing was in "Man of La Mancha." He's starred in the original cast album of that show released by Kapp Records. His second album, "Miss America," was released in 1968. "It's due to open on Broadway May 2. In this instance, however, the original cast album rights have gone to the picture company's other disk subsidiary, Warner Bros.-Seven Arts Records. The songs will also be published by MFP. The producers of "New Faces" are Jack Rollins and Caesar Palace (Nathan J. Jacobson, president).

Regional Booking Is Being Tried in South

* Continued from page 1

set up regional contacts throughout the country.

Ram said, "Big agencies only concentrate on S.S.S. and major new artists. The problem is keeping up with the new, up and coming groups plopping down in the marketplace, because they are smaller agencies, I can see that this will develop. All their energies to booking the acts for concerts and club dates." He has been appearing in the South for three years as well as in England. Currently musical director and artist consultant for Personnel Productions, Los Angeles, and New York, Ram said that by eliminating the big agency, big producer, a network, he has spearheaded in the South, will save 15 per cent off the cost of the act — simply by finding owners of local clubs to go in on the act. Calling New York "jaded" where only the big acts command the fees asked, Ram has pioneered the South with local acts and many return appearances.

Ram said that many artists who sign on with a major network sign for a long-term contract in hopes of making it big — "but because of the lack of promotion in the big talent organizations, smaller agencies, according to Ram, develop more time and effort to an established act that may not be published as a "hot" act because they are "local acts." Ram predicts that the move to regional representation will open up the money available for deals and this money saved by direct booking will allow much greater exposure of the artists. "In two years," said Ram, "people don't care if the group record a song, they only care if they're good. They have the money to spend, and it is to the record labels' benefit if they can do it, go all out and book an act.

A 25-year veteran of the music business, wrote several million dollars worth of songs for Las Platters, including "The Great Pretender," "Twilight Time," "You're My Only," and all credited with the discovery of Mr. Motown. He has more recently, The Union Gap.

Bell Is Ringing Out Aim, Production and Pub Firm

* Continued from page 1

Dale Hawkins, Dallas producer. Utah said that there were still "less than 200 copyrights already available."

"But the publishing company will be signing more writers, making demonstration records, and putting together a deal sheet for the production of publishing companies today are forced to produce masters, Aim will produce and will submit masters too, without consultation with Bell Records. The deal will be handled by the president, who is also the publisher, to the writer, and also set up a recording studio there... to build the West Coast arm, it is a major part of the company."
Congratulations to all of the composers and publishers whose performing rights we license and whose music was an integral part of 32 of this year’s 48 coveted Naras Awards.

- Record of the Year
  Record by: Van Morrison
  Album of the Year: "Astral Weeks"
- Best Male Vocal Performance
  Performance by: John Lennon
  Recorded by: The Beatles
  Vocal Group: "You're Too Much"
- Best Gospel Performance
  Performance by: The Staple Singers
  Recorded by: The Staple Singers
  Gospel Group: "Can We Talk"

All the worlds of music for all of today's audience.
How would you like these members for your band? From left: Irv Jerome of Bell Sound Studios, Milt Gabler of Decca, Teo Macero of Columbia, Paul Robinson of RCA, and Ernie Altschuler of RCA.

Emcee Steve Allen, left, and Tony Randall, right, converge on winner Tom Morgan of Capitol Records.

From left: Emcee Steve Allen, Nathan Weiss of Nemperor, Gary Burton, RCA artist, and Beatles producer George Martin.

Duke Ellington won a special trustee award from the National Academy of Recording Arts and Sciences, as well as a Grammy. Here he is with Tony Bennett, left.

George Simon, executive director of NARAS, goes over last-minute details with emcee Steve Allen, right.

John Berg of Columbia Records congratulates Bob Cato of Columbia Record and vice versa. They won Grammys for art direction on album cover.

Lana Cantrell and Frankie Valli present Jerry Wexler, right, of Atlantic Records with an award. Wexler made three trips to the stage.

Leopold Stokowski, right, presents a Grammy to John McClure, Columbia Masterworks A&R director.

Clive Davis, president of CBS Records, accepts a Grammy Award from songwriter Jerry Herman, left.

Tom Jones, who records for Parrot Records, presents Capitol Records' Tom Morgan with a Grammy.

Accepting an award for RCA Records is Roger Hall. Behind him is Morton Gould, the presenter.

Two presenters, among dozens crossing the stage at the New York Hilton Thursday (29) were Janis Ian and Arlo Guthrie.
Warner Bros.-Seven Arts Records, Inc.
CONGRATULATES ITS PERENNIAL CHAMPION
Bill Cosby
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BEST COMEDY RECORDING

1964-I Started Out As A Child
1965-Why Is There Air?
1966-Wonderfulness
1967-Revenge
RCA Victor's Chet Atkins receives his award from Decca's Bobby Lord.

Decca's Owen Bradley, who directed the orchestra, chats with WSM, Inc., president Irving Waugh.

Roger Miller watches Joe Tex do an imitation of Roger Miller. In the foreground, Bobby Bare. Directly behind Miller, Dr. Thor Johnson, director of the Nashville Symphony.

Capitol's Ferlin Husky hands Grammy to Columbia's Johnny Cash and June Carter, who were married shortly afterward.

John Hartford picks up one of four Grammys from George Hamilton IV.

Don Light, right, presents award to James Blackwood for the Blackwood Brothers and Porter Wagoner.

Hi Records' Willie Mitchell, left, and Jim Stewart, Stax and Volt, Memphis.

RCA Victor's John D. Loudermilk receives Grammy from Red O'Donnel, right.

Capitol's Charlie Louvin, Congressman Richard Fulton, Wade Pepper.

RCA Victor's Archie Campbell, Chet Atkins, Mrs. Chet Atkins.
THE NEW COLONY SIX

I WILL ALWAYS THINK ABOUT YOU

FANTASTIC AIR PLAY

51,760 SOLD IN CHICAGO

THINK ABOUT THAT
Highlights at West Coast Gala

Irving Townsend, Los Angeles chapter president, toasts Chris Farnum, executive secretary of the West Coast NARAS operation.

Pete King, NARAS national president, welcomes West Coast members to the 10th annual Grammy Awards dinner.

“Up, Up and Away” songwriter Jim Webb, fourth from the left, with members of the Fifth Dimension and producer Marc Gordon, right.

Newsmakers at Chicago Dinner

Photographer Don Bronstein, left, a former Grammy winner, chats with Ken Nordine, emcee; local promotion man Earl Glicken, and Arthur Prysock.

Chicago NARAS executives, from left: David Carroll, A. B. Clapper, Ken Nordine, and current president Lew Green.

Mr. and Mrs. Marshall Chess of Chess Records.

High point of the evening in Chicago came when Capitol Records branch manager George Gerkin accepted Sen. Everett Dirksen’s Grammy and took a leaf from the senator’s book on protocol in doing so.
"grammy" awards to Capitol & Angel artists!

CANNONBALL ADDERLEY: Best Instrumental Jazz Performance, Small Group or Soloist with Small Group — "Mercy, Mercy, Mercy."


GLEN CAMPBELL: Best Vocal Performance, Male — "Phoenix" · Best Contemporary Male Solo Vocal Performance — "Phoenix" · Best C&W Recording · "Gentle On My Mind" · Best C&W Solo Vocal Performance, Male — "Gentle On My Mind."

SEN. EVERETT M. DIRKSEN: Best Spoken Word, Documentary or Drama Recording — "Gallant Men."

BOBBIE GENTRY: Best New Artist · Best Vocal Performance, Female — "Ode to Billie Joe" · Best Contemporary Female Solo Vocal Performance — "Ode to Billie Joe."

LOU RAWLS: Best R&B Solo Vocal Performance, Male — "Dead End Street."

RAVI SHANKAR & YEHUDI MENUHIN: Best Chamber Music Performance — "West Meets East."

PLUS...
Best Arrangement — JIMMIE HASKELL for "Ode to Billie Joe" · Best Engineered Recording — G. E. EMERICK for "Sgt. Pepper" · Best Album Cover, Graphic Arts — PETER BLAKE & JANN HAWORTH for "Sgt. Pepper"
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the legend soon to
transfer from the
top of all the
English charts
to the top of all
American charts
Musical Instruments

Industry Is Asked to Help Soothe the Troubled Cities

CHICAGO — The music industry, with industry-at-large, has been called upon to help develop meaningful leisure-time activities this summer in the nation’s rapidly growing cities. The call came during the recent conference of the President’s Youth Opportunity Council, chaired by Vice-President Hubert Humphrey.

Co-ordinating musical instrument industry participation in the Council program to soothe summer restlessness is the American Music Conference (AMC). The AMC was appointed as the President’s task force, with AMC President James M. E. Minter (vice-president of Baldwin Piano and Organ Co.) acting as industry delegate.

Challenge

The primary challenge issued to industry by the Youth Opportunity Council was the location of jobs for 500,000 so-called "hard-core disadvantaged" youth and young adults. The Youth Opportunity Council will soon hold another conference specifically to determine what contribution music, the arts and other fields of entertainment can make to the summer effort.

The music industry has been asked to participate in terms of making available instruments, music and music teachers to local groups, particularly via groups like VISTA, the Job Corps and other related agencies.

Instruments

It was suggested that manufacturers and dealers help develop music projects in their communities through a campaign to locate instruments for donation. Conference leaders said dealers would find co-operative assistance in this effort from such organizations as harmonies of entertainers and the Jaycees.

It was also suggested that dealers help offset the difficulty locating agencies through which to help contact the mayor’s office. Most of the larger cities are forming Mayor’s Youth Opportunity Councils to co-ordinating youth co-ordinators to act as liaison for all local resources.

National Music Week May 5-12

CHICAGO — The 45th observance of National Music Week will occur May 5-12 under the sponsorship of the National Federation of Music Clubs. Slogan for this year’s week: "Music—a Keystone of Livelihood." The program will be displayed throughout the country during the week, and prominently this quote by Leonard Bernstein: "These days a boy can play Bach or baseball and not one bats an eye."

Dealers may obtain the posters at 10 cents each from the National Federation of Music Clubs, 600 S. Michigan Ave., Chicago, Ill. 60605.

Merle Lemon To Ovation

NEW HARTFORD, Conn. — Merle Lemon has joined Ovation Instruments Division, Kansas City, and will make a series of public appearances and hold guitar clinics as part of a national promotion. Ovation dealers during the coming months.

The versatile guitarist, arranger-composer, lecturer and consultant, in addition to his guitar design, will also represent Ovation in sales and promotion capacity in Ohio, western Pennsylvania and West Virginia.

Barth-Feinberg Expands in S.E.

ATLANTA — Barth-Feinberg, an instrument wholesaling subsidiary of Pickwick International, Inc., has expanded its distribution facilities here and has appointed a new sales representative for Memphis.

The company’s warehouse at 1250 Collier Road, N. W. here has been enlarged for special service. The new Memphis representative is Martin H. Hahn, who will service the Mid-South.

Barth-Feinberg will exhibit at the National Association of Music Merchants’ regional meeting March 17-18.

Mandolin Book

CHICAGO — "There has been a strong upsurge of interest in the mandolin," said M. M. Cole’s Shepard Stern, "so we are releasing a carefully written and edited book covering this instrument." Modern Mandolin Method has 32 pages of photos, diagrams and directions, for an updated edition.

This book will be published under the "America," "Old Black Joe," "Down in the Valley," selections from "La Traviata" and "La Cucaracha."

Independent Producers Enter Instrument Endorsement Game

By BRUCE WEBER

LOS ANGELES — Musical instrument manufacturers, led by Sunn Musical Equipment Co., are now signing independent record producers to contracts under which equipment will be used and endorsed in recording sessions. This new promotion gimmick, coupled with Sunn’s increased special sound of the year, has enabled Sunn’s sales to grow, in turn allowing the independent producers to make commercial recordings having Sunn equipment available to the independent producers at a lower cost than they would normally have been asked to pay.

Record producers joining the Sunn Rooster Club include the Meeks, Dave Hassinger, Charles Green and Brian Stone. All promise to support Sunn and give “lip service” to its equipment when cutting record sessions with rock acts. Munger has made equipment available to the independent producers at a lower cost than they would normally have been asked to pay.

Commercial

In another promotional drive, Munger has recorded commercials by the Who, rock group under a Sunn endorsement contract. Munger also announced that he is giving $1,500 in equipment to Santa Monica, Calif. Monkeez, a new independent group, for a long-term contract. Munger has supplied equipment to such groups as the Kinks, the Lemonpipers and the Quicksilver Messenger Service, all through Sunn.

The Sunn dealerships tie in with radio station spots. Plans include doing record endorsements with the Buckingham, Dandy, the Good Times, the Kinks, the Lemonpipers, the Albatross and Jimi Hendrix, all using Sunn amps.

By signing Hendrix, Munger feels Sunn will be able to reach the "underground" recording artists. "The underground is an untapped equipment market," he feels, "and we can’t reach them unless we prove that our equipment is professional and is being used by ‘underground’ musicians."

Munger also announced that Sunn is giving $1,500 in equipment to a young generation of musicians who have not yet been signed by major labels.
Carroll Markets New Instrument

ROCHELLE, N. J.—Carroll Musical Instrument Service Corp. has introduced a new sound-effect instrument called the Flex-A-Tone.

The Flex-A-Tone is played by shaking to cause wooden balls to strike a tempered spring. Tone may be varied by flexing the spring varying degrees with the thumb. It may be played with one hand.

Organ Bluebook

MILWAUKEE — A pricing guide for used organs has been published by Zeb Billings Music Publishing Co. here.

The guide is called the Organ Blue Book and is intended to aid dealers in their decisions about trade-in values, book values and depreciation of all popular electronic and electric organs manufactured in the U. S. in the last decade.

Endorsement

Jimi Hendrix has signed a 5-year product endorsement contract with Sunn Musical Equipment Co. . . . Sunn has also signed the Alls (support group for Don Ho) and the Lemon Pipers. Buddy Greco has offered verbal endorsement of the Coral electric sitar.

LEARN WHY THE "POP" SUPPRESSING UNISPHERE® IS THE OFFICIAL MICROPHONE ON TOUR FOR SAM THE SHAM, THE PHARAOHS & THE SHAMETTS

One of the toughest problems in "hard" rock is the breath blast and "pop" that come from belting a tune too close to the microphone. Not so with the new Shure Unisphere "ball" type microphone. It tames "pop" so the audience hears more of the lyrics. And, it controls feedback in the bargain. Who could ask for more from a microphone? Certainly not Sam The Sham. If you're in a singing group, get over to your Shure dealer . . . or write:
Shure Brothers, Inc., 222 Hartrey Avenue, Evanston, Illinois 60204

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wonder how you
manage to make ends
meet see how they run

THE BEATLES
LADY MADONNA
and
THE INNER LIGHT

a fab new release out now on

Capitol Records 2138
Talent

'Gary Show' Artist Showcase

NEW YORK—"The Gary Show," now being taped for national syndication, is going in for record names in all fields. The 90-minute variety-talk series, which is being produced by Scripps-Howard-WGN Continental Productions in association with Joseph Csida Enterprises are showcasing pop artists, rhythm & blues groups, country singers and others.

Half of the first 13 shows have already been taped at the Great Room of the Hilton Plaza Hotel in Miami Beach and among the pop names appearing in the first group are: Johnny Mathis, Eddie Arnold, Tony Martin, Della Reese, Kay Starr, Jimmie Rodgers, Susan Barrantes, Dinah Shore, Karolyn, Daniels, Tommy Leonard, Kaye Stevens, and others.

Among the rock & rbb artists are the Buckinghams, Brothers Four, the Lively Ones, Pipers, James Brown, Tommy James & the Shondells, the Four Saints, Wayne Cochran & the CC Riders, Blood, Sweat & Tears, the Arrows, Peaches & Herb, and Jesse Ferguson & the Gospel Singers.

Country Group

Heading the country group are Buck Owens, Glen Campbell, Bob Wills, Slim Whitman, and Jan Howard, Leroy Van Dyke, Don Bowman, and Ferlin Husky. The jazz field is represented by Lionel Hampton, Woody Herman and Erroll Garner.

Comedy names as well as novelty recording acts are also being booked on the show.

The show is being booked from Miami Beach and New York. Sheldon Shultz, formerly with the "Tonight Show," is rounding up talent in New York, and executive producer Sheldon Cooper, and Joe Csida are lining up names in Miami Beach.

Gary is not leaving all the singing in the hands. The RCA Records artist sings three or four numbers on every show. Jimmy Dorsey is the leader of the orchestra, which is composed mainly of the same sidemen he uses on the "Jackie Gleason TV Show."

Conley to Leave on A Tour of Europe

NEW YORK — Arthur Conley, RCA Records' "Soul" number one for Europe Monday (11) for a series of concerts, television appearances, and recording work on his new single, "Funky Street."

Phyllis Diller, conley's manager, has arranged the month-long tour co-ordinated with Atlantic-

Arbors, and the tour will be孔's seventh concert."A

Conley will make television appearances in Germany, France, Italy, Great Britain, Holland, Sweden, and Denmark. Accompanying Conley on the tour will be his own band, and Twiggis Lyndon, representative of Walden's management firm.

Havens Dramatic Soulful In Local Debut on Coast

LOS ANGELES—New York based vocalist-guitarist Richie Havens made his local debut at the Troubadour Feb. 27. The Verve-Forecast artist was accompanied by Joseph Price on table drums and Paul Williams with his "ovation" processed guitar. Playing as a duet, the group appeared to be Havens' greatest asset.

Havens' voice is not elegant; it is dramatic and soulful. His projection was better on some numbers than others. "All Along the Watch Tower" was fairly well rendered but was overdrawn in spots. "The Sound of Silence," "A Change Is Gonna Come," and "My Old Friend" were rendered with feeling but lacked the impact and power of "The Sound of Silence," which he hummed with a help from his audience and "Follow" were good and the audience responded in kind. "The Sound of Silence" and "My Old Friend" are two numbers that the artist does not know how to hide. The sound of silence is not as effective when he sings it as being a folk singer. However, he mixes in jazz, blues and various "contemporary" numbers. Havens is also establishing himself as a »»

Manager Linke Salute Slated

NEW YORK — Jerry Vale, Columbia Records artist, presented a 15-song program Feb. 27 at the Century Plaza Hotel that was lofty in its repertoire and was performed in a stylish manner. To his credit, Vale did what he does well—sells tunes from Broadway shows and material from motion pictures. For an example: "Sunrise Sunset" from "Fiddler on the Roof," "Impossible Dream" from "Man From La Mancha," "My Cup Runneth Over," "I Do," "Somewhere My Love," "Christmas," "Tenderly," "One More Time," and "Brenda Lee." Although many songs in his act suffer from the overexposure accorded any popular work, Vale did prevail and even managed to install his own style into each effort. His voice was artfully shaped and his act dramatically paced.

His reading of "Love Me With All Your Heart," "It's My Song," "Al Di La" and "Somebody My Love" were sensitive and expected it would make him a top contender for the recording market. While his performance was gracefully fluid, his rapport with the opening night audience was surprisingly weak, and the number which petered soundly was only partially registered.

Joe Gardner, the New York advertising director, guided the Al Pellergrin Orchestra.
My deepest thanks to the members of NARAS

Warmest wishes,

Bobbie Gentry
Jane Morgan Is Effective In Stand at the Fleet Forum

NEW YORK—Jane Morgan with an expanded version of her television program proved effective at cavernous Fleet Forum opening a three-night stand on Wednesday. Miss Morgan early microphone trouble. She was a success engaging Doodletown Pipers.

Miss Morgan, ABC Records artist, was at her best in an Edith Piaf medley, which began and featured "No Regrets," and following "Miroir." But, there were other high spots, such as her coupling of "Ten Cents a Dance" and "Big Spender," and Jacques Brel's poignant "Qu'est-ce que t'a fait," her latest ABC single. She also sang two of her former hits, "What Now My Love" and "Fascination."

Most of the Doodletown Pipers numbers were in the program's final hour, since they were done in the Epic group's breezy TV style. The best of these were a bossa-nova medley, a "Hang on Sloopy" medley and a series of vignettes called "Only in America." The group's top serial numbers were: "By the Time I Get to Phoenix" and "I Can't Help Myself." Fleet Forum, which can seat more than 6,000, is set with three runways, all used by Miss Morgan to try to project intimacy. "The Show," was a group's sized audience in spite of immense weather. Miss Morgan used five different mikes before finding one that worked properly. The mike problems cut down on the effectiveness of her early numbers. Fleet Forum is part of the new Madison Square Garden.

FRED KIRBY

Generation, a Psychedelic Club, to Bow in 'Village'

NEW YORK — The Generation, a new psychedelic club with a sound system custom-tailored by Hanley Sound, will open April 2 at the site of the old Village Uptown, a Greenwich Village folk music club.

Bill Hanley, with offices in New York and Los Angeles, are the owners. The club will have a live sound equipment in such clubs as the Cafe au Go Go, the Bitter End and the Electric Circus. His firm also specializes in outdoor sound jobs and has spot appearances at chase promotions for money-awarding contests.

Rawls Measures Past with Now

By ED OCHS

NEW YORK—Blues singer Lou Rawls still remembers driving 100 miles night after night just to "lip-sync" his homemade record at a dozen record hop, his car running out of gas in a dozen forgettable small towns. But that was before Rawls signed with Capitol Records in 1961 and long before he made his debut at the Hotel Americana's Royal Box. Feb. 27, Today, Rawls' records are almost instant best sellers and his popularity is reflected in his flashy coronation at the Royal Box.

"I always keep in mind what it took to get me where I am today," said the articulate singer. "Without the difficult first years, the present would be meaningless. I measure them against one another and I appreciate deeply everything that has happened to me." The last time Rawls performed in New York, it was "down town" at the Village Gate, then at the Apollo Theatre in Harlem. The time before that was years earlier at Birdland when the money he earned barely covered his traveling and hotel expenses. Rawls is still singing for supper, but not his own, he brings his slick and sensitive act "up town" to the American's dinner guests until March 14.

In May, Rawls will tour Europe for the first time. He no longer plays the usual one-two-three-four jump planes for one-song spots a week.
The star and the single to shake up the charts!

Meet England’s...

Wayne Thomas

And his first on ABC Records...

“I’ll be yours”
b/w “What shall I do”
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Orchestra conducted by Alyn Ainsworth.
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JIM ED BROWN

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HAPPY TIME

LPM/LSP-3969

HAPPY TIME

LPM/LSP-3969

WELCOME TO THE MODS AND THE POPS
FRANKIE RANDALL

LPM/LSP-3971

WHAT I'M CUT OUT TO BE
DOTTIE WEST

LPM/LSP-3972

GOLDEN RAINBOW

LPM/LSP-3973

KOM/KOS-1001

*Manufactured and Distributed by RCA

www.americanradiohistory.com
Moody Blues Stages Well-Paced Concert

PARIS — The Moody Blues, who recently returned to the top of several European charts with "Nights in White Satin" after a period in limbo, appeared at the Paris Olympia in a Europe No. 1 Musicorama concert Feb. 26. With the whole of the show to themselves, the Moody Blues paced their program well and, aided by the immense versatility of Mike Pin-
der's mellotron, achieved a wide variety of musical sounds.

Since their reorganization more than a year ago, the Moody Blues have evolved and matured into a highly polished musical group with a fresh approach to composition and a rich range of textures and tone colors.

The first half of the program featured the group's more orthodox material such as "Fly Me High," Sonny Boy Williamson's "I'll Never Change For Love," and the song "The Top of the World" by Harry Nilsson.

The second half of the program featured the group's more experimental material, including a medley of songs from their previous albums "Days of Future Past" and "Flood of Youth." The group ended their concert with a rendition of "Nights in White Satin," which has been a popular staple of their repertoire.

The Moody Blues' concentration on music and singing, as well as their experimentation with different musical styles and sounds, has helped to establish them as one of the leading groups in the British Invasion scene.

The group's success in Europe has been significant, and they are now considered to be one of the most popular bands in the region. Their concerts have been well-received, and their albums have sold well, with "Nights in White Satin" becoming a chart-topping hit in several countries.

-- Mike Hennessey

CONCERT REVIEW

Classical & Rock Jell as Elephants, Symphony Fuse

NEW YORK — A young rock group appeared with the American Symphony at Carnegie Hall on Thursday (29) and the "experiment" worked. Playing the first pair of 10 teen-
age concerts sponsored by the Samuel Rubin Foundation, the Elephant's Memory, an eight-member group, performed "Secret Saucy Thoughts of Suzy," which was based on a theme from Brahms' "Symphony No. 4." The orchestra joined in at the end.

The selection followed the playing of a movement from the symphony under Joseph Eger's direction. A light show was included in this and in the final selection, excerpts from Mussorgsky's "Pictures at an Exhibition." The Elephant's Memory joined in at the end here also as it did in Iisac's "Fugue in G Minor" and in excerpts from the second movement of Ives' "Symphony No. 4." Danc-
ers participated during Hav-enos' "Macedonian Mountain Dance" and in excerpts from Khachaturian's "Gayne."

Rock can have a place with a symphony orchestra as these concerts demonstrated and, if the group is as good as the Elephant's Memory, the programs can be entertaining for youth.

The group was among some who, in collaboration with New York's Board of Education, were repeated on March 1 and Tues-
day (5), with other pairs of performances Tuesday (12) and Friday (15).

-- Fred Kirby

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MARCH 16, 1968, BILLBOARD

THE STRAWBERRY ALARM CLOCKS, in the Midwest to plug their new Universal City single "Sit With The Guru," stopped for an engagement in Cincinnati last week, and took time out to visit deejays Roy Cooper (a morning host at WSAI) and Bill Summers (a Sunday host at WSAI) who were among the radio people in the territory to kick off the new release. Seizing the group around the territory was Lee Fogel, of Summit Distributing of Cincinnati.
warner bros.® seven arts
extends congratulations
to its esteemed associate
Mr. Jerry Wexler
grammy award-producer
best rhythm and blues recording
of 1967
"Respect"
on atlantic records
KRLA, KHJ Battling to Grab 'Old' KFWB's Pop Audience

LOS ANGELES — The battle is on here between KRLA and KHJ to pick up the audience of KFWB, which went off the air last Monday (11).

KRLA, for example, has significantly reduced its playlist to a tight top 30, with a greater emphasis for album tracks. The new programming is the work of 29-year-old Doug Cox who, along with personality Johnathan, joined the station’s new co-music directors.

Cox is a former regional promotions man for KLLR, and is responsible for the station’s playlist and its executive slot with the Pasadena station is his first radio job. Cox has abolished the station’s 60-title playlist and the selection of new records with no proven sales qualities.

The emphasis is on playing hits based on local sales, Cox says. "There is no conjecture anymore. We’re running this like a business in the sense we don’t pick any more records or play any more guesses about what’s selling this week and what will sell next week."

Program Each Show

Cox and Hayes completely program each show down to the last seconds, he says, although forming 19 records can be played in an hour — including album tracks of some length. The deejays are free to offer one-offer or other words of introduction that have to adhere to the music directors’ choices. Cox is cautious of exceptions, "I think the concept for rotating songs.

Cox says that the program has never dispersed more in the daily programming, rather than being a weekend feature. "The music is continuous," Cox says. The playlist is based on survey material Hayes collects; the list is put together on Wednesday and aired Thursday.

Record promotion men may only come to the station on Mondays, and even then, "dropping in at any time is not encouraged," Cox says. "I replaced his sister Sue in the job eight weeks ago, feels the tightening value of the programming will decrease the chance of a listener tune-out. "When you pay for a record . . . one that people don’t associate with, you get a tune-out.

Album tracks have special significance to Cox, since they comprise a major segment of Los Angeles sales. When the station cut an 11-minute track by the Chambers Brothers, the station received a letter, according to Cox, who underscores that: "You can’t cut a production in half."

KRLA’s leaning toward album cuts, Cox feels, could prove one reason why the former KFWB listeners tune there instead of to front running KHJ, which has made a success out of the 45 single hits on its own.

Tripled Influence

The departure of KFWB from the music scene has tripled the influence of the regional rock stations, reports one regional promotion man.

KFWB’s programming is designed so that in that we could get a record on there and tell our New York people that the record was being played in L.A."

Today, in order to influence KHJ, the promotion man notes, "you can’t play as much as the record has the capability of selling. And that’s why there are such stations as KAFY, Bakersfield; KMEN, KFSM, San Bernardino KACY, Oakland KGB, KBCO, San Diego."

KFWB has been doing some soul-searching, program director Ron Jacobs reveals, which (Continued on page 34)

WABC-FM in New Progressive Rock

NEW YORK — WABC-FM bowed a new progressive rock format last Saturday (9) at 9 a.m. The WABC-FM format, which the station will go on the air sans personalities at first and, although details last week were not set, the indication is that personalities may be added later.

"The first thing to do is get the format on the air," Sklar said. Jingles were being produced on a rush basis last week at Pams in Dallas.

The new WABC-FM format will be progressive rock, though Sklar said there’s no way to really describe it. I think it will appeal to a lot of people.

The new WABC-FM, a stereo operation, gives New York two progressive rock outlets. The other is WNEW-FM, also stereo. Both WABC-FM and WNEW-FM simulcast part of the time on their AM counterparts. WABC-FM will be broadcasting from signoff at midnight to 9 a.m., but may eventually go full time.

Sklar said the concept is that the station will have to get the station on the air (one week from the time the station was formally "revized") before the format settles down. "And I don’t guarantee what you hear Saturday will be what you hear three weeks from now."

KYA Bows Battle With KFRC

SAN FRANCISCO — KYA, the Avco Broadcasting outlet here, has taken aim at KRO General Personality Program, with a new contemporary sound designed to expose a broader musical range than its chief competitor.

Sparked by a new program director, Dick Starr, and three new personalities, the 24-hour station will blend the sounds of The San Francisco pop/hippie groups into a playlist of 60 silly music stations.

In an internal Avco Broadcast memo, Starr recently made this declaration: "KYA is declaring war!" He said the station was going after the ratings (Cox, KYA’s chief rival) to which which would again put it on top in the Bay Area. The only station to have a record on the air (one week from the time the station was "revized") before the format settles down (Continued on page 34)

NELSON KING Back on Air

CINCINNATI — Nelson King, former king of the country music jockeys before his retirement from the scene some six years ago, is re-entering the fold, this time to be heard 6 to 9 a.m., five days a week on the Schwartz’s station WCLW, with headquarters in Covington, Ky., just across the Ohio River from here. WCLW is one of the top country music stations in the Cincinnati area.

King was formerly associated for a number of years with "KYW here, and during that period was voted "Country Disc Jockey of the Year" eight times by the nation’s country music disk spinners in Billboard’s annual poll. Prior to joining WCKY, Nelson was a jockey on WKRC. He now has duties with WCLW Monday (11).

London, Bids to Rule Pop Airwaves

LONDON, CINNAMON — Radio Luxembourg is making a bid to rule the pop airwaves with its new program format and formula to begin March 31. A star team of disk jockey talent is lining up for the onslaught. It includes Alan Jeff, Petie Murray, Jimmy Savile, Tony Blackburn, Jimmy Black, Johnnie Walker, DJ Rod, Dickie Lipton, Jimmie Jacobs, David Symonds and Pete Brady.

London’s London manager Geoffrey Everett announced that they will be dropping you shows of 15 and 30-minute duration in favor of presentation lasting at least one hour.

With the establishment of permanent British Standard Time, Luxembourg will begin English transmissions daily from 7:30 p.m. until 3 a.m. which means the station will be on the air a full hour after the BBC Radio has closed. News bulletins will be broadcast from 8 p.m. to 1 a.m. by former pirate radio hosts.

Paul Kay will operate from the Grand Duchy as head of the station, while the station will be assisted by Don Wardell, who is now Luxemburg’s London office as chief of press and news affairs.

"The End of the Day" will be broadcast by Tony Murphy will be the first of the shows for the Luxembourg station, Paul Kay has announced that there will be no longer be any critical survey that the station will be the major airwave in the country.

Editors’s Note: This column is intended to show the major records that key program and music directors have picked around the nation. It includes only those records in many more radio stations, as well as other programming formats such as country, rock and roll and R&B. It does not list those that could go all the way if given radio exposure. BANGSHIT HAPPENING record that is being most requested and sales in four areas, BIGGEST LEFTFIELD HAPPENING record by new artist who has not had a hit lately (declared most requested and sales in area). Smaller markets will be covered as well as large.

HOT 100 RECORDS

COLUMBUS, Ohio WCOL deejay Mike Adams—Best Leftfield Pick is “Here’s to You,” by Hamilton Camp, Warner Bros.

EL PASO, Tex—KEP program director Charlie Russell—Best Pick is “You’ve Got a Good Time Tonight,” by the Jamie Lynne Group; Laurie—Best Leftfield Pick, “Ain’t You Erased a Mirror, by the Children of Mushroom, Soho (up to No. 3 on KELP survey and sales and request are great.

DETROIT—CKW program director Paul Drew—Best Pick is “Cinderella Rockerfeller,” by the Orian, Philips; Best Leftfield Pick is “Delilah,” by Tom Jones, Parrot.

HOUSTON—KNUZ music director Buddy Cowington—Best Pick is “In Some Time,” by Ronnie Dove, Diamond.

PHILADELPHIA—Music director and air personality Dean Tyler—Best Pick is “Funky Street,” by Arthur Conley, Atco; Best Leftfield Pick is “I Love You,” by the People, Ostedol, “I Love You” by the People, Ostedol,

Continued on page 34
Going great on Gold Standard!

ALABAMA: Joe Rumore’s Record Rack
Birmingham

ARIZONA: ARC Inc.
Phoenix

CALIFORNIA: Record Merchandising
Los Angeles

COLORADO: Action Record Dist.
Denver

CONNECTICUT: Globe Record Dist.
E. Hartford

IOWA: Midwest Record Dist.
Wichita

KANSAS: Pioneer Record Dist.
Wichita

LOUISIANA: Delta Record Dist.
Shreveport

MICHIGAN: Cadet Record Dist.
Detroit

MINNESOTA: Hitlricher Bros., Inc.
Minneapolis

MISSOURI: Choice Record Dist.
St. Louis

MSSACHUSETTS: Mutual Record Dist.
Dorchester

NEW JERSEY: Wendy Dist., Inc.
Newark

NEW MEXICO: Lance Record Dist.
Albuquerque

NEW YORK: J. E. Record Dist.
New York

OKLAHOMA: B & B Record Dist.
Oklahoma City

PENNSYLVANIA: Universal Record Dist., Co.
Philadelphia

TEXAS: Big State Dist., Co.
Dallas

UTAH: Billinis Record Dist.
Salt Lake City

VIRGINIA: Pat’s One Stop
Richmond

WASHINGTON STATE: Consolidated Record Dist.
Seattle

Washington

A NEW ONE

BILLY JOE BURNETTE

SINGS

"JUST OUTSIDE THE DOOR"
b/w "WHY BE ASHAMED"

BOOKINGS: B & B TALENT

MANAGEMENT: BOB EVANS

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8560 SUNSET BLVD.
HOLLYWOOD, CALIF. 90210
PH: (213) 659-1646

BOOKINGS:

B & B TALENT

MANAGEMENT:

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PLAYBOY BLDG., SUITE 901
8560 SUNSET BLVD.
HOLLYWOOD, CALIF. 90210
PH: (213) 659-1646
Radio-TV programming

Programming aids

Rovers, Decca: Biggest Leftfield Happening is "If You Don't Want My Love," by Robert John, Columbia.


VENTURA, Calif.: KUUD program director and air personality Ray Scarr—Best Leftfield Pick is "I Love You," by the People, Capital Records; Biggest Happening is "Me, the Peaceful Heart," by Lulu, Epic.

GRAND RAPIDS, Mich.: WGDR music director and air personality John Niswander—Best Leftfield Pick is "I Don't Want You," by Bob Luman, Columbia (very rarely do I get knocked out by the first listen, but this is tremendous—a must hit). Biggest Happening is "In the Midnight Hour," by the Mirettes, Revue.

MEMPHIS: WMFS program director and air personality Hal Smith— record Pick is "Mr. Male," by the Using People. Biggest Leftfield Pick is "Busy Signal," by the Flash Board Directors.


MINEAPOLIS: WDGY music director and air personality Johnny Canton—Best Leftfield Pick is "In Some Time," by Ronnie Dove, Diamond.

MIAMI: WFUN program director Jack Meriker—Biggest Happening is "If You Don't Want My Love," by Robert John, Columbia.

PITTSBURGH: KQV music director Chuck Heathers—Best Leftfield Pick is "Take Time to Remember," by the Cry Turkeys; Biggest Happening is "I Love You," by Phil Harris, Coliseum.

JACKSONVILLE, Fla.: WAPE program director and music director Ike Lee—Best Leftfield Pick is "I Can See it Now," by the Ray Charles Singers. Current Happening is "Love of a Lifetime" by the Boxtops "Cry Like a Baby" and "Young Girl," by the Union Gap are building to monsters.

Luxembourg Bids to Rule Pop Airwaves

by CLAUDE HALL

Radio-TV Editor

for Mercury and Merrie Distributors. These people were so helpful on the phone that it really made my first few weeks much easier here. And all assistance from the other companies will be greatly appreciated. We will be highlighting mostly new releases in albums and singles—the best Hot 100 and easy listening. I certainly hope, in an upcoming issue, you will be able to salute these people and companies. They are such a fantastic job—we'll be out of business without their help.

Don Williams has joined KSTT in Davenport, Ia.; he'd been at WQNE in Dayton as Johnny Midnight the past year and a half and says, "I have been fortunate enough to shed that pseudonym and am now using my actual real-life name." Walt Robin is now in the 9 a.m.-1 p.m. slot at KFIZ in Fort Worth, replacing Bob White who switched over into sales. Robin had been with KXOK in Fort Worth in the 5:9 a.m. drive slot for the past six months and prior to that had been Gentleman Jim for WFPG and Misc Allen for WEAM, both in Washington. The KFIZ line-up now looks like this: George Irwin 5-9 a.m., Walt Robin 9 a.m.-1 p.m., Daceton Gordon 1-3:30 p.m., (Marcie) Baby Stevens 3-30 p.m., Randy (Big R) Robins 7-midnight, and Jim Dye all night. The Harry Haines stint is on weekends.

KRLA, KHJ Battling to Grab 'Old' KFWB's Pop Audience

by JOCK VEITCH

... has nothing to do with KFWB's program switch. Nonetheless, the station is paradoxically 'loosening up' its exposure for records while maintaining the Boss 30 playlist. The 'loosen up' means not repeating the same titles as often as in the past since new disks on the playlist may number up to ten dozen titles, Jacobs says.

Jacobs says he and programming consultant Bill Drake have been studying the declining influence of rock stations around the U.S. for the past year.

Strengthening Position

As a result of the national influence of rhythm and blues and easy listening outlets, KHL has decided to strengthen its position as the leading mass appeal station. We are going to be more selective in our music than we have ever been," Jacobs notes. Jacobs has established a "criterion of sound" which will sway its decisions on whether to accept new records. "We are making more subjective judgments; we are not going with records which seem to be objectionable, which we feel don't appeal to the necessarily mean anything to the mass audience. We have to listen to records in a vacuum, absent from the sales standpoint.

Rock radio stations, Jacobs feels may have alienated the mass audience in the past by being too conscious of hits and fades. "Some acts like Johnny Rivers seem so calculated to guts them, but no great appeal base. We would trade even the Beatles' "Hey Jude" any day.

Previously, Jacobs comments would be lined with references to "the kids." Now, his thinking seems to be away from the teenie boppers and to older ears — an audience KFWB was trying to entice with its blend of rock and middle of the road sounds.

Since KHJ works with a short playlist, if it programs an offensive record or one with minority stature, the tune-out percentage factor is high. Jacobs believes that his station is single outlets, receives RIAA gold certification before it's in the stores, delivers perfectly mean anything to KHJ.

The station has been playing advertising with the Beatles' "Revolver" I.P over one year ago. Jacobs stressed that comments about the station avoids I.P material. I.P. data is published by the Radio Corporation at Spot Speaks and station group music co-coordinator Betty Jordan is managing the i-P work on the playlist which is aired Wednesday evenings. I.P. is distributed by the RKO General stations co-coordinator, which explained, helps keep the station's finger on the pulse of so many markets.

March 16, 1965, Billboard
A $1,000,000 BREED

The American Breed
headed for their second straight gold record with

"GREEN LIGHT"

# 821

Published by Four Star Music Co., Inc. - Written by Tucker-Mashe

Acta Records, Hollywood Bt. California - A Division of Del Records
**Aussie Dee Jay Puts Spice Into Breakfast**

*Continued from page 34*

Johni Johnson

Take an interest in what I'm playing, but you couldn't call me a top expert.

His day gets off to a good start so far as the ratings go. He begins work at 5 a.m., half an hour before rates are counted. But at 5:30 a.m. he is well ahead of the rest.

"I send cheers calls at that time of day," he said. "I'm the only one who does. I understand. I talk to policemen, ambulance men, butchers, market workers, so I get a lot of loyal listeners that way. Taxi drivers particularly use me because they want to know about arrivals and departures."

"I've got a direct line from Central Ambulance and I use it. I use a lot of accident reports. That becomes important because as we go to work in the morning, the police go out on calls."

"We dropped routine traffic reports some years ago because we found that by the time motorists heard the reports they were generally too late to be of use."

"I don't drop advertisements too often, of course, because they keep us in business. But occasionally I feel I can do it. And when I make the deal, the advertiser wants to come back."

"In fact, we've lost no customers by doing it."

Gary lives in the out Sydney suburb of Wollongong, with his wife and children. He rises at about 3:30 a.m. and gets to the studio about 4:40. He reads the papers and has a cup of coffee before he goes on the air at 5:30 a.m.

Then he drives home and has breakfast with his family before his work is finished. "I spent most of the time around my swimming pool this morning," he said. "I see a lot of them. The children are young, and I've got a lot of them."

He reported on Saturday morning and says he is going to leave the show after the next show. "We have regular conferences, of course, and we try to work and change things when we all think it's necessary. But it's all very friendly."
What do Bing Crosby, Cab Calloway, and “Where The Rainbow Ends” have in common?

P.I.P. records

A very uncommon record label making big news in the music world.


CAB CALLOWAY '68 (6801) — The Broadway star's hit album featuring “Hello Dolly”, “Rich Man”, “Cabaret” and others. Shipping NOW.

WHERE THE RAINBOW ENDS — Smash European Instrumental by Tony Hiller now moving up on rock and good music stations. (8902) “RAINBOW” album shipping April 1.

These are the distributors of the uncommon record.

**BEST SELLING R&B SINGLES**

**Star Performers—LP's registering greatest proportions spread progress this week.**

### This Week

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Label, No. &amp; Pk.</th>
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<tbody>
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<td>1</td>
<td>LADY SOUL</td>
<td>Aretha Franklin, Atlantic 8170 (M)</td>
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<td>2</td>
<td>HISTORY OF OTIS REDDING</td>
<td>Otis 419 (M)</td>
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<td>SMOKY ROBINSON &amp; THE MIRACLES</td>
<td>Temptations, Motown 21085 (M)</td>
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<td>5</td>
<td>A DAY IN THE LIFE</td>
<td>Wes Montgomery, A&amp;M LP 2001 (M)</td>
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<td>C&amp;I LP 756 (M)</td>
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<td>DIANA ROSS &amp; THE SUPREMES</td>
<td>Imperial 880 (M)</td>
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<td>8</td>
<td>THE TEMPTATIONS</td>
<td>Motown 202-8243 (M)</td>
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<td>9</td>
<td>KING'S NEW STAR &quot;FLICKERS&quot;</td>
<td>&quot;LOST MY FAITH &quot;IN YOU&quot;</td>
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### Next Week

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**Vox Jox**

*Continued from page 34*

Jim Goss has joined KBCA, Los Angeles, in morning and Sunday evening slots. He has resumed his two-hour interview specialty—a former feature on KBIG-FM in Los Angeles when he was with that station two years ago.

Bill Blough, deejay with WCSS in St. Charles, Ill., now records for Ronco Records, a new label in Elmhurst, Ill. Blough says he feels “a very fine artist and deejay, Roy Stingley, who is also program director for WDJ in Chicago” in my recent article on singing deejays. I apologize, Roy.

Red McInven, associated with KORK, Las Vegas, for the past two years, has returned to Los Angeles as morning man for KFI; he had been on various Los Angeles stations in the late ’50’s and early ’60’s. Philippe C. Lasky, vice- president of Westhouse Broadcasting, casting, retired March 1. Some of his career includes being general manager of KDFC, San Francisco. He has been in radio since 1922 and helped radio get started in Denver. Later McInven, formerly with WCFI in Chicago, has joined KFI in KFI as a relief deejay.

WSVL-FM, Morrisstown Road, Shelbyville, Ind., 46176, is bowing an easy Listening and deejay. Bill Loken needs stereo al- boms. It says the 34,000-watt signal covers Indianapolis and most of the southern part of the state. The lineup at WTCR is Ashland, Ky., a country music-station. Francis director Chuck Bigman, Mike Todd, Ron Muskin, and T. Douglas Good, are on week-ends. The 5,000-watt Connie B. Gay station is managed by Ken Stephens, who reports that business has been increasing steadily.

Mary Ray, a veteran deejay at WPLA, Tampa, has paused across a heart attack. . . . Deejay Dave Diamond, with WREC in San Francisco, has signed to do two roles in "The Outliers" TV series. . . . WOAC at 75 West Bridge Street, Oswego, N. Y. 13126, is bowing a country music program and needs records. Send to C. F. Hartley, assistant station manager. . . . Nick Kolivas, deejay with KFQD in Anchorage, has joined KTVA-TV, same city, as production manager.

Don Sundeem, formerly Domme Dave at KELL in El Paso, Tex., is now program director of re- named KCOH in Houston. Says he feels he has a "sleeping giant" on his hands. . . . Bob Lee has been promoted to program director of KIMN, the Hot 100 ruler of Denver, from Ross Babcock, the new music director. . . . Paul Corrie is in charge of the military service and back with WQSM, Huntington, W. Va.; he’s doing two daily shows—one to 2 p.m. and 4-6 p.m.

**BEST SELLING R&B LP'S**

*Star Performers—LP’s registering greatest proportions spread progress this week.*

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<td>SOUL SERENADE</td>
<td>The Stylistics, Tamla M. 5418 (M)</td>
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<td>2</td>
<td>MY BABY MUST BE A MAGICIAN</td>
<td>Bo Diddley, Aladdin 5428 (M)</td>
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<td>3</td>
<td>DRIFTERS</td>
<td>Bobby Bland, Duke 422 (Travis, M)</td>
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<td>4</td>
<td>ALLERTON KING</td>
<td>Stax 241 (East, M)</td>
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<td>5</td>
<td>SECURITY</td>
<td>Alton Dixie, Cap 5094 (East, M)</td>
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<tr>
<td>6</td>
<td>GET IT! (The Home Front)</td>
<td>Fantastics, Soul 261 (Aladdin, M)</td>
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<td>7</td>
<td>TIME SHOW</td>
<td>Northern Lights, No. 29250 (West, M)</td>
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<td>8</td>
<td>DON'T YOU HAVE TO SAY YOU LOVE ME</td>
<td>Four Seasons, Sport 110 (Robbons, A&amp;M)</td>
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<tr>
<td>9</td>
<td>MILLION TO ONE</td>
<td>Four States, FAM 141 (A&amp;M, M)</td>
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<tr>
<td>10</td>
<td>CROSS MY HEART</td>
<td>Barry Lowe, Atlantic 2340 (RPM, M)</td>
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<tr>
<td>11</td>
<td>CAN'T HELP MYSELF</td>
<td>Four States, FAM 141 (A&amp;M, M)</td>
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<td>12</td>
<td>SOUL MAN</td>
<td>Dave Harris, Son 54160 (Jabe, M)</td>
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<td>13</td>
<td>FREE BLOW</td>
<td>Son &amp; Don, Stax 242 (East, M)</td>
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<tr>
<td>14</td>
<td>LOVE TO THE MAX</td>
<td>Silver Fox, Tidal Wave 26 (Tidal Wave, M)</td>
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**NASHVILLE-HOLLYWOOD**

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**KING RECORDS, INC.**

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**MARCH 16, 1966, BILLBOARD**
SCEPTER RECORDS

DIONNE WARWICK in Valley of the Dolls

THIS IS THE ONLY ALBUM IN WHICH DIONNE WARWICK SINGS VALLEY of the DOLLS!

SCEPTER RECORDS

As performed by Miss Warwick in the 20th Century-Fox movie. 33,000,000 people will see Scepter's full-page advertisement on Dionne's Valley of the Dolls in the March 19, 1968, issue of LIFE MAGAZINE.

See you at NARM in sunny Florida.
NEW YORK — This year's Grammy Awards narrowed the gap between RCA and Columbia in over-all wins since the NARAS instituted the awards. RCA, which still has an edge of 43-22 for the 10 years. The two awards won by Kansas City's KC and the Sunshine Band, however, are new to the list of winners. RCA's total, a figure that would bring the Angel/Capitol total to 12. Also cited in the overall listings are Decca with two and Deutsche Grammophon with one. The DGG award was for "Wozzeck" in 1965, making recordings of that opera winner twice in a three-year span.

Price Steak

Soprano Martina Arroyo's Price award for "Prima Donna, Volume 2" gave the RCA artist the winning "Vocal Soloist Performance" for five consecutive years. Miss Arroyo also received the award in 1960 and was featured in the opera winners on RCA in 1962 ("Aida"); 1963 ("La Boheme" and "Carmen").

The instrumental soloist award for 1966 went to Vladimir Horowitz for his Columbia album "Horowitz in Concert," which featured a total of four RCA albums. Miss Arroyo conducted the group in performances of "Firebird" and "Petrichka" Suites. Columbia, which was also a program for recording that composer's works, also had the label for Stravinsky's 1962 "Firebird" winner. The Boston Symphony, however, leads the orchestral winners with five awards, three under Erich Leinsdorf and two under Charles Munch, all on RCA. The other orchestral winners have included Zdenek Smetana and the American Symphony on Columbia, Fritz Reiner and the Chicago Symphony on RCA, and Felix Slatkin and the Hollywood Bowl Symphony with Capitol.

Taste of Music

By FRED KIRBY

Misses Arroyo & Cossotto At Peak Form

NEW YORK — Soprano Martina Arroyo and mezzo-soprano Ildebrando D'Arcangelo are out selling Verdi's "Aida" at the Metropolitan Opera on Tuesday night. In the role of Nefertari, the role of her Met debut earlier this season, displayed a full, rich voice. Miss Arroyo is one of the world's outstanding mezzos. Baritone Cornell MacNeil was in excellent voice as Amonasro, the role he sings on London's "Aida" with Renata Tebaldi and Carlo Bergonzi. Miss Arroyo, substituting for Leontyne Price, who returned to Mississippi because of the death of her husband, had complete command of the title role.

Use Castanets On Decca Disk

NEW YORK — A collection of Spanish harque concerts of Scarlatti, Mozart, entra Kostow, and Castanets, is being issued by RCA Victor's Spanish label. Lucero Ten, who also heads a flamenco dance troupe, is the castanet player. Suggestions.

A short piece is also issued an album of Verdi and Wagner art songs by tenor Sandor Konya and English pianist, and the final album of the three-album set of Bach's complete violin sonatas and partitas with Ruggiero Ricci as soloist.

Classical Music

RCA Maintains Grammy Lead. Col. Is Moving Up

By FRED KIRBY

NEW YORK — This year's Grammy Awards narrowed the gap between RCA and Columbia in over-all wins since the NARAS instituted the awards. RCA, which still has an edge of 43-22 for the 10 years. The two awards won by Kansas City's KC and the Sunshine Band, however, are new to the list of winners. RCA's total, a figure that would bring the Angel/Capitol total to 12. Also cited in the overall listings are Decca with two and Deutsche Grammophon with one. The DGG award was for "Wozzeck" in 1965, making recordings of that opera winner twice in a three-year span.

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Choral Tie

For the second consecutive year, RCA and Columbia were neck-and-neck in the choral category, with both presenting a new album of Verdi. RCA produced a recording of the complete "Aida," with Columbia following with a recording of the \"Turandot\" on RCA. The Slatkin recording on RCA, Puccini's "Madama Butterfly" and Verdi's "Die Walkurse" on London, were all featured in the choral category.

Koussevitzky & Montreux Awards Fete Set Sept. 10

A three-man jury, meeting in late September this year, will select the award. Previous winners have been Edgar Varese, Witold Lutoslawski, Ingvar Sveningsson, Peter Maxwell Davies and Olivier Messiaen.

The Montreux Award, which is being initiated this year, has been organized by the Montreux Music Festival at the instigation of Roland Gelati, associate publisher of High Fidelity.

Awards to Britten

LONDON — Composer-conductor Benjamin Britten has been awarded the fifth annual London Song Prize for contemporary musicians. He is expected to receive the Danish award, worth £7,312, in Copenhagen in May. Previous recipients of the Song Prize have been Igor Stravinsky, Leonard Bernstein, Birgit Nilsson and Winifred Atwell.

Donors of a short-lived "Most Promising New Classical Recording Artist" award were London's Marilyn Horne and RCA's Peter Serkin.

SANDOR KONYA, tenor, right, goes over a score with Is Horowitz, Decca's classical ad director, during a recording session of Verdi and Wagner art songs for Decca Gold Label.
There just weren't enough Grammies to go around.

Because in two categories Columbia Masterworks tied with two other Columbia albums.

So the committee had to cough up eight Grammies for us. Which probably makes this the Best Grammy Story of the Year. (Do they give a prize for that?)

And now you've got eight good reasons for stocking and featuring all of these albums.

Best Classical Performance - Orchestra

Best Opera Recording

Best Classical Instrumental Soloist Performance

Best Engineered Recording - Classical

The Sound of Genius on CBS and Columbia Records.
2 GINASTERA
WORKS ON RCA BY LEINSDORF

BOSTON — RCA recorded two Ginastera works with Erich Leinsdorf and the Boston Symphony in Symphony Hall on Wednesday (14) after working with Carlos Martins, who has been performing this and other Latin American works with the orchestra, was the soloist in that work. The other Ginastera work, the "Concierto Chileno," will be recorded by the conductor with the Detroit Symphony on Friday (16) in Cleveland, and the soloist will be argentine Carlos Ontiveros.

Ginastera's new opera "Bomarzo" will have its New York premiere during the 12th annual International Marian Congress of the New York City Opera on Thursday (15) at Lincoln Center, who conducted the work's world premiere with the New York City Opera, will conduct Ginastera's "Don Rodrigo" in its U. S. premiere of the 1966 opening performance of the New York City Opera Co. at its new home, the New York State Theater.

Ties Push Up Release Date

PRAHCE — Co-ordination between Pannoni and Supraphon, Czechoslovakia's two record companies, and the Guild of Czechoslovak Composers will result in recordings of new compositions performed at the 12th International Festival of Czechoslovak Composers to go on sale the day after their performances.

The review, which runs from Monday (11) through Friday (16), will consist of five evening concerts, a special instructive meeting for the younger generation, and a matinee of music films produced by Czech TV. The programs on both official and semiofficial concerts, which will turn up on official programs in Czechoslovakia. Music Viva Pragensis will perform the New York City Opera Composers, artists, radio men and publishers from Switzerland, the Netherlands, Britain, Italy, Germany, the Soviet Union and the U.S.S.R. are expected to attend. Recordings of the performed material will be made in New York City hall the day following the performances.

New ACTION LP's

Title, Artist, Label & No.

VAUGHAN WILLIAMS: SYMPHONY NO. 6/LARK ASCENDING
Bean/New Philharmonic Orch. (Buntn), Angel (No Mo.), S 26469 (5)

MURSKY: IN A PERFORMANCE AT BEMINI, YOUNG PERSON'S GUIDE
Chicago Symphony (Gazzaw), RCA Victor LM 2977 (M); LSC 2977 (G)

ART OF TITO GIBO (2 LPs)
Sergaphon (Seraphim), SB 1612 (1)

Title, Artist, Label & No.

BRUCKNER: SYMPHONY NO. 9/TITE DEEIN (2 LPs)
States/Weinberger/Barber Philharmonic (Schuch), DGG (No Mo.), 139 117/E

MOZART: CONCERTO NO. 21/4 BARETTI SUITE
New Philharmonic (Bernstein), RCA Victor LM 2364 (M); LSC 2364 (G)

WOLF: SPANISCHES LIEBESBUCH (2 LPs)
Schwarzwerk/Fischer-Dieskau/Moore, DGG (No Mo.), 139 320/2 (G)

DGG to Issue 'Lulu'

BERLIN — Deutsche Grammophon plans to release its new recording of Berg's "Lulu" later this year. The Deutsche Berlin Opera production stars Dietrich Fischer-Dieskau and Evelyn Lear.

Everest-Catra Tie

LOS ANGELES — Everest Records has acquired distribution rights for Canada, Australia, New Zealand and the Benelux countries for the opera sets it obtained from Cetra sources.
Decca and The Stripper

OR

How Bambi Peel likes the way our March releases stack up.

"You know how it is in my business," she says, "the same kind of music night after night. When I buy records, I like to get all different kinds."

That's where Decca comes in to help you—to sell her.

We have the greatest selection of product to satisfy all your customers, not just some of them. Everything from rock to romance to country/western, from classical to pop. Something for everybody. So you rarely miss a sale.

Although Bambi prefers pop and jazz, she occasionally buys some of our soft, romantic music. "When I want to relax after working at the same old grind," she explains.
Here's a full-scale promotion on the incomparable Nat King Cole and his timeless catalog of unforgettable music.

**NEW!** A Deluxe Stereo Set of His Most Memorable Performances. With a Special Commemorative Offer — 3 Records for the Price of 2!

**NEW!** The Record-Matic
A revolutionary merchandising fixture! Handsome. Compact. Permanent! Yours FREE with the purchase of any 25 Nat King Cole albums! The Record-Matic holds 25 albums, flips product automatically, stops and starts at the flick of a finger! Gives customers a full view of each album cover. A Capitol exclusive! (This is a limited offer, so contact your CRDC rep right away!)

**NOW!** For your Record-Matic, choose from these unforgettable Nat King Cole best-sellers!

The Record-Matic will soon be available through your local CRDC Distributor as a regular accessory line product.

*Optional with dealer*
Country Music

Country Acts Help Palsy Raise Record $250,000 in a Telethon

NASHVILLE—Country music artists, giving their time free, joined forces with pop singers and network stars to raise a record $250,000 in a 24-hour telephoneathon here for Cerebral Palsy.

Among those who entertained in the program, headed by Tree Munks’ Jack Stapp, were Chet Atkins, Jerry Reed, Roger Miller, Bobby Darin, Roy Clark, Johnnie Wright, John Lone, Freddie Car, Dick Rich, Penny Starr, Durwood Hauck, Johnny Appleseed and Davis Knight.

Leavin’, Sg, Bill Beddor, the Floyd Sisters, the Marjolyn Singers, Loren Man, Terri Lyn, Johnnie Wright, Roy Clark, John Lone, Freddie Car, Dick Rich, Penny Starr, Durwood Hauck, Johnny Appleseed and Davis Knight.

Memphis April—Record Makes and "You’re All Dori Snow," a release from Doti Anderson, by the Rovers, professional manager, were at the opening; sold to the staff writers. After men from the Nashville area and "prospective" salesmen approved the lineup, John Reed and Judy Thomas. Miss Thomas has been working in other fields, but has been looking for a better chance.

Grady’s biggest search is for a general manager for his company. A recent addition to the staff is a young man who has been in Nashville for the past three months, depending upon the success of the talent search in this area.

The all-night, all-day show was televised by WSM-TV. It was produced by Ellery Allen. The telecast raised the second highest amount of money of any CP telethon in the history of the world, passing only by New York's.

Hugh Rodgers Sets Up Firm

ATLANTA—Hugh Rodgers, formerly with the Arnold Agency here, has formed his own management and booking firm and is expanding into the country and college clubs.

Margie Whittaker, who also has been with the Arnold Agency, has joined him in the talent department. She is trying to sign "name artists" and is traveling extensively now buying and placing talent into clubs, mostly in the Southeast.

Rodgers was recently dividing up and lining up locations around the nation for bookings. He has signed Johnny and Louise Tig, a family of seven who record on Belk Records. They are now playing the Florida circuit.

James Picks—James Clicks; Makes Chart for 13th Time

NASHVILLE—Sonny James, who has now reached the top of the Billboard chart in less than a year's consecutive time, says selection of material in recording sessions and on stage is the "secret" of his success.

James had a 14 hit song, but the record company's feeling about the song was that it was a "feeling of "You Love" that at that time was big in both the pop and country fields.

In 1964, gaining his aims directly toward country music, he wrote "The Month You're Gone." This was followed by a series of singles, "Stonemans," "Baltimore," and "You're the Only World I Know," all of which went to the top.

He continued his string with "I'll Keep Holding On," "Behind the Tears," "True Love's a

Dori Bought by S&S Promotions

OKLAHOMA CITY—S & S Promotions, a country booking and promotion firm here, has purchased a majority interest in a Nashville booking agency in the Salt Lake City area, Don Brown, a Western division president of S & S.

Fred S. Sikes, president of S & S and Mack Adamson, former Salt Lake City, Utah, owner of" Rodeo Pro," announced the formation of a new division, Adamson and a three-man staff with a peak and peak for club circuits in the Western States.

The nationally merged companies now have under their control the S & S's "Rodeo Pro," the "Florence Pro," the "Ranch Pro," the "Western Pro," and the "Pro," the "Pro," and the "Pro." During this string, James has been produced by Ken Nelson, Mountain Music and Herschel Horst.

Money Hall. Several sports personalities including Johnny Unit, John Gardy, Lance Alworth, Tommy Mason and the Vander-

COUNTRY MUSIC ARTISTS attend the official opening of the Southern Regional Telethon at Atrium in Nashville. Left to right: Roy Williams, Ampay regional manager; Everett Hull, Ampay president; June Carter, Johnny Cash and Bly Grammophone.

Newlyweds Johnny Cash & June Carter made an unusual exchange. They wanted Margie Perkins, wife of Cliff, to arrange a party at Per- son's, at their wedding. She was busy with the Ampay opening here. Agreed to tell her off if the newlyweds would come to the official opening of the instrument firm... The Ray Charles, appearing in concert in Denver, topped $5,000 at the box office... The Janes Boys, from the Southern Gentlemen, have been confirmed for the Country Telethon at the Lubbock, Texas, rodeo March 20-21... Warner Mack, after every problem known to be a country artist, is back in full swing... The Deca singer, under- weight, was also in Lubbock. He is trying to sign "name artists" and is traveling extensively now building and placing talent into clubs, mostly in the Southeast.

Hank['s] head for the city college, working pri-

Rogers signed for Frankie Head of a young man named Jimmy and Louise Tig, a family of seven who record on Belk Records. They are now playing the Florida circuit.

Frank Jefferson heads the college de-

Countrylean Inked For 'Smothers'

Hartford, Conn.—Glaser Bros. Productions announced that John Hartford, RCA Rec- tory Grammy winner, will go to the Smothers Brothers television replacement show. The program will be filmed with the Smothers Brothers, another multiple Grammy winner.

Chuck Glaser, speaking for the firm which manages Hartford, RCA Rec- tory Grammy winner, will go to the Smothers Brothers television replacement show. The program will be filmed with the Smothers Brothers, another multiple Grammy winner.

"He's more interested in get-

The statistics show that the telethon raised $630,000 in just 24 hours for the Cerebral Palsy.-bf the children's hospital in New York. No commercial is more important for the arts. The program is a perfect example of the way music and the arts can work together to benefit the community.

The telethon, which was held in New York's Central Park, was broadcast live on television and radio networks across the country. The telethon was hosted by country music star George Jones, who had just released a new album called "The Best of George Jones." The album featured classic country hits from George Jones' career, including "He Stopped Loving Her Today," "White Lightning," and "The Good Old Boys."

The telethon was a huge success, raising over $630,000 for the children's hospital in New York. The money raised was used to help fund the purchase of new medical equipment for the hospital, as well as to provide financial assistance to families with children affected by cerebral palsy.

The success of the telethon led to the creation of the Cerebral Palsy Telethon, which continues to be held annually to raise funds for the children's hospital in New York and other hospitals around the country that treat children with cerebral palsy.

The telethon was a powerful reminder of the power of music and the arts to bring people together and make a positive impact on the world.
DALLAS FRAZIER has a new country smash!

"THE SUNSHINE OF MY WORLD"

A great piece of material!
A great performance!

PUBLISHED BY:
BLUE CREST MUSIC, INC.

#2133
MARCH 16, 1968, BILLBOARD

Hot Country Singles

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>TITLE, Artist, Label &amp; Publisher</th>
<th>Weeks on Chart</th>
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<tr>
<td>37</td>
<td>30</td>
<td>THE SON OF HICKORY HOLLER'S TRAMP</td>
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<td>38</td>
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<td>MY BIG TRUCK DRIVIN' MAN</td>
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<tr>
<td>36</td>
<td>37</td>
<td>THERE AIN'T NO EASY RUN</td>
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<td>35</td>
<td>33</td>
<td>SMOKE, SMOKE, SMOKE</td>
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<td>34</td>
<td>34</td>
<td>NOTHING TAKES THE PLACE OF LOVING</td>
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<td>33</td>
<td>31</td>
<td>WELCOME HOME TO NOTHING</td>
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<td>32</td>
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<td>EVERYBODY GOTTA BE SOMEBODY</td>
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<td>31</td>
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<td>THAT'S WHEN I SEE THE BLUE</td>
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<td>30</td>
<td>29</td>
<td>SUNSET MARY</td>
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<td>28</td>
<td>GREAT PRETENDER</td>
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<td>25</td>
<td>FIND OUT WHAT'S HAPPENING</td>
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<td>25</td>
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<td>A THING CALLED LOVE</td>
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<td>23</td>
<td>LOUISVILLE</td>
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<td>YOUR LILY WHITE HANDS</td>
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<td>COUNTRY LIVING, WOMAN</td>
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<td>20</td>
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<td>19</td>
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<td>ATLANTA GEORGIA STRAY</td>
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<td>18</td>
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<td>WILL YOU VISIT ME ON SUNDAY</td>
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<td>SHE WENT A LITTLE FARTHER</td>
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<td>15</td>
<td>DESTINATION ATLANTA, GA</td>
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<td>ONLY A FOOL</td>
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<td>13</td>
<td>ALABAM</td>
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<td>13</td>
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<td>I CAN SPOT A CHEATER</td>
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<td>12</td>
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<td>ANOTHER PLACE, ANOTHER TIME</td>
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<td>11</td>
<td>10</td>
<td>STORYBOOK CHILDREN</td>
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<tr>
<td>10</td>
<td>9</td>
<td>WANDERIN' MIND</td>
<td>5</td>
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<td>9</td>
<td>8</td>
<td>CALIFORNIA SUNSHINE</td>
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FARON YOUNG

"She went a little bit farther"
AS A DUET OR SING

JAN HOWARD

SINGS

"Count Your Blessings Woman"

DECCA RECORDS

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BILL ANDERSON
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"WILD WEEKEND"

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For Loving You
BILL ANDERSON & JAN HOWARD

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DE 74959(S)
Thank you NARAS!

Glen Campbell

Public Relations: Ivor Associates, New York, Los Angeles
Personal Management: Nick Sevano
Produced by: Al deLory
PARIS—The 1968 Grand Prix International du Disque announced at the Palais d’Orsay, Paris, Thursday (7), on the opening day of the International, resulted in some 50 records being awarded prizes in the various categories and the Academic Charles de Gaulle, President of a jury of music critics, made special mention of the Maurice Chevalier CBS album “80 Berges,” recorded in Chevalier’s 80th year.

Awards were announced as follows:


Phonogram Promotion Step-Up
By JOCK VEITCH

SYDNEY—Phonogram Records, distributor of Deutsche Grammophon and Philips Records in Australia, will both add three new promotion men to help the United States, Mexico and Japan with the promotion and distribution of their records and albums.

This follows the return of Paul Turner, the company’s first visitor from a world tour where he conferred with his company’s record executives.

“I think we’re virtually following the sales promotions by the boys overseas,” he said when he returned to Sydney.

At his own request much work into sales promotion we can’t afford to waste their efforts,” he added.

The addition was announced by the Deutsche Grammophon in Germany and conferred with Philips executives in England and the U.S. on his tour.

We plan to hire one man to promote our Deutsche Grammophon and Polydor from Germany, another to move our Philips, Polydor and MGM material from France and another to handle out MGM, Verve, and Mercury material from the U.S., he said. “They will work under me and Bob Cookey, our promotion manager.”

Col. of Canada’s Instant Carton
TORONTO—Columbia Records has introduced a new concept in a browser box—shipping carton which eliminates problems of assembly, unpacking or sorting. The angled, low-front browser box is decorated with colorful motifs and lettering, is packed with records, and then is packed behind the records, and the box is slipped into a protective sleeve covering four sides and the top forming the shipping carton. At the retail outlet, the box is simply removed and discarded, the header carton taken out and inserted in slots at the back of the box, and the self-service browser box is in place.

The new browser box-shipping carton was the idea of Columbia’s design and packaging department, Bob Faith and Bob Lane.

To stimulate interest in the Spring promotion, Teledeco has released a “Stereo a la carte” sampler album with extracts from the Columbia stereo LP’s. The album sells at $2.50.

Cromer’s Colby in A Trip to Paris
PARIS—Bob Cromer of Cromer (“Music News” here to meet ex-President of the Royal College of Music, the writers of “Love Is Blue,” Pierre Bachelet, and his wife”) is currently in Paris where Cromer also met handle-and-author Paul Mauriat. He returned to the U.K. just in the nick of time to collect copies of all the recorded versions of the Cromer song “A Trip to Paris.”

Meanwhile, new versions of the song have been recorded in France for the “Three Weeks” album (Philips), Rachel (Barclay) and Les Compagnons de la Chanson (CBS).
The Swingin' Singles: A Barrow to P.R.C. Barrow Will Form P.R.C.

BRUSSELS — Tony Barrow, chairman of EMI's European operations, and Pierre Richard, president of RCA Victor in France, have announced the formation of a joint venture, P.R.C. (Playtime Record Company), which will be established in Paris. The company, which will operate under the Barrow name, will focus on the production and distribution of jazz and soul records. Barrow, who is also the founder of the famous Barrow International label, will bring his extensive experience in the music industry to the venture. The new company will target the European market, particularly France, and seek to establish itself as a leading force in the jazz and soul music scenes. Barrow's passion for these genres is well known, and he has a strong commitment to promoting them globally. The formation of P.R.C. is seen as a strategic move to capitalize on the growing interest in jazz and soul music in Europe, and to strengthen EMI's presence in the region.
WEST BERLIN

The German record industry will stage a classical music gala at the Konzerthaus in Berlin on November 27.

The gala show is designed to extend the commercial success of record (and cassette) as a cultural medium. The "Grand Gala of Classical Music" will be held Nov. 14, 1968, at 8 p.m. at the "Arbeitgeinschaft Schallplatten," the public relations association of the German record companies.

The gala program consists of Nov. 15, will consist of symphonic music and will be held in the German Opera at Cologne. A preview of songs will be featured on the second evening this program to be held in the Eichingensteiner at the Charlottenberg Castle. The finale Nov. 16, in the German Opera, will highlight opera airs and scenes.

All of the programs will be telecast live.

In connection with the "Grand Gala of Classical Music" the German trade magazine "Fono Forum" will award its prize for outstanding contributions in 1968, Music recording.

A Followup

The classical gala music is planned as a followup to the record industry's successful "Gala Evening of the Phonogram Record" last autumn. The concert is initiated by the industry's public relations organizations.

From The

Music Capitals

of the World

**Continued from page 55**

**CINCINNATI**

RCA Victor's John Gary is due in town late Wednesday (13) to help promote the group's TV variety program, "The John Gary Show," on CBS TV station WCPO Thursday night (14). The show will be a weekly feature on WCPO. The 7:30 p.m. program is sponsored by Zillicon-Wallace Inc., Cincinnati. A host of guests has been lined up for the Gary opes to maintain the show's promotion chores.

The Tuesday evening Arthur Ferarri and Louis Telcher set for a single performance at Todi Auditorium here Saturday night (6), sponsored by WCPO Radio in cooperation with Bridge Productions. Ork leader Lawrence Well and his features on his show, Natalie Nevins and Joe Fetzer, will make two appearances here: Wednesday, 12th—one at Music Hall and the other, 10th, at the legendary Hotel—For the American Cancer Society and the Working Women—In tall. National Crusade chairman, Incidence here is still holds the all-time record for a single performance. John Garden, made some six years ago when Well and his musical crew pulled Choros 44,000.

**DUBLIN**

Debut in Irish chart of Billy McDermut's Belfast-bred Inset La is expected. The 20-year-old Spicewells "Mary From Dungloe" featuring folk trio, "Folk in fact, is hotter than ever again, with show business disks much in the background. Peter John Woods proclaimed Johnny Kelly with a silver disk at the Television Club to mark 50,000,000 sales of "Black Night," a "Daisy Dayne," whose "Whiskey on a Sunday" was one of the 1967's best sellers. Next Wednesday night (22) channel will appear for the Northern Television. A second LP is planned.

R.E.M. (Mike Stipe, Peter Buck, Athens April 30. Britain's top trio will be with the B.B.C. April 28 for a week of concert, scheduled for television, and the proceeds of which will go to the Central College of Education for Radio Eireann's "Tune of the Best," which now includes five Irish and foreign releases every week. Tribune's "Morning Dew," by local group the Sugar Shack, will go on a tour of Britain.

Jon Lindheim's second 45 for Tom Stoppard's "One of the Best," is the debut of "The Night Before Christmas," a song by the singer, who has "Love Is a Many Splendored Thing" by the singer, who has "Love Is a Many Splendored Thing" by a group of the Nitty Gritty Dirt Band, which is a song about love in a world of wars.

**LAS VEGAS**

Debut and Musidisc Into A Mutual Agreement Pact

PARIS—Musidisc has signed a contract with the American company Debut for distribution in France of all Debut recordings. Debut will, in turn, distribute the Musidisc and Bel Air labels in the United States.

First releases in the U. S. will be two albums by the current Paul Mauriat Orchestra recorded four years ago on the Bel Air label, but will reissue these albums in the States and will also issue similar albums in the future.

Musidisc will be pressing and releasing these albums in France, featuring such jazzmen as Miles Davis, Charles Mingus, Max Roach, Charlie Parker, Dizzy Gillespie, J. J. Johnson and Kai Winding. The albums, most of which are stereo, will retail at 19 francs 95 centimes ($3.99).

Meanwhile, Musidisc is planning world-wide release of the Concerto for French Horn by Stanislas Kupin, which will be recorded by guitarist Taridino Sangro, along with an English vocal version. The recordings will also be released in 4-track and 8-track cartridge form.

The pioneer French company in tape cartridge production, Musidisc currently has 37 titles on the market and is selling 1,500 cartridges a week in France, Belgium, Portugal and Spanish. These cartridges, which are duplicated at Averton, N. W. France, retail in France at 32 francs 20 centimes ($6.58).

Phase 4 Pitch in Paris by Decca, Ltd.

PARIS—British Decca has launched an intensive promotion campaign for Phase 4 Stereo albums with a reception and demonstration in the company's Paris recording studio.

A team from Decca including Lord St. Helens, European sales director, Tony D'Amato, Phase 4 producer, pianist Ronic Alirdich and Phase 4 engineers Arthur Benlam and Arthur Lillie, will perform the world premiere of An-Phase 4, a new stereo recording of RCA.

A while back, recording "Lana's Theme" was played in the studio, Alirdich recorded first the right-hand piano track then the left-hand track. Finally the complete recording was played back and left with a large amount of obsolete monaural stock.

Purisms de Bigard said that for a long time the efforts of record companies to produce better quality records had to some extent been negated by the competition among record producers to produce as cheap a machine as possible.

But now that a reasonably good stereo set-up can be bought for $500 francs ($100) the demand for good stereo recordings is likely to increase tremendously. Most people will be buying from poor monaural to excellent stereo—the gap will be dramatic and a great boost to stereo sales.

The figures recently produced by the Syndicat des Industries Electroniques et Enregistrement reflect the swing to stereo in France.

In 1965 sales of high fidelity record players were 800; in 1967, following the influx on the market of high fidelity equipment produced by the major audio equipment manufacturing companies in France, the sales were up to 30,000.

The S.I.E.R.E. estimates that of the 6 million record players operating in France, about 200,000 are high fidelity stereo systems.

From The Music Capitals of the World

Prix—Musidisc has signed a contract with the American company Debut for distribution in France of all Debut recordings. Debut will, in turn, distribute the Musidisc and Bel Air labels in the United States. First releases in the U. S. will be two albums by the current Paul Mauriat Orchestra recorded four years ago on the Bel Air label, but will reissue these albums in the States and will also issue similar albums in the future. Musidisc will be pressing and releasing these albums in France, featuring such jazzmen as Miles Davis, Charles Mingus, Max Roach, Charlie Parker, Dizzy Gillespie, J. J. Johnson and Kai Winding. The albums, most of which are stereo, will retail at 19 francs 95 centimes ($3.99). Meanwhile, Musidisc is planning world-wide release of the Concerto for French Horn by Stanislas Kupin, which will be recorded by guitarist Taridino Sangro, along with an English vocal version. The recordings will also be released in 4-track and 8-track cartridge form. The pioneer French company in tape cartridge production, Musidisc currently has 37 titles on the market and is selling 1,500 cartridges a week in France, Belgium, Portugal, Spain, Switzerland and Morocco. The cartridges, which are duplicated at Averton, N. W. France, retail in France at 32 francs 20 centimes ($6.58).
From The Music Capitals of the World

**COLUMBIA RECORDS’ ARTIST O. C. SMITH, in Cincinnati recently to plug his new release, “Son of Hickory Holler’s Tramp,” stopped off at Station WIOE, to be interviewed by WIOE’s Johnnie (right) for being among the first in the nation to kick off the new platter.**

**SUN JUAN**

Hildegardes will be at La Casa Hotel for a limited engagement and Big Top Little (Coral Records) with his “Greatest Little Show” at El San Juan Hotel. In Puerto Rico record business once again affected by cut-price sales, Bargain man, local discop operation (store 3 stores), offering albums featuring españolista Larry and its Tito Rodriguez, Los Higgins, Tri Los Panchos, El Sol, Machito, Pete Perez and Sergio Mendes Trio, for $1.47. Also included in the sale are albums by The Incas, The Ventures, The Turtles, Fats Domino, and Mexican TV channel & ANTONIO CONTRERAS.

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—Emelie Sande, the Swedish Dirt Road Queen, has signed with Epic Records for a film role in the upcoming Swedish film ‘Kung San.

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Joaquin Batiste, Vangard artist, given a Carnegie Hall concert on Monday, May 10. 20 tickets purchased for a New York on Tuesday (19) to complete recording session on her next Vangard album. The Female Quartet, a high priestess of the bass heads at the Nashman Room on Saturday, May 15. Other dates for the New York String Ensemble, conducted by Glen Campbell, Wednesday 20th, 21st, and 22nd.

**WOHLFARGEN SAPIER**

**MUNICH**

Producer Günter Jilger has journeyed to the Bavarian capital, Munich, to sign Ilona Donnet with Liberty Records... The Munich State Theater will present the musical “Hello, Dolly” with Lola Wunderlich as Minnie and the Monty Blues and Pica-sanguine as Billy Rose... NIGEL HUNTER

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BY DEALERS HAS BEEN
HAS EXTENDED TO

This gives Dealers, Distributor Salesmen and Distributor P
and enjoy a greater opportunity to win the most fabulous

ITCC HAS OVER 10,000
including "COLD"

“AROUND THE WORLD”
TO HOLLYWOOD:
Luxurious accommodations at the beautiful Century Plaza Hotel. Escorted tour of
the Twentieth Century-Fox studios where you will see pictures being made.
A tour of MGM Studios, a full day at
Disneyland, you will be guests of Danny
Thomas and visit with Red Skelton at the
taping of his show. Dinner will be at such
famous restaurants as the Hollywood Brown
Derby, the Bistro, Chasens, La Rue, the
Hong Kong Bar and others. However... in
order for you and your wife to get to Holly-
wood to enjoy this week, you will first be
flown to New York City — then you will fly
to Rome, then to Bombay, Hong Kong,
Tokyo, Honolulu and on to Hollywood. In
other words, you get a 16 day around the
world trip to get to Hollywood for a full
week of "Living Like a Millionaire."

A VISIT WITH HERB
ALPERT, VIA MEXICO:
Meet many of the A&M stars. The winner
will also visit Herb Alpert and Jerry Moss
at the A&M Studios in Hollywood, as well
as enjoy two additional days at Twentieth
Century-Fox Studios and Disneyland. First,
A&M Records will fly the winners to Mexico
City where they will spend 3 glorious days.
Then they will fly to Acapulco for top ac-
commodations and entertainment, then on
to Tijuana. They will be met at the airport
and driven to the bull fights in a Tijuana
taxi. After the bull fights, they will depart
for Los Angeles where they will start three
glamorous days in Hollywood, staying at
the Luxurious Century Plaza Hotel.

A TRIP TO ROME TO SEE
"DR. DOLITTLE":
You and your wife are flown to New York
City where on May 11th you'll board the
American Export Lines S/S Independence
Sun Lane Cruise, stopping at Lisbon, G
braltar, Palma and then land in Naples
on May 21st. The Fugazy/Diner's Travel
Agency has made arrangements to have
their representatives meet the winners in
Naples and drive him and his wife to Rome
where they will see Dr. Dolittle. After the
screening, some sightseeing and the ret
flight home.

See Your ITCC Distributor
OVERWHELMING THAT... CONTEST TO CLOSE MAY 31, 1968

It's an additional 60 days to reap the profits ever offered in the music industry.

Revision of Official Contest Rules for dealers now read that entries must be postmarked no later than May 31, 1968 and received by June 7th, 1968.

EXCITING PRIZES FOR YOU! "FLASH" Bonus Prizes!

SPANKING NEW 1968 MUSTANG:
A golden Buddah (the trademark of Budah Records) is really the prize, however it is the hood ornament of a brand NEW 1968 MUSTANG which comes with it. The MUSTANG is a two-door hardtop, automatic shift, with extras (heater, radio and, of course, a stereo eight-track tape deck, factory installed.)

FREE!!... ALLAN JONES
the famous singing star who appears at the most famous night clubs throughout the country. We’re going to give Allan Jones away free to one of our dealers for a full day, with Allan autographing his new I.T.C.C./Scepter cartridge in the dealer’s store with an ad paid for by I.T.C.C. announcing this event. That evening, Allan will sing his complete repertoire of songs in this new I.T.C.C./Scepter cartridge, including the song which he is most famous for... "DONKEY SERENADE", with our winning dealer inviting up to fifty (50) of his friends (and paid for by I.T.C.C.) to a hotel, restaurant or country club for a complete dinner and an evening of entertainment with Allan Jones.

ALSO
2. Braun amplifiers with AM/FM Multiplex and two Braun speakers plus an AUTOMATIC RADIO 8-Track home cartridge deck...
10 Beautiful Mini-Mod sets from Rachlin Furniture Company...
25 Eight-track stereo tape players (choice of 8-track home or car set) from AUTOMATIC RADIO...
100 MGM Music Machines, with an ample supply of Playtapes from I.T.C.C. ...
250 Musical Donkeys each with an autographed card from Allan Jones...
100 Bottles of Tuvara Skin Perfume by Tuvache...
500 Bottles of Jungle Gardenia Spray Mist...
100 sets of 12 I.T.C.C. 8 or 4-track cartridges, your choice.

663 5th Avenue
New York, New York
421-8080
Tape CARtridge

by Larry Finley

The month of February was the biggest month in the history of ITCC, due to the tremendous shipping to ITCC distributors of the 100 pack and the 30 pack in the ITCC promotion, in addition to the tremendous quantities of regular merchandise ordered by its distributors.

Hundreds of thousands of cartridges have been shipped, and by the time this column appears in print, every ITCC distributor will have shipped their allocations of the 100 pack and 30 pack cartridges for the contest, and at least 80% of their regular merchandise ordered.

If you are a dealer, ITCC would like you to understand that your distributor was not negligent in getting shipments to you as sales exceeded the ITCC projections to the point where only a portion of the merchandise ordered was able to be shipped.

For that reason, the contest has been extended to the end of May 31, which will give every dealer a chance to participate in the most fabulous contest ever held in the history of the music industry.

For many months, distributors have been complaining about "slow" shipments from various duplicating firms, and now, thanks to increased production schedules, ITCC now assures its distributors of an 85% to 95% fill of all of their orders within four days from the receipt of the distributor orders by ITCC.

A sufficient quantity of the 100 packs and the 30 packs are now available so it is possible for distributors to receive 48-hour delivery from ITCC of these packages.

One of the most successful segments of the ITCC promotion is the package of 30 "top name—top label" four and eight-track cartridges with a $2.99 suggested retail list price. Dealers who have accepted this program are discovering that this is a great traffic builder and readily establishes their store as "tape cartridge headquarters," selling not only the cartridges but regular cartridges at the regular suggested retail price.

Distributors' salesmen manuals have been mailed to all distributors, and, if you are a dealer, why not contact your nearest ITCC distributor so that a salesman can call on you and explain this contest and merchandising program.

Avsco Bowling Storage Case

CHICAGO — A division of Dow Chemical Co., Avsco, Inc., has introduced a new storage case for tape CARtridges played in automobiles. The unit will hold nine cartridges, 4 or 8 track.

"Le noe tape ends up in glove compartments and under seats, and, if not eventually damaged, becomes targets for petty theft," said Avsco vice-president H. J. Schwarzberg.

The cases retail at $6.95. Avsco, located in Excello Springs, Mo., has been a supplier of Lear Jet-Pak cartridges since 1965.

SOUTH'S LARGEST TAPE ONE-STOP 4 AND 8 TRACK STEREO CARTRIDGE TAPES

One day service. Complete inventory all lines. All orders shipped same day. Write, Phone, Wire or Call Collect.

STAN'S

726 Texas, Shreveport, La. (318) 432-7185

HEAD CLEANER CARTRIDGES

ASK ABOUT OUR SPECIAL PACKAGING PROGRAM.

4,8 CASSETTE

www.americanradiohistory.com

42

Stereodyne Can. in Full Throttle On Duping, Pacts, Distribut Fronts

By KIT MORGAN

TORONTO — Recently established Stereodyne Canada Ltd. has introduced, with tape duplication, joint distribution, record company contracts, Canadian distribution of Lear Jet CARtridge equipment and affiliated services.

Stereodyne Canada is setting up a distribution network, concentrating on current output for such electronic, photography, and automobile supply stores, to assist record companies in reaching outlets not previously contacted by the companies' own sales representatives. This move is somewhat contrary to the philosophy of the U. S. parent company, but Stereodyne executives here maintain that the present stage of development of the industry in Canada warrants the move to joint distribution as Stereodyne uses a different marketing concept.

Stereodyne has signed an exclusive duplication contracts with Trans-World Records, Stasky Records, and Select Records in Montreal, and other such deals are pending.

Within the month, the first French-Canadian talent cartridges and cassettes will be on the market through duplication for Stereodyne for Hermiston's Select label, Denis Panis DSP label, and Trans-World's French labels. Trans-World's initial release contains 39 different titles on 8 and cassette, 10 of them being the most popular French-Canadian product from T-W's repertoire, the remainder from U. S. labels represented by Trans-World, such as Verve-Fonzie, Mainstream and Time. Initial release from the Select label will consist of 15 titles, five in 8 track and 10 in cassette form. Initial release on Panis' DSP label consists of 10 titles on 8 track and cassette, for distribution by London.

Stereodyne Canada has been distributor of the Lear Jet tape cartridge equipment, and will market the home entertainment units through several electronic equipment distributors across Canada, with the automobile units distributed on a direct basis to franchised dealers. Two dealers have already been appointed, Alco-Rad and Montreal Real Radio both in Montreal. (RCA Victor is licensed to produce the Lear Jet equipment in Canada under the RCA Victor name.)

The company has appointed Jim Owens as production manager, and Aurele Desjardin as Quebec district manager. Owens was formerly production foreman, prerecorded tape division, Ampex of Canada. Desjardin was previously a sales representative with Ampex in the tape recorder and prerecorded tape field in the Quebec market.

Ariola to Release Hansa Repertoire on Cassette

GUETERSLOH — W. German Ariola-Eurodisc has added the Hansa catalogue to its cassette repertoire.

The first Hansa cassette release is "Evolution!" a Second Hansa catalogue title is the "Grobst Request Concerts."

CES Expands to Allied Products

NEW YORK — The Consumer Electronics Show (CES) has been expanded to include allied products such as pre-recorded tape CARtridges, phonograph records, blank tape, pre-recorded open-reel tape, phonograph cartridges, batteries, paper labels, and record cabinets.

The show, sponsored by the Electronic Industries Association (EIA) will be held at the Americanana and New York Hilton hotels March 26-28.

The first CES was held last summer and was limited to exhibitors of television receivers, phonographs, audio components, tape recorders and tape players.

TWA TO HEAR ITCC PRODUCT TO WAIT BY

NEW YORK—International Tape Cartridge Corp. last week concluded an arrangement with TWA whereby CARtridges will be played at the airlines departure gates in eight airports throughout the country. Plans call for a cart equipped with an Automatic Radio cartridge player and two additional mallices to be rolled up to TWA departure gates for the entertainment of travelling passengers at JFK, New York, (to be equipped with two mobile units), Los Angeles, International (5 units), and airports in Chicago (2), Washington, D. C. (1), New York (1), Baltimore (1), San Francisco (4), and Newark, N. J. (2).

The promotional tie-in was made between S. W. Chambers, TWA's director of Terminal Services, ITCC's Larry Finley and AR's sales vice-president David Nager.

For蹦nsteins' Distribirg Firm

TOlrNO — A new tape CARtridge distribution company, Stereo Tape Products, has been formed by Sam and Norman Bornstein, to service non-record outlets, primarily automotive supply stores, with all labels, Headquarters is 566 Church Street, Toronto.

A theft-proof rack which displays the face of the cartridge, rather than the title end, has been designed by Sam Bornstein, who credits the rack for encouraging deals to the company. The rack displays 2784 cartridges and has been sold for 50 additional cartridges, and is supplied to dealers ordering between $1000 and $200. The company expects to have 200,000 to 300,000 new customers within six months.

Sam Bornstein is a partner in the KAR Record Barn, one of Canada's two largest retail record stores, but the store is not affiliated with the cartridge distribution firm, and Norman Bornstein is in the advertising field.

Bunsmn's Distribirirg Firm

Stereo Tape CARtridges

IMMEDIATE DELIVERY

World's largest catalog of stereo tapes, 8 and 4 track players, Car and Home Cartridges, Players with tape cartridges, Record, and all Allied Products.

Cash in on this booming industry.

MIDWEST TAPE CARTRIDGE CORP.

Serviceable Distributors Rack Jobbers and Dealers

424 Madison Ave., New York, N.Y. 10017 (Phone) (212) 682-2651

7306 Melrose Ave., Los Angeles, Calif. 90046 (Phone) (213) WE 1-1534

Serving Distributors Rack Jobbers and Dealers

Stereo Tape CARtridges

CHANNEL MARKETING INC.

324 Madison Ave., New York, N.Y. 10017 Phone (212) 682-2648

1750 Melrose Ave., Los Angeles, Calif. 90046 Phone (213) WE 1-1534

MARCH 16, 1968, BILLBOARD
Have you ever looked in back of the front money?

A not-so-little bit of information for all you record companies who have been losing money by getting cash in advance for the rights to duplicate and distribute your music in tape cartridges.

Front money isn’t difficult to see through. You, the record company, sell your music rights to a tape duplicator for cash in advance. The duplicator then produces the music in tape cartridges and sells them through his own distribution outlets.

Good deal for the duplicator. Bad deal for the record company who is losing out on hundreds of thousands of dollars in distribution profits each year.

It might have been a good hedge a year or two ago when you didn’t know if the tape cartridge industry would cut the mustard. But not today.

Stereodyne is a duplicator who gambled the tape cartridge business would make it. That’s why we structured ourselves this way. When the record companies contract with us, they retain the rights to their music. They send Stereodyne engineers a master tape, and get back a completely packaged and saleable product.

These companies sell the tape cartridges with their own sales organization to their established distribution. They make the selling profit. The record companies we service already had a selling cost; adding tape cartridge sales to their force was nowhere as costly as giving the rights to someone else.

If you’ve been giving away your distribution rights, it’s time you faced the music. The tape cartridge industry is here to stay, and current sales volume proves it. If you want to get the most out of it—and by most we mean profit—talk to us at Stereodyne.

We’re not in the music business or retail sales. We do business with people who are. The record companies who have made us the largest independent tape duplicator.

And we concentrate on quality of product—the reason we invented the Dynapak cartridge. It’s called the no-return cartridge because there is virtually nothing that can go wrong with it. We guarantee it.

Profit is a hard thing to find today. But, if you’re taking “front money”, you’re sitting on top of a big profit opportunity in the music you already own. Get behind your own business. Let Stereodyne supply you with finished tape cartridges; the finest available in the industry. And let your distribution set-up take it from there.

Together, we can make beautiful music.
Philips Appliances Bows Giant Cassette Recorder Promotion

TORONTO — Philips Appliances Ltd. has launched its biggest-ever cassette recorder promotion, to run nationally from the middle of this month to the end of April, centering on an album of four cassettes and two blank cassettes, at $39.95 value, only $19.95 with the purchase of a Philips cassette recorder.

The campaign includes a specially created color TV commercial with a comedy format, for concentrated airing on the CBC-TV network and CTV network stations, extensive print advertising, radio commercials, and window and in-store display units. The cassette recorders were introduced in Canada by Philips in 1964, and the company estimates there are now about 100,000 units in use and on the market. "By the end of 1968 the number of cassette recorders in Canada should pass the 250,000 mark," says R. J. Van Twisten, product manager for tape recorder systems. (He estimates there are between 30,000 and 40,000 4-track cartridge units and 5,000 to 10,000 4-track systems in Canada.)

The repertoire available in cassette form has been limited and a drawback to cassette recorder sales in the past, but is growing rapidly now, Van Twisten says. He estimates there are more than 80 music cassette selections available in Canada now, and expects more than 1,500 on the market by the end of the year.

Music cassettes chosen for the promotion are the cassette recorder promotion are Herb Alpert and The Tijuana Brass' "Going Places," "The Sound of James Last," Engelbert Humperdinck's "The Last Waltz," and Ray Conniff's "This Is My Song." The Conniff cassette is from the first domestically manufactured releases from Columbia Records. These are packaged, with two blank cassettes, in a compact, shelf-sized storage unit for the promotion.

Philips markets four cassette recorder models in Canada, ranging from a battery-operated portable at $49.95 to a full stereo recorder and playback unit in teak cabinet with two speakers at $249.95. Additional models are expected to be introduced later this year.

Irish Tapes Into Blank Cassettes

NEW YORK — Irish Tapes, which specializes in a complete tape product line, has bowed a line of blank cassettes. The firm is a factor in supplying raw tape for both 4- and 8-track CARTRIDGES to some of the major record labels. Marketing manager Sol Zigman said that Irish tape in bulk cassette form is also now being supplied by several major tape cartridge manufacturers.

"We're getting into pre-loaded cassettes because of the competition in the field," Zigman said. He said the new cassette will compare in quality with any cassette made, yet be competitively priced.

"We hope to put in excess of a million cassettes on the market by the end of the year," he said. "The reason for this is that I estimate the initial requirements of the cassette field to be quite large. I don't know where the industry will go after the initial push, but we're taking orders for cassette tape, for example, from Japan." The cassette business is growing, but by the same token the open reel tape business is bigger than ever. Raw tape sales are constantly increasing. The tape industry is just now hitting its stride."

He said that current experiments with quarter-inch videotape could also open a whole new sales area, especially if manufacturers can produce a camera-recorder-and-player unit to sell in the $500 range. Irish Tape, marketed through Mormon National Radio Co., is manufactured at Opelika, Ala. Zigman claims the Alabama plant is the second largest tape facility in the world. Irish tapes are distributed all over the world, including Europe, the Near East, and Africa.

ITCC CONTEST IS EXTENDED

NEW YORK—ITCC's Sales Incentive and Promotional Display Campaign, offering major prizes to dealers and distributors, has been extended to May 31. Originally the cut-off date had been given as March 31. ITCC's Larry Finley said the extension is being made to accommodate an unexpected deluge of orders.

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

Tape CARtridge
BILLBOARD WILL BE AT NARM*

... with a Special 10th Anniversary Salute. Unprecedented, detailed editorial combine with pertinent market statistics for a complete chronicle of NARM and its growth to the greatest force in record merchandising ... from 12,000 outlets a decade ago ... to 35,000 strong today.

March 23 Billboard will be significant ... be certain you’re there.

Closing March 13.

*March 17-22, Hotel Diplomat, Hollywood, Florida
In Reno, a hotel site next to freeway on frontage road next to freeway off-ramp. Millions of tourists pass this point yearly*

Reno's new freeway on Interstate 80 adjoins a superb hotel site within 1000 yards of casino center. Visible for miles in both directions! Fast, easy access to freeway and several arterials leading to airport, golf, skiing, Lake Tahoe, major casinos, etc. Over 2,000,000 out-of-state vehicles passed this site in 1997, on main line New York-San Francisco. Freeway completion due approximately in same time estimated to build hotel. Other land also available. Phone (702) 322-9447, or write for basic facts. Let us show you this site.

Reno Urban Renewal Authority, City Hall, Reno, Nevada

Tape CARtridge

From The Music Capitals of the World

MUNICH, Germany, general manager of Discos Capitol de Mexico, in Toronoto for a week in mid-February for discussions and study of Capitol's Canadian operation.

TORONTO

Capitol Records in the U.S. has signed the young Toronto vocal group, the Sugar Shoppe, contrary to previous announcement that they had been signed by Colgems. Producer Al DeLory is expected in Toronto this month to hear the group and work out plans for early recording sessions in Hollywood for an album.

Bobby Curtola has switched to the King label in the U.S. with his latest single, his 19th for the Tartan label in Canada, and Curtola has switched to Century Records for Canadian distribution. Curtola appeared on the TV "Upbeat" Nov. 7 in Cleveland early in February visited Toronto for a week of promotion, then returned to Cleveland to tape another "Upbeat." His eighth LP is due. Major Minor Records in the U.K. has picked up "Gaslight" by the Ugly Ducklings, a hit for Toronto, here last fall, for immediate release in Britain.

RCA Victor's record division, now headquartered within the firm's general headquarters in Montreal, moves into separate, larger offices at 3333 Cavendish Road, Montreal, on April 1. The move "reflects the substantial growth of the record division within the company," says vice-president and general manager George L. Harrson. The RCA Victor Record Club is presently located at 3355 Cavendish.

Quality Adding Cassette Duping

TORONTO — Quality Records Ltd., Canada's only cassette duplicating in Canada, has completed modifications to its equipment to add capability to its 4 and 8-track and reel to reel production. First cassettes came off the new equipment March 1 for shipping beginning Friday, March 15, with an initial release of 32 cassettes from such quality-distributed labels as A&M, RCA, Atlantic, Capitol, Verve and Bell, retailing at $6.98.

A dealer display rack for cassette product is now being designed. Quality is also now distributing head cleaners for cassette as well as 4 and 8-track cassettes.

Allied Record in Domestic Move

TORONTO — Allied Record Corp., which has been importing 8-track and cassette product from the U.S., has joined Columbia Records and Quality Records in the move to domestic manufacture.

Duplicating in Canada, by Stereoform, is part of Allied's expanded activity in the tape cartridge-cassette field. Initial release this month includes product from the Roulette, Pye and Bang labels, with negotiations with other labels being completed.
Goer 8
the total GO machine

Brand new—the GOER 8 solid state portable tape cartridge player brings stereo tapes out of the car and into the rest of your life.

Takes music along—to the beach... to a party... on safari! The GOER 8 is built to go. It's completely portable and automatic, yet it weighs only six pounds. It will hook up to household current or play on its own batteries. Its breakaway high-quality oval speakers with retractable cord give true stereo reproduction anywhere, anytime. Optional accessories are a 12-volt jack* which will fit into a car's cigarette lighter outlet, and a battery charger** complete with six Mallory Rechargeable Alkaline Cells and an extra battery tray.

A jet-age set for people who want music when and where they go. GOER 8—the total GO machine... from the total communications people, GOODWAY.

Private label, OEM and franchise distributor information available. Write Audio Products Division, 11401 Roosevelt Boulevard, Philadelphia, Pa. 19154.
WASHINGTON — The marketing and sales committee of the Electronic Industries Association (EIA) has released what it calls "definitive sales to dealers" and revised figures for the show declining sales to all major merchandise categories.

Compared with 1966, television sales were down 16 percent, with musical equipment sales down 5.6 percent, portable radio and recorder sales down 8.3 percent, and automobile radio sales down 5.2 percent. The average retail price per unit for television sets is 7.4 percent.

Tape and television equipment sales dropped the most of any category, 21.8 percent. Color television sales were up 11.9 percent, the only merchandise category to show a gain.

**Tape Rentals Mean Plus Sales at Denver Store**

DENVER — Davis Audio-Visual Co. has increased its tape recorder sales through its intensive promotion of its rental services. Despite the lack of an elaborate showroom and outside promotion, the store outsells many larger stereo and hi-fi outlets.

Most of Davis’ tape recorder sales are the result of rentals, which are offered to customers at the Miami outlet. The standard fee is $5 for the first day, and $2.50 for each following day. “This gives the customer an opportunity to determine what sort of tape recorder he would like to eventually own,” said owner Ainsley Davis.

Davis’ store specializes in rentals. This includes movie projectors, slide projectors, tape recorders in half dozen classifications, phonographs, and public address systems. Over the past five years, Davis has found his rental business is as high as his has a particular appeal to customers, because he feels he has more to offer than at the retail level. The customer can rent several types of tape recorders, expensive and inexpensive, to help him pick up his mind through practical experience.

**Rates**

The tape recorder rental list at the Denver firm includes stereophonic tape recorders with selected program material at $15 a day, or $30 for the three-day period. There are also what Davis calls "special orders," with the extra program equipment at $25, and "professional level" Ampex stereo in- clude microphones, headphones, extra speakers, microphones, and all professional accessories, at $30.

Monophonic tape recorders, with selected background music, are available for $10.25 a day for the usual portable model, and $7.50 for less "all-purpose" recorders, and all tape recorders with suitable microphones, are at $15, and Ampex studio recorder equipment at $30.

A recent addition has been a continuous loop tape recorder and playback machines rented at $7.50 each, for covering large conventions, business meetings, and similar events.

The $5 rental accounts for the largest amount of rental volume. Patrons are particularly encouraged by the fact that there is no rental charge drops to $2.50 for the next day. If a tape recorder is returned in unsatisfactory condition, a $5 fee is charged. Davis has thus far not charged for a flat rate for the first day, or one half flat rate for the second day, and a weekly rate of $15 for a monthly rental rate. Thus, a prospect who needs recording equipment for a month can obtain it at a reasonable charge. All types of services used until he settles on a particular model.

**Library**

Tremendously helpful in keeping up the sort of busy rental operation, which has been almost the same the past three months, is Davis’ library of stereophonic tape recorders, to cover every task. He feels that this is the only way to get an energetic sales program.

All of the "selling," such as it is, consists of telephone work. A typical call might be to the Denver Convention Bureau, simply to remind this headquarter visitors for visiting conventions that Davis is ready with any type of recording equipment and other contacts include large organizations in the city, businessmen’s clubs and association headquarters. It isn’t unusual for Davis to be used to make a permanent record of a top-secret meeting of petro-leum executives in one scene, while a continuous-play tape recorder was used as a publicity stunt for a junior high school or high school afternoon at another location.

Almost everyone renting tape recorders at the lower charges is satisfied with the "showroom model," said Davis. Pointing out a huge stock of prerecorded tapes, Davis feels that the stereophonic classifications to every rented is an automatic step which never fails to impress.

"For all the " arson," the released sales figures show declining sales to all major merchandise categories.

** Phonographs**

"Portable phonograph sales were off 10 percent and console movement sagged 16.4 percent for a total phonograph average of 12 percent. FM radio gained during 1967, with auto units up 35.5 percent over 1966. Portable FM radios up 27.5 percent. EIA noted, however, that sales to dealers in their June report, indicated that an upturn had begun and promised to carry into December, compared with a decline in television, for example, registered only a 5.7 percent decline in December compared with December 1966, and distributor sales actually posted gains in the first few weeks of 1967 over the comparable 1966 weeks.

**20 Million in Educational TV**

EAST LANSING, Mich. — Educational television enrolled over 20 million viewers last year, with 19,232,584 in secondary, intermediate and elementary schools and school systems; 461,431 in colleges, universities, seminaries, institutes, and television and radio stations and 99,107 in-service training.

This was recorded in the 14th annual National Compendium of Televised Education published by the Continuing Education Service of Michigan State University.

In the year ending Sept. 1, 1967, a marked increase in the number of people and institutions using educational television.

Most enrollments at the elementary levels were in science, English, social studies, music, and art. In secondary levels, the most enrollments were in science, speech, physical education, mathematics, social sciences, history, and business.

Thirty-four States now have ETV programs in operation. Some 578 closed-circuit systems were in operation, the smallest with one simple unit and the largest with 278 units.

While appearing in "Black Comedy" at the Hartman Theater in Columbus, Ohio, Jeremy Clyde made a personal appearance at the record department of Lazarus downtown store. The Canned Heat met their fans on March 1 at Disc Records Service Center in Cleveland. National Record Marts in Pittsburgh, Pa., cooperated with a Los Rev-Rahl-Fifth Dimension concert on March 28.

Bryce Haynes, secretary-treasurer and executive director of the record department of Audio Devices, Inc., died Feb. 24 at his home in Bradford, Pa., after a long illness. He was a pioneer in the field of magnetic recording.

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**Final 1967 Dealers Sales Figures Show Radios, Phonographs Sagging**

** Phonographs**

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Total phonographs sold for December 1967 dropped slightly over December 1967.

** Totals**

Phonographs, while down in December, showed increased sales in August and September, a pattern, showed a "firming tendency" in the last month.

For the year:

**RADIOS**

1967 1966
Total 29,773,472 33,268,812
Total 8,342,441 9,452,022
Home 12,393,591 13,601,980
Total 21,393,259 22,991,302

** TELEVISION**

Black & White 3,434,762 4,849,744
Color 5,254,499 7,062,463
Total Television 18,690,261 23,962,207

** PHONOGRAHNS**

Portable & Table 3,879,147 4,310,309
Console & Portable 5,607,177 5,577,812
Total Phonographs 5,377,812 6,032,128

** Scanning The News **

IDEAL ROOM SETTINGS for stereo are illustrated in a new series of photographs available from H. Scott, Inc. Many of Scott’s high-fidelity components and compact speakers are shown in various at-home settings. Scott 2504 compares stereo system at $299.95, with provisions for tape recorder or cartridge player, extra matched stereo earphones. Dealers can obtain copies of the photographs—some in color—from H. Scott, Inc.
Read Billboard first thing each week... It shows.

You're "In" On The Big News

Billboard breaks the BIG stories first with the "inside" scoops on the world of music. It will help you keep up-to-date on the hottest in sound and the big names in the recording industry.

You'll find in-depth articles and regular columns of special interest on: Radio-TV Programming; Reports on Classical, Country, Pop, R&B, and Jazz Music; Audio Retailing—hints on inventory and store improvements; Tape Cartridge News, Vox Jox; and much more.

The Billboard Charts

Each week the entire record industry looks to Billboard's authoritative and accurate charts—

- Hits of the World
- Hot 100
- Hot Country Albums
- Hot Country Singles
- New Album Releases
- Top 40 Easy Listening
- Best-Selling Classical LP's
- Best-Selling Jazz Records
- Breakout Albums
- Breakout Singles
- Best-Selling R&B Records
- Top LP's

Read the reviews on new releases—tomorrow's hits and star performers. In addition, many retailers use the charts as colorful, sales promotion displays.

Every Monday, Billboard helps you plan ahead.

See for yourself

Billboard will reach you by "jet" anywhere in the world. Fill in the coupon and mail today. Try Billboard. It's a great way to start each week, "in the know."

Send no money now.

Simply mail the coupon today and we'll bill you later—only $20 for the full year. Don't forget. Do it today while it's on your mind and the order coupon is handy.
**WANTED TO PURCHASE**

Cigarette and/or Music operations anywhere in the U.S. with volumes over 100 cases of cigarettes or $2,000 a week music. All information confidential.

Write Box 308
c/o Billboard, 165 W 46th St.
New York, N.Y. 10036

**WANTED**

Classified Advertising
BILLBOARD MAGAZINE
165 West 46th Street
New York, N.Y. 10036

1. Please run the classified ad copy shown below (or enclosed separately) in 

**CLASSIFIED ADVERTISING RATES**

**REGULAR CLASSIFIED AD:** $35 an ad. Minimum: $7. First line set all caps. DISPLAY CLASSIFIED AD: $1.25 per inch. Additional inch in same ad, $1.85.

**FREQUENCY DISCOUNTS:** 3 consecutive insertions, 25% discount; 4 insertions, 30% discount; 5 insertions, 35% discount; 6 insertions, 40% discount; 7 insertions, 45% discount; 8 insertions, 50% discount; 9 insertions, 55% discount; 10 insertions, 60% discount.

**CLASSIFIED AD FORMAT:** Displays must be prepared as follows: Businesse, ads, classified services, and miscellaneous. Classifieds must be submitted separately.

**NEW ALBUM RELEASES**

**ARCHIVE OF FOLK MUSIC**

**CHARLES LYNCH**

DISCO 33 1/3 RPM

CHAPPELL RECORDS, Inc.

**NEIL DIAMOND**

**ENI**

**ARCHIV MUSIK**

**VARIOUS ARTISTS**

**MMG**

**THE RISE AND FALL OF THE THIRD REICH**

**FRANCES MAREHE**

**JACK CANTATA**

**MORE BIZARRE BROADWAY**

**RECESSIONS**

**NOSUN**

**ANCIENT INSTRUMENT ENSEMBLE OF THE MAKING**

**ODYSSEY**

**TALES OF THE UNEXPECTED**

**PHILIPS**

**RCA RCA**

**JOHN DODGSON**

**BARTON**

**RICHARD BROWN**

**MORTON GRODZICKI**

**RCA VICTROLA**

**SALTZKY & CO.**

**SIMPSON & WESLEY**

**MEYER & CO.**

**Mrolls**

**RCA**

**SUPREME**

**REPRISE**

**SHEFFIELD**

**SUPERVILLAGE**

**ALFRED DELLER**

**MOTHERS OF INVENTION**

**THUNDERBALL**

**FATHER**

**WARNER BROS.**

**MARRIAGE**

**EASY RIDER**

**MARCH 16, 1968, BILLBOARD**
No image provided for analysis.
TODAY'S MOST TALKED ABOUT ENGLISH GROUP!

TEN YEARS AFTER

Top 40 Smash!

PORTABLE PEOPLE
B/w
SOMETHING FOR THE UNDERGROUND
THE SOUNDS

Leo Lyons
Chick Churchill
Ric Lee
Alvin Lee

1st LP Breaking Everywhere!

PRODUCER: MIKE VERNON
ENGINEER: GUS DUDGEON
**Blues**

The bright, instrumental, easy rock of the Bob Crewe Generation in this, their second EHEECD album. Featuring "Money-Walkin' Man," the single "Busted," and "The Love Thing," this set has been and adult appeal. "Brother Dan" and "Benny Mama" are other gems.

**Schenck**

**SAFE AT HOME** The International Band. (UN) 12.001 ($1.50). $12.001 ($1.50). This is the second album by this group, which has enjoyed a long and successful career in the UK. The songs are catchy and enjoyable, and the vocals are strong and harmonious.

**Low Price, LP**

**BRUCKNER: SYMPHONY No. 4**

This symphonic work by the great Austrian composer is a masterpiece of orchestral music. The performance by the orchestra is outstanding, and the conductor does an excellent job of bringing out the full range of the piece.

**Low Price, LP**

**DOROTHY LEAVE ME**

There was a reason that Dorothy Solis has built a following with Latin American music, and it's not just her voice. Her arrangements are just as impressive, with rich harmonies and a soulful delivery. She's one of the best performers in the genre.

**Low Price, LP**

**HOMECOMING**

Large rock with English lyrics? Try some on. "Money-Walkin' Man" is a hit, but "The Love Thing" is a runner-up. The vocals are strong and the guitar work is outstanding.

**Low Price, LP**

**BRAZIL'S SUPER SONGS**

Various Artists. Atlantic. M: 45077 ($1.50). SD 5167 ($1.50). This sampler is a must-have for any fan of Brazilian music. The songs range from traditional samba to modern pop, and there's something for everyone.

**Low Price, LP**

**THE MINT KINGS DELUXE**

Capitol. STLC 2075 ($1.50). Although this record was not a hit, it has become a classic in the rock and roll genre. It features a memorable lead vocal and a driving rhythm section.

**Low Price, LP**

**ALASKA ON MY MIND**

Geoffers. Signs. RCA Camden. CAL 2009 ($1.50). CAS 2009 ($1.50). The single "Alaska on My Mind" is a classic rock ballad. Geoffers' vocals are powerful and emotive, and the instrumentation is perfection.

**Low Price, LP**

**COUNTRY**

Here comes Tommy Cash. United Artists. UAL 3458 ($1.50). DAS 4603 ($1.50). Cash delivers a powerful vocal on this album, backed by a strong band. The mix of country and rock is excellent.

**Low Price, LP**

**CLASSICAL**

**MOZART, FOUR SONATAS**

Spielbrenn. Columbia. 7064 ($1.50). These sonatas for keyboard and violin (Nos. 2 in F Major, No. 6 in E Major) require great precision and technique. Cash's performance is outstanding.

**Low Price, LP**

**STILLMAKER**

Fantasy in C. Symphonic Studies. Alfred Benda. Vanguard Cardinal. VCS 10001 ($1.50). Still's performance of these romantic compositions is full of style, mood, and passion. The piano has dramatic power and compelling technique.
RUSH ALBUM!
"BONNIE AND CLYDE"
MUSIC FROM THE ORIGINAL MOTION PICTURE!
THE Gritty ORIGINAL WORDS!
THE EXPLOSIVE ORIGINAL SOUNDS!
FROM THE FILM SCORE OF 1968!

STEREO

MUSIC INSPIRED BY
THE RIP ROARIN' ELECTRIFYING SOUND OF

BONNIE AND CLYDE

MUSIC COMPOSED BY CHARLES STRouse

ALBUM #1742

EXCLUSIVELY ON WARNER BROS. - SEVEN ARTS RECORDS
An excellent pressing, which not only includes good examples of highly aggressive blues riffs, but also demonstrates to a lesser extent the harmonica's unique rhythmic patterns, including most of these instrumentals, but for the most part, the album is featured on many other recordings. Different instruments are featured in different spots, including those used in this press, but the essence is essentially instrumental LP.
Copyright Still Confronts MOA at Washington Meeting

By EARL PAIGE

WASHINGTON — Over 52 officers and directors of the Music Operators of America (MOA) were to converge here May 10-12 for the MOA's 36th annual conference. One of the well-attended director gatherings in the trade group's history, the MOA leaders, all of whom pay their own expenses with many traveling here from points as far away as Montana, California and New Mexico, will discuss several developments in the pending copyright law revision measure, now before the House and Senate.

An MOA-backed jukebox copyright measure passed in the House May 17, which asks for separate artists' royalties. Observers express grave doubts about this section being accepted. It is not included in the House-passed measure.

CATV Wrinkle

Senators responsible for CATV may face delay because of higher and lower cable television (CATV) question and demands by educators to be exempted from the volume of copyrighted material schools use today.

Another question, as the Senate committee hammered out its version of the copyright measure, concerns Section 117, which asks:

"We're not asking for more royalties. We're asking for a fair share of the proceeds. If you collect it, we should be able to collect it, too. We're not asking for a second royalty. We're asking for a fair share of the proceeds. If you collect it, we should be able to collect it, too."

Knowing Type of Crowd in Location Key to More Effective Programming

By JIM KLEIBER

WILLIAMSBURG, Ohio — If each location were programmed according to the type of crowd that frequents it, the result would be a whole new approach to jukebox programming, according to Carolyn Sprague, assistant programmer at Kirks Music Co., here.

Miss Sprague maintains a file of location request slips that form the basis for the programming. The request slips also help her pick up programming trends and pinpoint what older records are pulled from the record library.

The big trend right now is a number of country artists going toward pop. We're getting a lot of requests for older, Merle Haggard records. A lot of artists, such as Buck Owens, are recording songs that pass for pop today. It seems like requests for older records come in spurts. We've been getting a lot of requests lately for old Jim Reeves records.

Local Musician Requests

Miss Sprague said that quite often she is mystified at some requests. But when we have heard about six requests for 'I'm Leavin' in to You by Dale and Grace. These requests are spread out over our whole route, too, so this isn't a song that is wanted in any one certain location or any one type of location. I try to work as hard as possible on getting requests and, Jack Pierce, at Royal Distributing, One-Stop in Cincinnati, is a big help to me. He will look up the older numbers and tell me if they are available or not. If they are, he gets them.

Being able to program older numbers is one of the big values of a jukebox. Whenever a person puts money in a jukebox they should be able to hear what they want if at all possible," Carolyn said.

Carolyn told she keeps a back file of at least two copies of any record that had good play on the route. The records are filed in the library alphabetically according to artists' names.

"Sometimes I keep five or six copies if the record did exceptionally well on the route and we could be getting more requests later on. In a number of cases a record is only in the back shelves two or three weeks when a request comes in for it," Carolyn said.

MOA at Washington Meeting

By KEN BERGLUND

MINNEAPOLIS - The Music Operators of Minnesota (MOAM) have formally organized following a series of recent meetings during which the group sought ways to gain an advantage in the State sales tax battle. The group was formed to the State sales tax and discussed a possible suit to test the constitutionality of the tax.

MOAM members feel generally that music operators are subjected to discrimination by the 3 percent sales tax passed last year in Minnesota.

"We're getting hit right down the line," one music operator declared. "We pay 3 percent when we buy the machines, but when we buy parts and again when we buy records. Now we're getting taxed on the take. It's too much.

It was noted that the present sales tax penalizes the music operators in that the tax cannot be passed on to the consumer as is done in many businesses. The use of coins to play the machines makes for an "inflexible" situation. It is pointed out that in many cases, the tax for music operators is higher than for others.

A possible suit to test the constitutionality of the Minnesota sales tax has not been ruled out. The organization has been in contact with the national Music Operators of America.
Williams-Target Gun

Transistorized sound effects offer a unique feature in this new gun game from Williams called "Aqua Gun." Targets consist of flying fish, and up and down shark and a moving, turning sea monster. Other features include 25 minimum/35 maximum shots; adjustable time feature; beat-the-score; individual lift-out coin trays; single, double or triple kiddies. The machine measure 69-in. high, 26-in. wide and 35½-in. deep and weighs 320 pounds cuffed.

Reconditioned SPECIALS Guaranteed

**PIN BALLS — BOWLERS — ARCADE**

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<td>RANDWAGON, 4-PL.</td>
<td>TV BASEBALL</td>
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<td>BUS STOP, 3-PL.</td>
<td>BULLS-EYE BASEBALL</td>
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<tr>
<th>MIDWAY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CAPTAIN KID</td>
<td>520</td>
</tr>
<tr>
<td>TIFFANY GUN</td>
<td>210</td>
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<tr>
<td>RIFLE CHAMP GUN</td>
<td>225</td>
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<tr>
<td>MONSTER GUN</td>
<td>245</td>
</tr>
<tr>
<td>MYSTERY SCORE</td>
<td>185</td>
</tr>
</tbody>
</table>

Write for complete 1968 Catalog of Photographs, Vending and Games. Established 1924

ATLAS MUSIC COMPANY
2122 N. WESTERN AVE., CHICAGO, ILL. 60647, Atmatae K-5005

**SPECIALS**

Proven Profit Maker!

CHICAGO COIN'S ALL-STARTS

2-PLAYER BASEBALL

• 15 BALLS
• NO "OUT" TARGET
• PITCHER
• CONTROL
• CURVE
• SLIDER
• STRAIGHT BALL

Under the United brand name, Williams Electronics, Inc., has introduced a new six-player shuffle alley called Alpha. This is in contrast to the games introduced lately, Alpha offers five ways to play (dual flash, flash, regulation, strike 90 and Tri). That latest play feature (Tri) is a four-hole bonus idea. The first strike scores 200 points. The second strike scores 300 points and the third strike scores 400 points. Additional strikes score 400 until the sequence is broken.

**New Equipment**

Copyright Still Confronts MOA At Washington

*Continued from page CMW-1*

...writers is taken out of the operators' hands and placed with the U.S. District Court. No claims from creators must be made directly to the Court.

Penalty for false representation or misuse of certificates is $2,500.

The MOA leaders were to have heard a full report on legislation Sunday (10) from MOA legal counsel Nicholas Allen. Activities on Monday and Tuesday included morning calls on senators and representatives and MOA business sessions in the afternoon each day.

The directors' meeting was to be under the chairmanship of board president James Telnian, a Cryolite, Fla., operator.

MOA president William Cannon, Haddonfield, N.J., was to have covered his current campaign for better programming and more cooperation with record manufacturers. He was also asked to extend the committee's recommendations for improving the MOA record company awards.

Chicago during MOA's executive vice-president, was to have discussed the new site for the annual convention, which this year will move to Chicago's Sherman House Hotel. The fall convention, Oct. 11-13, will furnish the industry a 50,000-square-foot exhibit area, all on one level. This will be 18,000 square feet more than was available at the Pick Congress Hotel.

Plans also called for going over all the MOA convention details with, as Granger put it, a "fine-tooth comb." To be ironed out were ways of utilizing the added space; a restudy of exhibit hours with an eye to better co-ordination of seminars, improving the registration desk procedures and arranging for a better flow of traffic at the banquet.

At Denver, Lincoln Vending Corp., Brooklyn, was to have delivered a comprehensive evaluation report on last fall's convention.

John Trucano, Black Hills Novelty Co. and Automatic Vendors, Inc., Deadwood, S.D., was to report on the seminars, and William Anderson, Broom & Anderson Amusement Co., Logan, W. Va., was to have reported on last year's banquet.

The schedule called for Tolsano to talk on the subject of having regional and State associations become MOA members.

Other business details were to be the selection of a nominating committee and a committee on committees, the latter of which is charged with appointing 12 committees to carry out MOA's 1968 activities.

During the gathering here it was anticipated that a good number of committees will meet. One committee, the group organizing the 1968 convention seminars, will begin its activities quite early this year, Granger said. Plans call for using an educational format in the 1968 seminars.

Also new this year for MOA will be two luncheon meetings in May. One will deal with manufacturers of juke-boxes and the other will deal with manufacturers of games. MOA has conducted similar meetings in other years. Officers and directors of MOA are:

President, William Cannon.


(Continued on page CMW-6)
The WURLITZER AMERICANA II is ringing up new earnings records everywhere. Not only will it pay you a handsome return on your investment but... your stock goes up with the location! Why speculate when you can get a sure thing for your money?

WURLITZER AMERICANA II
THE WURLITZER COMPANY/North Tonawanda, N.Y./112 Years of Musical Experience
CHICAGO—On the heels of a U. S. Commerce Department report that 20 per cent of confectionary and related products were up 7.8 per cent in 1967, most manufacturers expect that 1968 will be another good year.

The ninth annual management study by the National Confectioners Association (NCA) just completed disclosed that 90 per cent of the country's candy, chocolate and gum manufacturers surveyed expect sales to rise this year. Some 48 per cent are looking for profit increases and about 41 per cent expect profits to be static.

Some factors that might restrict expansion, the report indicated, are cost and supply of raw materials, tight skilled labor market, labor problems, import controls and the new minimum wage law.

Few if any confection manufacturers manufactures as the prime eventual outlet for their products. An average of 10 per cent of the firms said that supermarkets are their biggest eventual outlet, 13 per cent ranked confectionery stores as their major retail outlets, 12 per cent said drugstores, 9 per cent said small independent food stores, 4 per cent said supermarkets, 2 per cent said variety stores.

Christmas

Some 32 per cent of the firms said Christmas is the busiest holiday. Easter was at the top of the list with 23 per cent of the firms, Valentine's Day by 13 per cent, Thanksgiving by 3 per cent, Mother's Day by 2 per cent and Sweetest Day by 1 per cent.

Some 26 per cent of the firms said they planned to advertise on television in 1968, 24 per cent said radio, 18 per cent said magazines, 13 per cent said newspapers and 3 per cent said billboards.

Thirteen companies said they planned to introduce new bar goods, 12 companies want to introduce new penny candies, 21 companies plan to market new 5-cent and 1-cent specialties during 1968. Only two firms say they will introduce new chewing gum and four firms plan to introduce new salted and unsalted nuts.

Meanwhile, 14 firms said they plan to drop bulk items, 13 companies want to drop penny goods during the year, and one firm said it wishes to drop a salted nut line.

Import

Twenty-one companies, or 14.9 per cent of those responding to the NCA survey, said they import candy for resale. About 50 per cent said they do not, and 33.3 per cent did not answer this question.

The survey indicated that on the average, 53.2 per cent of the confectionary products are channelled through wholesale outlets. About 60 per cent of the firms responding have national distribution.

New Equipment

Vending News

Confection Sales Up 7.8% in 1967: Commerce Dept.

Hamilton—New-Rate Stamp Vender

Hamilton Scale Corp. has introduced a new stamp vending machine in its A30 series designed to handle all the latest postal rate increases and maintain the operator's usual profit. The unit automatically vends from any size stamp roll, offers a single and double vended selection in one cabinet, dispensing in model three 6-cent and two 1-cent stamps for a quarter plus two 10-cent airmail stamps for quarter. Another model dispenses three 6-cent and two 1-cent stamps plus four 5-cent stamps, quarter vends.

Coming Events

March 19—Florida Amusement & Music Association, District 5 meeting, site to be announced; West Palm Beach

March 16-17—Mississippi Automatic Merchandising Association annual meeting, Buena Vista Hotel, Oxford

March 22-23—Indiana Vending Council, inc., annual meeting, Olympia Club, Fort Wayne

March 22—Kansas Automatic Merchandising Association Western Exhibit, Ambassador Hotel, Los Angeles


April 2—Florida Amusement & Music Association, District 2 meeting, site to be announced, Jacksonville

April 3—Missouri Coin Machine Council, Wayside Inn, Mobey

April 5—National Automatic Merchandising Association regional management conference, Pizza King, Kansas City, Mo.

April 6—Wisconsin Automatic Merchandising Council, annual meeting, Holiday Inn-Central, Bil-


April 18-19—Illinois Automatic Merchandising Council, annual meeting, Holiday Inn-Central, Bil-

April 19-20—National Automatic Merchandising Association regional management conference, Hotel America, Washington, D. C.

March 16, 1968, BILLBOARD

New Products

Karl Guggenheim

A new capsule item capitalizing on the current subject of extra sensory perception consists of the Swinger Finger, a tiny hand with pointing index finger, a string for suspending the hand, and one of five different question sheets. Full instructions are printed on the back of each sheet. Question sheets cover love, careers, money, sports, and other topics.

Guggenheim has another 5-cent capsule item called Shlubs. These plastic figures are described as "big, slimy and nasty-looking." They are stretchy, allowing children to pull on them and make those figures with faces take on hideous expressions.

MacMan Enterprises

MacMan is the exclusive bulk vending industry broker for Tootsie Roll Squares, a candy product that is vended through gum wheels. Delivery on this product was scheduled to begin about March 15.

Penny King

Among new items from Penny King are Angle Rings, half in plastic and half in plated gold. This is the only display — on the market, ten different coin operated machines in the same size. Each machine is the prime eventual outlet for their products. An average of 10 per cent of the firms said that supermarkets are their biggest eventual outlet, 13 per cent ranked confectionery stores as their major retail outlets, 12 per cent said drugstores, 9 per cent said small independent food stores, 4 per cent said supermarkets, and 2 per cent said variety stores.

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CONFERENCE PROGRAM

CHICAGO—Beginning March 22, the National Automatic Merchandising Association (NAMA) will commence a series of regional management conferences to run two months throughout the country.

The meeting times and places: March 22-24, NAMA Western Convention-Exhibit, Ambassador Hotel, Los Angeles; April 5-6, Plaza Inn, Kansas City, Mo.; April 19-20, Hotel America, Washington; April 26-27, Hotel America, Houston; May 10-11, Gideon Sundback Hotel, Sarasota Springs, N. Y.; May 17-19, Marriott Motor Hotel, Chicago, May 24-25, Marriott Motor Hotel, Atlanta.

The program, which will unfold as follows:

FRIDAY

10 a.m. ... Registration
11:45 a.m.-12:15 p.m. ... "How to Train" on Hiring, Orientation and Training
12:20-2:30 p.m. ... Value of Profit Planning
2:30-3:50 p.m. ... "Evaluation of a Location and Preparation of a Bid Proposal"
4:40-5:50 p.m. ... "Evaluation Measures of a Bid Proposal"
6:50-8:00 p.m. ... "Vending Accounting Procedures"
8:05-8:50 p.m. ... "Keys to Building a Quality Workforce"

SATURDAY

9 a.m. ... Registration
9:30-10:20 a.m. ... "Upgrading Routeemen Performance." A workshop session to help supervisory personnel properly organize a routeeman’s time to assure proper and efficient service and gain maximum use of his time.
10:30-11:45 a.m. ... "How to Make Public Relations Pay Off for Your Company." A nuts-and-bolts workshop presented to help individual operators to implement their own internal and external public relations activities.
12:30-2:45 p.m. ... Group Luncheon. "Realistic and Effective Control Methods." A panel discussion by leading financial consultants, university professors and industry leaders.

All speakers and their part in the conference sessions are identified in adjacent columns.

BARGAINS from KING’S One Stop

Mini Rings (Bag of 1600): $1.00
Gumstone Mix (Bag of 1600): 45.00
Filled Capstone Mixes
55 ct. 275 per bag
50 ct. 250 per bag
25 ct. 200 per bag
10 ct. 125 per bag
5 ct. 100 per bag
2 ct. 100 per bag
1 ct. 100 per bag

New England Shuffelboard Tourney Set

MANCHESTER, N. H. — More than 40 teams are lined up to compete in the seventh annual Tri-State Amusement Co. Shuffelboard Tournament to be held March 26-31 at the Burlington Vet’s Club, Burlington, Vt.

Teams from six New England States will vie for a first-place prize of $300.
Copyright Still Confronts
MOA at Washington Meeting

*Continued from page CMW-2

Wingrave, Emporia Music Service, Emporia, Kan.: Thomas

All Machines Ready for Location

CC Champion Rifle $150
GGt. Maskedarade 465
Gott. Mayfair 395
Bally Bucking Bronco 265
AMI 100 & 200 Sel.
Wallboxes 25 ea.
Texas Ranger 345
King of Diamonds 395
Central Park 325
G.C. Batzink 395
Sing Along 295
Surf Side 495
Twinky 395
Bumper Sticker 150
Williams World Series 135
Seaborg 250 Selection Wall Boxes 45
G.C. Festival 435
Seaborg 12 Ostrich Mach. 75
Color: LEWIS, Gail, Write or Call


(Continued on page CMW-7)

Pioneer Shows Music Master

NEILS NEILSEN, Neilson's Amusement Co., Watertown, Wis. (with hat), was the center of attention when this picture was made during an open house held recently at Pioneer Sales Co., Milwaukee.

JOEL KLEIMAN, Pioneer Sales chief (standing left), and Rowe International, Inc., regional representative Paul Heubisch (standing right), pose with a group of ladies during a special gathering to show off Rowe's new Music Master jukebox.

Best build for small locations
that's our new mini

Latest in the original line of dependable pumps from

PIONEER SALES CHIEF Joel Kleiman (standing) poses with a group of Milwaukee operators. From left, James Johnson, Metropolitan Coin; Bob Fretschel, and Mr. and Mrs. Harold Summersfield, Southern Novelty Co.

REGGIE TETTING, T. T. Novelty Co., Oconomowoc, Wis. (left), pictured with Joel Kleiman.

ANCHORS AWAY!

You're off to a career with a future - A Navy career! Because a Navy career is more than just a job. It's a way of life. And it's a way of life that can make you proud of yourself and the country you love.

Rock-Ola Manufacturing Corporation
202 North Kinzie Avenue
Chicago, Illinois 60610

MARCH 16, 1968, BILLBOARD

See your distributor or write BALLY CORPORATION
7490 BELMONT AVENUE, CHICAGO 15, ILLINOIS, GRAB. U.S.A.

CMW-6
New Equipment

Ditchburn Offers New Background Music Unit

CHICAGO — The Ditchburn Organization, Inc., formerly known in the U.S. as Ditchburn vending Machines, Inc., has introduced a new background music system for the U.S. market.

The new system, called the Music Maker, utilizes endless-loop tape cartridges containing up to eight hours of music. Ditchburn says "thousands of miles" of pre-recorded music is now in its library, with such programs available as Latin American, cocktail lounge, Hawaiian, organ, film score, piano, continental, Chinese, mood, dance, pop hits, popular classics and funeral music.

Playback

The playback unit has built-in speaker with capacity for 16 extra speakers, a microphone for paging and announcements, separate microphone volume control, phonograph record input and radio input. The player unit has its own speaker with separate on-off permit monitoring of the remote speakers.

Output is four watts to the speakers. The unit has solid-state circuitry. The equipment is built in Lancaster, England, by the Ditchburn Organization.

The Ditchburn Organization, Inc., is a wholly owned U.S. subsidiary of the Ditchburn Organization, Ltd., of London. The parent firm is publicly held and the stock is listed and actively traded on the London exchange. The parent firm, directly and through subsidiaries, does business in 22 countries.

Change

Company spokesmen explained that the change in the name of the U.S. subsidiary was prompted by the introduction of the background music system.

"We felt that the new name would more accurately cover the varied interests of our manufactoring and marketing programs," a spokesman said. "We manufacture a line of compact vendors for cold drinks with and without ice, hot drink, snack and all types vending equipment, and now we market the new Music Maker."

COLOR SONICS

Excellent condition Parts & Film available

$1,500

Film included

ALEXANDER MUSIC COMPANY

8444 Florissant Rd.
St. Louis, Mo. 63121

BILL PHILLIPS, Atlas Music (left) and Don Forister show off Rowe's new Music Master jukebox during a recent open house.

BULLETIN SUPPLIES

Professional quality Billiard Cloth—green, blue and gold

3½" X 15 Belgian number 2 and 3 coin Chutes set... $1.95

57" Cues... $2.95 each, $33 de.

57" Jointed Cues... $7.50 each on contract

Heath & A.B.T. Coin Chutes

Write for new list

ELECTRIC SCOREBOARDS... 2 Models

Overhead Model

(Walnut Finished hardwood cabinet)

• Two-faced, Score 15-21 and/or 50 pt.

F.O.B. Chicago... $169.50

• F.O.B. Chicago... $249.50

Billard Supplies

2½" X 15 Belgian number 2 and 3 coin Chutes set... $1.95

57" Cues... $2.95 each, $33 de.

57" Jointed Cues... $7.50 each

Heath & A.B.T. Coin Chutes

Write for new list

MARVEL Mfg. Company

2840 W. Fullerton, Chicago, Ill. 60625

TERMS: 1/2 dep., Balance Sight Draft or C.O.D.

EDWARD GINSBERG, president, Atlas Music (left), takes time out from the recent open house to show Chicago operator Vince Angielen.

SUTHERLAND DISTRIBUTING COMPANY

1920 McDee St., Kansas City, Mo.
HA 1-7446

No. 312, c/o Billboard. 165 W. 46th Street, New York, N. Y. 10036

MARCH 16, 1968, BILLBOARD

Copyright Still Confronts MOA

* Continued from page CMW-8


Keystone Amusement Company

SOUTHERN SUPPLIES

Coin Machine News

FOOT-BALL DERBY

Competition • Lux • Standard

Tom-Tom • Billiards • American Golf

Ets, RENE PIERRE

Automatic Games

Manufacturer

39 Ranclo, Jura, France

Exclusive Representative for USA

Charles Raymond & Co., Inc.

351 W. 33rd St.

New York, N.Y. 10016

Tel. (212) MU 9-0547

Offer Wanted

COLORAMA CINEBOX

83 units, brand new with or

without film. Make offer or

inquiry to box No. 312

Say You Saw It in

Billboard

new, or without film. Make offer or have inquiry to box No. 312.
With new exciting RoweVue.

The Step Ahead
Rowe AMI Music Master

Only jukebox with a built-in stool pigeon.

New Music Master has exclusive Rowe Alarm System. A burglar alarm that's loud as a fire siren! Goes off if the cashbox door is tampered with in any way. It's gas-operated. No batteries, no electrical system. And it's standard equipment.


Other Music Master exclusive features:
- Change-A-Scene front panels
- New 2-Wire Systems for remote volume and cancel control
- New, simplified Dollar Bill Acceptor
- 3-in-1 programming (Change from 200 to 160 to 100 selection)
- Patented Stereo Round sound
- Easy "Lift-Off" front door

See your Rowe distributor for all the money-making details.

Rowe
MANUFACTURING
75 Troy Hills Road
Whippany, N. J. 07981

www.americanradiohistory.com
Buy a tape cartridge customer. $39.95*


Excited? We are too! But, no phone orders, please. Write for details.

SPRING DIVISION, BORG-WARNER CORPORATION, BELLWOOD, ILLINOIS

* suggested retail
**Spotlight Singles**

*This record is predicted to reach the TOP 40 EASY LISTENING Chart*

**TOP 20 POP SPOTLIGHT**

**BEATLES—LADY MADONNA/TH E INNER LIGHT**

*Decca 30331 (Record: George Martin, Writers: Lennon/McCartney)*

**MIRIAM MAKEBA—WHAT IS LOVE**

*Prestige Records 3538 (Record: Mitchell, Writers: Leonard, Victims)*

**CANDYMAN—WAYS**

*Wea Records 1148 (Record: Martin, Writers: Gordon, Harris, Patts)*

**JAMIE LYONS GROUP—GONNA HAVE A GOOD TIME**

*United Artists 2255 (Record: Stevens, Writers: Young, Mullen)*

**DEAN MARTIN—YOU'VE STILL GOT A PLACE IN MY HEART/Old YELLING LINE**

*Decca 3026 (Record: Andy Devine, Writers: Hazan, Cellini, Lecce)*

**CLAYTON DAVIS—GET ME TO THE CHURCH ON TIME**

*Capitol 2138 (Record: Decca, Writers: Gordon, Prange)*

**RED SOVINE—TWENTY-ONE**

*Sonora West 2101 (Record: Sonora West, Writers: King, Portis)*

**LUCY MAE—DO IT NOW**

*Sire Records 2314 (Record: King, Writers: Jourdan, Eubank)*

**RAY CHARLES—I'M GONNA TELL THE WORLD**

*Atlantic 2337 (Record: Riley, Writers: Charles, Jones)*

**RAMBLING SONS—JUBILEE**

*Spin 2381 (Record: Spin, Writers: Jackson, White)*

**DEAN MARTIN—YOU'VE STILL GOT A PLACE IN MY HEART/Old YELLING LINE**

*Decca 3026 (Record: Andy Devine, Writers: Hazan, Cellini, Lecce)*

**JIMMY REX—COME ON EVERYBODY**

*Mercury 2335 (Record: J. & J., Writers: Harris, McMillan)*

**DANYEL CLARK—STAND UP**

*Sire Records 2314 (Record: King, Writers: Jourdan, Eubank)*

**DEAN MARTIN—YOU'VE STILL GOT A PLACE IN MY HEART/Old YELLING LINE**

*Decca 3026 (Record: Andy Devine, Writers: Hazan, Cellini, Lecce)*

**INSTRUMENTAL**

*This record is predicted to reach the TOP 40 EASY LISTENING Chart*

**TOP 60 POP SPOTLIGHT**

**WAVY JENNINGS & ANITA CARVER—I GOT YOU**

*Producers: Chico DeBarge (Writer: Lamont Cranston)*

**LEON ASHLEY—MENTAL JOURNEY**

*Producers: Chico DeBarge, Brian Harvey (Writer: Lamont Cranston)*

**ROY DRUSKY—YOU BETTER SIT DOWN KIDS/Let's Put Our World Back Together**

*Producers: Ray Ellis, Jerry Reed (Writer: Lamont Cranston)*

**LYNN ANDERSON—NO OTHER TIME**

*Producers: Ray Ellis, Claude King (Writer: Lamont Cranston)*

**STU PHILLIPS—THE NOTE IN BOX NUMBER**

*Producers: Stu Phillips, Jerry Reed (Writer: Lamont Cranston)*

**VAN TREVOKE—MALLET ME ALONG WITH YOU**

*Producers: Van Treoke, Brian Harvey (Writer: Lamont Cranston)*

**RIVERSIDE—CHOP IT UP**

*Producers: Riverside, Jerry Reed (Writer: Lamont Cranston)*

**ROCK CHORUS—WHEN YOU'RE GONE**

*Producers: Rock Chorus, Jerry Reed (Writer: Lamont Cranston)*

**JIMMY WELLS—DON'T COME BACK TO ME**

*Producers: Jimmy Wells, Jermaine (Writer: Lamont Cranston)*

**NEW HAVEN—LOVE Me NOW**

*Producers: New Haven, Jerry Reed (Writer: Lamont Cranston)*

**SUNSHINE SUMMER STAR—LIFE**

*Producers: Sunshine Summer Star, Jerry Reed (Writer: Lamont Cranston)*

**LISTENING**

*This record is predicted to reach the HOT COUNTRY SPOTLIGHT Chart*

**TOP 20 R&B**

**CHART**

*Sponsored by the Recording Industry Association of America*

**INTRUDERS—COWBOYS TO GIRLS**

*Mercury 2335 (Record: J. & J., Writers: Harris, McMillan)*

**FREDDIE SCOTT—JUST LIKE A FLOWER**

*Mercury 2335 (Record: J. & J., Writers: Harris, McMillan)*

**JUICE**

*This record is predicted to reach the R&B Singles Chart*

**CHART**

*Sponsored by the Recording Industry Association of America*

**TOP 20**

**JUICE**

*This record is predicted to reach the R&B Singles Chart*

**BLUEBERRY**

*This record is predicted to reach the R&B Singles Chart*

**CHART**

*Sponsored by the Recording Industry Association of America*
Look what they're saying about the new single by THE WHO

"CALL ME LIGHTNING"

DECCA 32288

I try not to think of it at all. Do you? I mean think. Of it. All.

I listen and my feet leave me and dance weightlessly on her eyeballs in the eye of a needle.

It's like being bitten by a gopher; you know what I mean. Like very toothsome. And small. And furry.

Man they pasteurize the cream of my mind until it blows out vanilla.

If you don't understand, don't worry... because you'll understand "CALL ME LIGHTNING" is an immediate stone smash.
- **Billboard Top 100 Songs (March 16, 1968)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
<th>Week</th>
<th>Peak</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tenth Ave. Syncopation</td>
<td>Duke Ellington's Cotton Club Orchestra</td>
<td>Savoy (Sav 1012)</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>Summertime</td>
<td>Louis Armstrong</td>
<td>RCA Victor (RP 988)</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>3</td>
<td>Hound Dog</td>
<td>Elvis Presley</td>
<td>RCA Victor (RP 987)</td>
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<tr>
<td>4</td>
<td>Over the Rainbow</td>
<td>Judy Garland</td>
<td>MGM (MGM 2045)</td>
<td>23</td>
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<tr>
<td>5</td>
<td>Closer to Home</td>
<td>The Moonglows</td>
<td>Mercury Records (Mercury 56477)</td>
<td>25</td>
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<tr>
<td>6</td>
<td>That's All Right</td>
<td>Elvis Presley</td>
<td>RCA Victor (RP 989)</td>
<td>27</td>
<td>27</td>
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<tr>
<td>7</td>
<td>All You Need Is Love</td>
<td>The Beatles</td>
<td>EMI (EMI 1099)</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>8</td>
<td>Something</td>
<td>The Beatles</td>
<td>EMI (EMI 1100)</td>
<td>31</td>
<td>31</td>
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<tr>
<td>9</td>
<td>I Can't Help Myself (Sugar Pie, Honey Bunch)</td>
<td>Four Tops</td>
<td>Motown (Motown 100)</td>
<td>33</td>
<td>33</td>
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<tr>
<td>10</td>
<td>La Bamba</td>
<td>Ritchie Valens</td>
<td>Mercury Records (Mercury 56345)</td>
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- **Billboard Top 100 Songs (March 23, 1968)**

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<th>Label &amp; Number</th>
<th>Week</th>
<th>Peak</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It's Now or Never</td>
<td>Elvis Presley</td>
<td>RCA Victor (RP 988)</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
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<tr>
<td>4</td>
<td>Something</td>
<td>The Beatles</td>
<td>EMI (EMI 1100)</td>
<td>23</td>
<td>23</td>
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<tr>
<td>5</td>
<td>La Bamba</td>
<td>Ritchie Valens</td>
<td>Mercury Records (Mercury 56345)</td>
<td>25</td>
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<tr>
<td>6</td>
<td>I Can't Stand Myself</td>
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<td>Atlantic (Atlantic 1205)</td>
<td>27</td>
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<tr>
<td>7</td>
<td>I'll Stand by You</td>
<td>The Hollies</td>
<td>Columbia (Columbia CL 1056)</td>
<td>29</td>
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<td>I Can't Help Myself (Sugar Pie, Honey Bunch)</td>
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- **Billboard Top 100 Songs (March 30, 1968)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
<th>Week</th>
<th>Peak</th>
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<tbody>
<tr>
<td>1</td>
<td>It's Now or Never</td>
<td>Elvis Presley</td>
<td>RCA Victor (RP 988)</td>
<td>17</td>
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<tr>
<td>2</td>
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- **Billboard Top 100 Songs (April 6, 1968)**

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</table>
THE EXPRESSION OF COLOUR IS HERE!

"You Must Be a Witch"

Produced by Danielle Murray for Lord Tim Productions
STEVE AND EYDIE LAWRENCE GORME
GOLDEN RAINBOW
A NEW MUSICAL

Manufactured and Distributed by RCA

Original Cast Album
KOM/KOS-1001

Music Supervision: Don Kirshner

Available on Stereo 8 Cartridge Tape

www.americanradiohistory.com
### Top LP's

**Continued from Page 82**

**Star Performer—LP's on chart 18 weeks or less registering greatest proportionate increase over previous week. NA = Not Available**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label &amp; Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROLLING STONES</td>
<td>&quot;Flowers&quot;</td>
<td>London LL 3509 (M); PS 16069 (S)</td>
</tr>
<tr>
<td>HERBIE MANN</td>
<td>&quot;Glory of Love&quot;</td>
<td>A&amp;M LP 2505 (M); LP 3005 (S)</td>
</tr>
<tr>
<td>ROGER WILLIAMS</td>
<td>&quot;Born Free&quot;</td>
<td>Kapp KL 1501 (M); KS 3657 (S)</td>
</tr>
<tr>
<td>VENTURES</td>
<td>&quot;Golden Greats by the Liberty LP 2009 (M); LTE 6009 (S)</td>
<td></td>
</tr>
<tr>
<td>MELT RYDER</td>
<td>&quot;All Hits&quot;</td>
<td>New York NY 2004 (M); NYV 2004 (S)</td>
</tr>
<tr>
<td>MIKAEL MAKIA</td>
<td>&quot;Pasha, Pasha&quot;</td>
<td>Reprise R-2674 (M); RS 6574 (S)</td>
</tr>
<tr>
<td>YOUNG RASCALS</td>
<td>&quot;Collections&quot;</td>
<td>Atlantic 8134 (M); SD 8124 (S)</td>
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<tr>
<td>ROGER WILLIAMS</td>
<td>&quot;More Than a Miracle&quot;</td>
<td>Kapp KL 3500 (M)</td>
</tr>
<tr>
<td>JULIUS WECHTER &amp; THE BAJA MARIMBA BAND</td>
<td>&quot;Fowl Play&quot;</td>
<td>A&amp;M LP 136 (M); SP 4195 (S)</td>
</tr>
<tr>
<td>BOBBIE STUART</td>
<td>&quot;Lone Wolf&quot;</td>
<td>Atco 29-197 (M); SD 22-215 (S)</td>
</tr>
<tr>
<td>BOBBIE STUART</td>
<td>&quot;Look Around&quot;</td>
<td>A&amp;M LP 137 (M); SP 4137 (S)</td>
</tr>
<tr>
<td>ROGER WILLIAMS</td>
<td>&quot;Golden Hits&quot;</td>
<td>Kapp KL 1509 (M); KS 3550 (S)</td>
</tr>
<tr>
<td>TOMMY JAMES &amp; THE SHONDOLLERS</td>
<td>&quot;Something Special&quot;</td>
<td>Roulette R-3355 (M); RS 23535 (S)</td>
</tr>
<tr>
<td>JACK JONES</td>
<td>&quot;What the World Needs Now is Love&quot;</td>
<td>Kapp KL 3366 (M); KS 3530 (S)</td>
</tr>
<tr>
<td>BURT BACHARACH</td>
<td>&quot;Reach Out&quot;</td>
<td>A&amp;M LP 191 (M); SP 4135 (S)</td>
</tr>
<tr>
<td>BURT BACHARACH</td>
<td>&quot;Reach Out&quot;</td>
<td>Atco LP 23-225 (M); SD 35-225 (S)</td>
</tr>
</tbody>
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**Recommended Tape Packages**

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<tr>
<th>Artist</th>
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Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard.

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**A Short Cut to the Booming Business in Britain**

**Record Retailer**

7 Welbeck Street
London, W. 1
England

U.S.A and Canada, $30
Europe, 3 pounds 18 shillings
Australia, 12 pounds 11s
Sterling. Others as required. RR is published every Thursday.

**Dealers Wanted**

Britain's Top 50 Singles chart
Top 40 Albums chart
R&B chart
Irish Best Sellers
Reviews
Releases
Promotions—Pop, Classics, Jazz, Folk
New Outlets

**Dealer views**

Talent reviews
Special Supplements
(Ireland, Scotland, Budget lines, Folk, Children's Records, etc.)

**New Outlets**

*Latest Record Trade figures state: More records than ever before are being pressed in U.K.

MARCH 16, 1968, BILLBOARD
COMMAND HAS DONE IT AGAIN!!

SOUND
IN THE
EIGHTH
DIMENSION

THE MOST STARTLING
NEW SOUND INNOVATION SINCE
STEREO RECORDING BEGAN

"PERSUASIVE PERCUSSION"... the
first... amazingly effective 2-channel,
widely separated stereo record.

"STEREO 35/MM"... introducing the remark-
able clarity of 35 millimeter film recording.

"DIMENSION 3"... which introduced the fantastic illusion of a
third center speaker... 3 separate musical messages coming from
only 2 stereo speakers.

... SOUND INNOVATIONS ALL

NOW... COMMAND INTRODUCES... THE GREATEST ADVANCE
IN RECORDED SOUND SINCE STEREO BEGAN!
Through the miracle of 8-channel recording... and 1 1/2 years' experimenta-
tion... and the development of a special "mixing and mastering" technique...
COMMAND has broken the shackles of 2-channel and 3-channel
reproduction. For the first time—using a regular 2-speaker stereo phono-
graph, or component units—an orchestra can be heard with individual
instruments—and whole sections—seemingly heard not only on the left—
the right—and in the middle...

BUT ALSO... IN BETWEEN... IN FRONT OF... AND BEHIND
... THE RESULT... A WHOLE NEW DIMENSION IN RECORDED
SOUND... A DIMENSION NEVER BEFORE HEARD ON RECORDS
... A LIVE "IN PERSON" ILLUSION THAT IS BREATHTAKING!
A NEW WORLD OF STEREO RECORDING...
"SOUND IN THE 8TH DIMENSION"

ORDER NOW
FROM YOUR LOCAL COMMAND DISTRIBUTOR
IN CANADA: DISTRIBUTED BY "SPARTAN OF CANADA"
Albun Reviews

**SOUNDTRACK**

**THE GRADUATE—Original Soundtrack**

Columbia CS 3910 (2)

Like the movie, a hit album. The highlights are the song, "Scarborough Fair/Canzona," and the performances. Simon & Garfunkel. The song by the duo is getting much action as a single. Their "Sound of Silence" is here, too.

**Just Today**

**Bobby Vee—Lilac LS 7354 (5)**

Bobby Vee's brand of soft rock has been around for some years, and his current success with "Beautiful People" is a tribute to his talent. Since the release of his last album, "Maybe Just Today," looks like a strong singles prospect. This has a disciplined style and incorporates the best features of the rock and standards singer.

**COUNTRY**

**A World of Our Own...**

Sunny James. Capitol ST 2864 (5)

An exceptional album, even for Sunny James, who has been around for some time. He is a bit current and trend conscious, the title song of the album, "Maybe I Don't Care," is a hit. "A Thousand Times a Day," a folk-oriented tune, also hits the charts. "Take a Walkin'" is a steady tune. This CD also contains many of Sunny James' hits from the past.

**Shindig**

**Tommy Collins—Tower ST 5107 (5)**

"Shindig in the Raw" tops off what has to be Collins' best album in his career. The pace is rapid, only "Don't Let Me Be Lonely," "Feelin' Good," and "If You Want to Know" feel out of place. Collins' style is one of the most varied in the industry and this is a true reflection of his talents as a performer. His new hit, "Get Away," is a real crowd-pleaser.

**PROFESSIONAL**

**SYMPHONY No. 6—RNA Radio Symphony (Rinaldo Rossini), Melody/Angel 5E 3945 (5)**

Composed as a fourth symphony by his excellent Prokofiev recordings, this is a work which puts the orchestra to the test. The music is colorful, the "Symphony No. 6" is a challenge for even the best orchestras.

**Glück: Orfeo Ed Euridice—Romantic Opera/Peking Opera Chorus, Angel AN 3945 (5)**

It takes a great talent to swing the challenging role of Orpheus, and Miss Bumbry more than succeeds. She is in fine form throughout. This is another excellent recording by the Shanghai Radio Symphony. The rendition of the "Symphony No. 6" is also included in this highly acclaimed performance.

**BRASSI: Horn Trio/Piano Trio No. 2—Cecil Watson, Jonathan Hedges, Angel AN 36472 (5)**

A brilliant group of soloists makes this trio highly recommendable. This is a good introduction to the music of the period. The piano is played with great skill. "The Sleeping Beauty" is well done by Miss Watson, "The New York Philharmonic" is excellent. This CD also contains many of Miss Watson's hits from the past.

**SERENADE**

**XENAKI**

**Metamasti**

**Xenakis: Metamasti/Petrouchka-Kovla, Angel AN 36453 (5)**

Miss Bumbry's career is moving swiftly ahead, and this EP hit five times since its release. Miss Bumbry is in fine form throughout. This is another excellent recording. Miss Watson gives her the opportunity to shine in all her concerts. Her "Sleeping Beauty" is charming. Highlight is the song from "Dance of the Flowers." An emotional, sensitive reading.

**BACH: 2 Sonatas for Cello and Piano**

**Scherzo Stabat**

**Starker: Sebok—Mercury 90418 (5)**

Starker and Sebok put in a stirring effort filled with excellence of tone and purity of style. The result is a brilliant performance. The CD also contains many of Starker and Sebok's hits from the past.
MISSION: ACCOMPLISHED

WINNER: Best original score... motion picture or T.V.
Best instrumental theme and

DOT RECORDS

DLP 3831

TALO SCHIFRIN

DOT'S GOT IT!
The Stereo 8 Story
(March)

My Cathedral
JIM REEVES

peter
hero

is blue

and other

great songs

JUST REMEMBER YOU AND ME
PORTER WAGONER
DOLLY PARTON

solo flights
CHET ATKINS

The Last Train on Broadway

The Country Way

PORTER WAGONER
DOLLY PARTON

DOLLY PARTON

ENCORE More of the
Concert Sound of
Henry Mancini

FLOYD CRAMER

Soft'n'Croony
Pro-Down Sounds

The Concert Sound of
Henry Mancini

SCHUMANN
CONCERTO

SCHUMANN
CONCERTO

SCHUMANN
CONCERTO

Porco Rosso

It Ain't Me Babe

THE TURTLES

Manufactured and Distributed by RCA