Mercury Eyes Hippie Clubs

NEW YORK—Charlie Fach, vice-president and director of recorded product at Mercury Records, is banking on a string of "underground" clubs to bring his new rock artists and groups into the open. "The clubs," he says, "can be compared with radio's Top 40 stations for they have become as important a showplace as they have become for new recording talent."

There is much more effort involved, however, in getting the club circuit than radio. Fach and his family of labels: Mercury, Philips, Smash and Fontana, support their acts' club engagements by going into every town with an organized campaign that includes advertising in the consumer and "underground" press, local radio and television time buys, promotion parties, etc. The outlay for an act before its album starts moving in the market grows, now, between $10,000 and $50,000.

The importance of the club circuit has grown to such an extent that Fach even assists in getting the acts booked into the key rooms around the large cities and in some cases arranges a management or agency deal to assure that their "live" work will be taken care of importantly in order to help their recorded product.

(Continued on page 10)

Jack Gold Approach Is People Before Material

NEW YORK—Jack Gold's main concern as new vice-president in charge of artists and repertoire at Columbia Records will be on people rather than songs. It will be an in-depth approach to performers and producers covering all areas of recorded entertainment and will also include a stab at rhythm and blues, an area in which Columbia has not been too active.

"The young performers and producers today," says Gold, "are so self-contained that they even come equipped with their own material so an act or man doesn't have to bother picking songs for them." Gold, however, doesn't intend to close his doors to publishers with new material because there are quite a number of standard singers in the Columbia stable who are always on the lookout for new songs. And in some cases, Gold will be steering his standard or so-called "good music" artists to the contemporary material for interpretation on their records.

He's already been successful adapting the contemporary sound to the styles of busy Faith and Ray Conniff. "Many of these new songs," says Gold, "are really good songs with good melodic changes and can stand up under interpretation by artists other than the original writer-performer."

As far as the rhythm and blues is concerned, Gold says he will be in the market for material by Miami, Chicago and Los Angeles groups.

(Continued on page 12)

NARM Probes Key Issues

By PAUL ACKERMAN

HOLLYWOOD, Fla.—What is the wholesaling pattern of the future? Is the record industry at the end of one era and on the threshold of another? These are paramount questions in the minds of virtually all registrants at NARM's 40th annual convention at the Diplomat Hotel here, attended by nearly 1,000 industry figures representing the record jobbing, distributing and manufacturing segments of the business.

They are all hopeful of an answer but no one has yet offered a thoughtful analysis which could serve as a guide in the upcoming months. Their concern and apprehension has developed over the last several years, but it reached a climax in recent months as the merger fever hit a peak, affecting key wholesale and retail outlets.

The acquisition of Atlantic Records by Warner Bros.-7 Arts, the manifold rack jobbing purchases by Transcontinental Investing and last week's acquisition of Heilicher Bros. by Pickwick International are outstanding examples of deals which portend a new plateau for the record business.

The concern of NARM members is by no means predicated upon a bad business year or a softening of sales, rather, it is based upon a fear of the unknown. The fear is not unfounded, questioned, for leadership and a statement of affirmation relative to the stake of every NARM member in the future of the record business.

The many mergers and the activity of conglomerates now entering the record field contrasts sharply with the scene during the 1950's and early 1960's—a period which was marked by the proliferation of indie distributors and manufacturers. These independents, it is recognized, brought with them an element of creativity in the wholesaling, retailing and manufacturing areas. Many of them are present at this current convention, and the spoken question in the minds of virtually all has to do with their future role.

In view of the changing times, the keynote address to be made by Norman Racaniello, vice-president and general manager of RCA Records, on Monday (18) has aroused great expectations.

Decca Cutting Brubeck 'Light'

By FRED KIRBY

CINCINNATI — Decca Records is recording Dave Brubeck's new religious oratorio "The Light in the Wilderness," with the Cincinnati Symphony at the Music Hall here on Tuesday (19) and Wednesday (20). Columbia Records has granted permission for the jazz pianist to perform on the recording.

The choral work, which also features baritone William Irwin, the Cincinnati Symphony organist Gerre Hancock, and the Miami (Ohio) University A Capella Choir directed by George Barron, received its world premiere Monday at the Cincinnati Music Hall.

(Continued on page 13)

Color Tapes For Home Use Is in Offing

By ELIOT TIEGEL

LOS ANGELES—A modern form of home entertainment featuring 8mm film cartridges is being developed by major studios and Technicolor.

The entertainment fare, ranging from musicals to dramas, is supplied by the film factories to Technicolor which reduces the 15mm prints for its super 8 cartridges, which run up to one-hour films.

Significant for recording artists is long term, in that motion pictures are starting to incorporate young record acts in films.

Technicolor's interest in the new, evolving home market for sight and sound product, is tied to its development of a sound film optical projector weighing 18 pounds. The unit, model 1668A, retails for $300.

Involved in the program are United Artists, Warner Bros., Universal and Disney, in addition to Technicolor and independent producers. "The film companies are exploring ways to tape the home market with cartridge films," a Technicolor executive said. Unrevealed at this stage is the creation of cartridge-enabled film cameras and "printers."
Fountain of Youth

has been discovered in Texas

And they make their recording debut with a Colgems single...

"Livin' too Fast"

c/w (Angie, Love Me) Make the Hurt Go Away #1029

Manufactured and Distributed by RCA
The AGAC is an extensive group of radio representatives which provide an organizational framework for the selling of records to radio stations. It's an important aspect of the music industry.

AGAC Meet for Nashville

NEW YORK—AGAC, the American Guild of Artists & Composers, will hold a meeting at the Plaza Hotel in Nashville, March 27, to present the AGAC story to songwriters. Present will be members of the AGAC, including Alex Kramer, Meriam Stern and Will Holt.

Atlantic’s Sales Program Passes 5 Million Mark

NEW YORK — Atlantic Records’ winter LP sales program, which was introduced at the turn of the year, is now showing a 50% increase over Atlantic’s average LP sales for the same period. The program encompassed the 37 albums released by Atlantic between January 1st and January 31st. The album list is the result of a strong merchandising campaign which has been in effect for several months. The campaign has been designed to increase the visibility of Atlantic’s albums and to encourage buyers to make purchases. The campaign has been successful in increasing sales, and Atlantic has been able to achieve a 50% increase over its average LP sales for the same period. The campaign has been designed to increase the visibility of Atlantic’s albums and to encourage buyers to make purchases. The campaign has been successful in increasing sales, and Atlantic has been able to achieve a 50% increase over its average LP sales for the same period.
Ferment Marks SF Pop Scene

SAN FRANCISCO—A new phase in this city's development as a creative pop music center has been demonstrated by the number of professional record companies in operation since 1966-1967, but standards maintained the overall performance level.

COUNTRY MUSIC

San Francisco has become a hotbed of recording activity, with a number of independent labels contributing to the scene. The participation by Jacobson—an independent producer who developed the Bay Area's rock music scene—is a testament to the city's musical vitality.

CHICAGO — A sales realignment and a resignation at Mercury Record Corp. has resulted in the departure of two new vice-presidents. Veteran executive Steve Brown has been named to oversee the electronics distribution business. He was succeeded as vice-president of the South and Southeast regions for Mercury by Tom Colley, manager of Mercury's first non-branch office in Dallas.

New vice-president for the Midwest Region of America, formerly Mercury branch manager in Chicago, Mercury executive vice-president, H. E. Ackermann, has confirmed his decision to leave the company, according to the announcement. The new vice-president has been working with the corporate headquarters here and its field offices.

MGM Singles

Atco Gets Master

NEW YORK — Atco Records has signed an agreement with the Big Boy label by the Jackson Five on the West label. Atco started distribution this week.

New UK Station

ISLE OF MAN. Greater Manchester. Some 600,000 watt radio station will be launched by Philip Solomon, who owns the Radio Caroline pirate radio ship set in the area. It will be a 24-hour operation.

Jefferson Airplane, the Grateful Dead, Country Joe and the Fish, Moby Grape and Quicksilver Messengers have been among the acts being recorded.

The airplane has been the city's music history story, but the influence of the city's blues bands has been overshadowed.

The participation by Jacobson—a successful producer who developed the Bay Area's rock music scene—is a testament to the city's musical vitality.

Colley, Orleans Named V-P's in Mercury Shift

CHICAGO — A new sales realignment and a resignation at Mercury Record Corp. has resulted in the departure of two new vice-presidents. Veteran executive Steve Brown has been named to oversee the electronics distribution business. He was succeeded as vice-president of the South and Southeast regions for Mercury by Tom Colley, manager of Mercury's first non-branch office in Dallas.

New vice-president for the Midwest Region of America, formerly Mercury branch manager in Chicago, Mercury executive vice-president, H. E. Ackermann, has confirmed his decision to leave the company, according to the announcement. The new vice-president has been working with the corporate headquarters here and its field offices.

MGM Singles

Atco Gets Master

NEW YORK — Atco Records has signed an agreement with the Big Boy label by the Jackson Five on the West label. Atco started distribution this week.

New UK Station

ISLE OF MAN. Greater Manchester. Some 600,000 watt radio station will be launched by Philip Solomon, who owns the Radio Caroline pirate radio ship set in the area. It will be a 24-hour operation.

Jefferson Airplane, the Grateful Dead, Country Joe and the Fish, Moby Grape and Quicksilver Messengers have been among the acts being recorded.

The airplane has been the city's music history story, but the influence of the city's blues bands has been overshadowed.

The participation by Jacobson—a successful producer who developed the Bay Area's rock music scene—is a testament to the city's musical vitality.

Colley, Orleans Named V-P's in Mercury Shift

CHICAGO — A new sales realignment and a resignation at Mercury Record Corp. has resulted in the departure of two new vice-presidents. Veteran executive Steve Brown has been named to oversee the electronics distribution business. He was succeeded as vice-president of the South and Southeast regions for Mercury by Tom Colley, manager of Mercury's first non-branch office in Dallas.

New vice-president for the Midwest Region of America, formerly Mercury branch manager in Chicago, Mercury executive vice-president, H. E. Ackermann, has confirmed his decision to leave the company, according to the announcement. The new vice-president has been working with the corporate headquarters here and its field offices.

MGM Singles

Atco Gets Master

NEW YORK — Atco Records has signed an agreement with the Big Boy label by the Jackson Five on the West label. Atco started distribution this week.

New UK Station

ISLE OF MAN. Greater Manchester. Some 600,000 watt radio station will be launched by Philip Solomon, who owns the Radio Caroline pirate radio ship set in the area. It will be a 24-hour operation.

Jefferson Airplane, the Grateful Dead, Country Joe and the Fish, Moby Grape and Quicksilver Messengers have been among the acts being recorded.

The airplane has been the city's music history story, but the influence of the city's blues bands has been overshadowed.

The participation by Jacobson—a successful producer who developed the Bay Area's rock music scene—is a testament to the city's musical vitality.
This is what we're famous for.

Top selling albums. These are our recent releases that are moving up the charts. (So many, in fact, that maybe we ought to have a chart of our own.)

Columbia's Chart Breakers

BOB DYLAN
JOHN WESLEY HARDING

RAY CONNIFF
It Must Be Him

THE UNION GAP
WOMAN, WOMAN

THE BYRDS
MOOD RAGA

JOHNNY MATHIS
UP, UP AND AWAY

Portraits

Simply Strum

The Chambers Brothers
The Time Has Come

JOSEPH E. LEVINE PRESENTS
WILLIAM HAMBLEN
THE GRADUATE

For Those In Love

Percy Faith
For Those In Love

Jerry Vale
You Don't Have To Say You Love Me

Tony Bennett
They Can't Take That Away From Me

Jonathan Winters...Wings!

SPIRIT

On Columbia Records

This One
Shorewood Bows Unipak, New Gate Fold Jacket

FARMINGDALE, N. Y. — Shorewood Packaging Corp., a division of Shorewood Litho, Inc., has introduced the first gate fold jacket, which allows four-color printing on three surfaces. Costing less than half the price of the normal double fold jacket, it is printed directly on continuous wrap-around color with an inside load, which provides a clean, professional record.

Printed on solid white board instead of the slick on shirtboard method, the jacket has four separate covers printed on both the front and the back. The design is offered to any outfit for four-color printing on the first, second, third and fourth faces. The second, which backs from the first, is available for general use for all sections. Since the front is a single board, any Unipak album can fit in a 25-LP box, instead of 15 of standard double-fold jackets.

Utilizing single-piece construction, the cover also can be used as a three-panel or vertical stand alone. The cost is only slightly higher than the regular one LP package. If the front cover is torn off, the consumer has a standard cover protecting his recording. This is a feature which makes it more likely that an audience will have where an artist's picture is on the front cover and a consumer wants to tear it off for framing.

Shorewood recently opened its new plant here, which is revolutionary in its revolutionary production of Unipak and Shorewood jackets. Business offices are in New York. Shorewood, a two surface continuous-communication company, also can do solid black sulfate, a surface that repels dirt. Paul J. Paget, president of Shorewood Litho, has franchised Bert-Co Enterprises of Los Angeles, to produce Unipak. Bert-Co previously was unlicenced in the West Coast area. The Los Angeles lithographers and jacket fabricators have established an agreement with Shorewood Packaging of California, Inc., specifically to produce and sell the new process on the West Coast.

Registrants at the NARM Convention will receive a complimentary Unipak album containing Dione Warren's "Golden Hits," courtesy of Seeperecords, Steer, and Unipak also is being used extensively by Elektra. The single-unit concept makes it possible for rib lettering always to be in place throughout the entire jacket on covers on paper for use in slick books and for advertising.

Music of Time Gets Extensive Ad Support

NEW YORK — Columbia Records has completed several publishing and record deals. Included in this is a deal with CBS Int for the catalogues of Jayapaul and Robwil Records, subsidiaries of CBS Int.

Enoch Light Singers Debut

NEW YORK — Project 3 Records and Enoch Light have formed the Enoch Light Singers as part of their new single campaign. The group's first release is "L'Wonder What Shes Doing Tonight," b/w "Green Tambourine." The campaign also will include an appearance by the studio Bandits on the Ed Sullivan and the Critters. The Free Design reached the top 40 with their single "Kites Are Fun," while the Critters will release their first LP for Project 3 in several weeks. Pearl Bailey has also signed with Project 3 and will release an album and a single in April.

MTA Records, for world-wide distribution except for United States, Canada and Spain.

Singer songwriter music catalog is available to CBS La
tin Artists, Inc., for nationwide publishing. Other sub-publishing agreements include Bob Crewe's Saratoga Music, Italian, and Brazil and other parts of Latin American, and Greenwood, Blackburn and Davidson for Mexico and Central America. CBS International has obtained exclusive rights to the "Booalgo Down Broadway" sin
tune and "Waltz on the Fi
to" and "Chattanooga Johnnys" from Landra Records for Latin American affiliates. Additionally, publishing rights for the single plus the whole album are available. Roth Music for the same area.

Distribution and sub-publishing

Riaa Certifies "Dr. Dolittle"

NEW YORK — The 20th Century Fox Records release of "Doctor Dolittle," distributed by ABC Records, has been certified by the Recording Industry Association of America. Songs and themes from the score have now appeared on some 300 records.

Plato Records Bows Talent

NEW YORK — Plato Records, Milton, W. Va., featured the new Decca artist, "Plato Records premiere Thurs
day (7). Appearing at the show were the Kickin' Mustangs, the Satisfied Minds and the Outcasts. Also singing for Plato was the singer Paulette-Sue. March releases for the new group include "Kickin'" by the Mustangs, "I Can't Take It" by the Satisfied Minds and "I Love You Sometimes" by the Outcasts.

MCA's Chiantia in Deal

NEW YORK — Sal Chiantia,

vice-president in charge of MCA's music publishing divi
dison, has acquired the entire interest of Terry Philips, president and owner of Patric Red's Music Corp. and Popdwar Music Corp. for the representation of both catalogs in Great Britain by Leeds Music Ltd. Cyril Simons, managing director of Leeds Music Ltd., while here recently with Tom Jones, talked with Philips about potential projects that have been initiated.

Chiantia stated: "We have in the past made relatively few catalog deals, preferring always to limit our offers to people and catalogs which fit in best with our division. We have that kind of confidence in Terry Philips and his team. A number of Philips' writers and his team have impressed us greatly. Writers and producers contracted to Philips' firm:—J. Harriion Productions, Perception and Productions and the publishing of Miss Caryl Stinger, James Stinger and Louis Zorzatos. These are the writers of "Apache, Peaches, Pumpkin Pie," "Swonberry, Shoe Leather and a Dime" and "Beg, Borrow and Steal."

March 23, 1968, BILLBOARD
When the '68 Folk/Rock Story is Recounted, Don't Be Surprised To Learn It Was Sung and Told Most Meaningfully By An Engaging Young Man Named Hamilton Camp.
Pickwick Sale No Official

NEW YORK — Formal confirmation of Pickwick interna-
tional's purchase of Heilicher Bros., Minneapolis-based dis-
tributor, was announced Monday (1) as reported in Billboard
March 16. Both businesses will be conducted independently
with the management of Heilicher remaining the same.

Pickwick, an independent merchandiser of economy-priced
recordings, showed a six-month net income as of Oct. 31, 1957,
of $30,693 or 30 cents per share, a rise of 25 per
of a comparable period the year before. Sales rose 22 per cent
from $107,937,917 to $151,640,101.

Heilicher Bros., which does not report income, is estimated
to gross upward of $18 mil-

---

GAC and CMA Merge
In Stock Exchange Deal

NEW YORK — Two leading talent agencies, G. A. C. Corp. and Creative
Management Associates, Inc., will merge. The trans-
action will be made in exchange of stock with no change in
policy or personnel.

The company will be called GAC and will be an
operating division of Atlantic, a national entertainment
complex with GAC, Inc., the parent company.

The principal of CMA will be
Buddy How, chairman of
the board and the executive
director of GAC, president;
David Bergelson, vice-
chairman of the board and
national entertainment division. Officers of GAC will be:
Aaron Helm, president, and
Buddy How, executive vice-

---

Executive Turntable

- Continued from page 3

Vito Samela has been named branch manager, and Tex
Weiner sales manager, of Liberty's New York branch.
Samela, a veteran of 22 years in the record business, began
with Capitol Records from 1948-1966 and had been national
sales manager for Tower Records. He joined Liberty as manager
of the New Jersey branch. Weiner's 20 years in the business includes sales promo-
tion and merchandising gurus with various major labels.

The Chicago and Las Vegas offices will continue to operate.

---

SOUND OF MUSIC
N. J. Music Supercenter
Has 900 LP Panels

NEW YORK — The SOUND of Music, a new music supercenter
within the all-enclosed Menlo Shopping Center Edi-
son, N. J., unveiled at its opening
recently, 23,900 giant panels of
L.P.s was a spacious, ultra-modern interior conceived and
created by Arthur Kramer, presi-
dent of the company.

The panels, especially
for the SOUND of Music, line
the length of the store and
fill a center mall. The wall
panels have 20 bulleted color
pages on each side, and the center
panels have 16. The panels can easily
be switched out, with one page
removing by lifting them up
and out of the rack, where
the albums are inlaid with the
full face of the L.P. shopping
Placed at eye-level and accessible,
some of the albums are filed first
by category of music, then by
artist to facilitate the purchase of
other works by the same

Each category of music in
the wall panels is divided by
a narrow column shelved
where records in "book" form,
such as opera and classical
record sets, are filed in library
fashion. Each L.P. is individu-
ally encased in a transparent
plastic sleeve for inventory
control and coded for replace-
ment on a daily basis.

With over 3000 square feet of floor space the store
measures 34 feet x 160 feet, the SOUND of Music has ample room
to merchandise a variety of
stereo equipment and accessories, from electrical and
guitars to electric organs. At one end of the store is the stereo
center, record player, radios and record
programs, and musical instru-
ments and accessories. The rear
of the store facing the enclosed
mall of the shopping complex
featuring both pick up points
recording sales with an up-to-date
"Hot List" feature listing sales
planes across the front of the
store. The store is staffed by up
to 25 trained, piano trained,
full-time help during peak hours.
The rear of the store facing,
inside the climate-controlled plaza
extends out into the "street" in
the same way, the store has
been decorated. Customers find them-
"in" the store while walking
through the store, the
carpet, simply by crossing the
(Crossing on page 10)

---

March 23, 1968, Billboard
AT LAST... WE PROUDLY PRESENT

THE MAGIC FLEET

PERFORMING

MARY ELIZABETH

produced by Joe Wissert
a product of Koppelman-Rubin
mfd. and dist. by Capitol Records, Inc.

www.americanradiohistory.com
**Miami U. Offers Course In Music Merchandising**

CORAL GABLES, Fla.—The University of Miami here, through its course in Music Merchandising, is seeking to prepare students for all phases of the music industry, at every level, including top management. The university, which offers a degree in music merchandising, has structured the course to include a survey of the 10 chief areas of the industry: published music, sheet publications dealing with music, recordings, teaching music, performing music, musical instruments, musical reproducing instruments, non-commercial music and musical publications.

It is believed that no course of comparable thoroughness has even been offered at the university level. The entire four course sequence in the degree is under the direction of Alfred Reed, Associate Professor of Music.

Professor Reed indicates that the course stresses the concept of "merchandising," its true aspect: "To merchandise is to sell, but the most possible meaning of the term, similar to the English expression, "to purvey.""

He added in part: "The merchandising of music, in any of its manifold fields, is dependent on the grasp of changing times, tastes, and personal and group factors which in turn create demand... the merchandising of music in the business of music... the basic foundation of successful music merchandising is to grasp and understand the place of music, in our contemporary society..."

---

**Goldfarb In Top Post at A&R Lodge**

NEW YORK—Herb Goldfarb of London Records has been named chairman of the Music and Performing Arts Lodge of B'Nai B'rith at a recent meeting at the Friar's Club here. Other officers elected were Floyd Phillips of Shure-Mark, executive vice-president; George Gabriel of BMI, its Moss of Pickwick International, attorney Toby Pieczenik; and J. Kovette and Leo Strauss, CPA, vice-presidents; Ted Shappir of ABC, treasurer; Al Felden of BMI, corresponding secretary; Jim Cohen of ASCAP, recording officer; and Al Simon of the Harry Fox Office, chaplain.

---

**UA Caps 10th Birthday With 64 Albums, Tape Cartridge Releases**

*Continued from page 3*

from La's "A Man and a Woman" and "Live for Life" complete his Top 10 list is Volume Two of "The Best of Al Caiola," With the exception of the liner notes, the re-release marks the company's first move away from memorial production for a Memphis company's LPs. A limited number of the "Ten Golden Years" set is also present. "Ten Golden Years" is also among the seven track tape cartridges which were featured in the busy "Get to the Bottom" of the RCA's, "A소 concerto" of the same label's, and others. Others incorporated into the product of the "Get to the Bottom" of "The Good, the Bad and the Ugly," Leroy Holmes' new hit who plays the music of Bobby Goldsboro's first album.

Aside from the seven economy-priced Unartist releases, UA is bowing a new economy-priced children's subsidiary "Tom Glazer Series" using the writing and recording talents of Tom Glazer. Three disks comprise this release, including "Fun and Games in the Family Car," formerly available only as an RKO four-track cartridge.

To bolster its Solid State label, UA is adding 12 titles to the "Great Hits," including "St. Thomas" and "Charlie Mingel." "Wonderland" are being transferred from the label to Solid State's new entry. This McGlaff's "New Woman" marks Solid State's new entry. McGlaff is also represented with the album's new "New Woman" with "St. Thomas" jazz, his "Greatest Organ Hits," and "The Win." The second of McGlaff's new releases is "The Golden Hits," the album's second recording. New LPs, including Ralphie's "Solidamatic Ralphie of Panama," are featured in UA Latino's spring entry. UA bowed this domestic sales dollar at its line at its Juvenile distributor meeting. Six new albums have been added to UA International.

---

**Gold to Zero in on People Rather Than Songs in New Coll. Berth**

*Continued from page 1*

field is concerned, Gold is now scouting for the "right man" to assist him in this specialized area. He feels that this market has a lot of kids and a good number of them from about 20 to 25 years old in every city who have become the entertainment, with a number of record stores and a few new acts: The Bitter End, Bitter End

**Mercury Banks on Hippie Clubs to Plug Rock Acts**

*Continued from page 1*

"Club engagements," says Fach, "is the best way to reach the young record buyer today. What is needed is a boisterous type of kid who is like so many others who are in every city who have become the entertainment, with a number of record stores and a few new acts: The Bitter End, Bitter End

---

**Sound of Music**

*Continued from page 8*

which acts as an invitation to the store's interior.

Other features of the store are the new refrigerated display cases for kibbles and sheet music and a full selection of children's records and classical records and kibbles. The staff is trained to compete with the professionals, music instructors and a stereo technician.

The Sound of Music plans to open other stores similar to this one, all of which will have a floor space of 5,000 square feet each. Stores are already planned for New York's Lafayette, Wayne, N. J. and Smithtown, N. Y.

---

**S-M Moves Office**

NEW YORK — Schwartz-Merenstein, Inc., a personal management and publishing company, has moved to 30 Wall St. to handle an expansion of business. Schwartz-Merenstein management and employees of the new office of the company has created a new publishing company, Inherit Music. Its initial employees include John Male, who is also the company's president, and Lou Merenstein, who is the head of the company's publishing department.

Awards and recognition slogan created by the Aardvarks are produced by Fredric Productions. It is contemporary in sound.

---

**MARCH 23, 1968, BILLBOARD**
WOULDN'T IT BE NICE

(TO HAVE WINGS AND FLY)
Uniform Source Marking Would Not Foul Up Inventory Controls

**Color Tapes For Home Use Is Offing**

- Continued from page 1

- Scanned language record retailers are accustomed to. The tags would, in addition, include all the necessary "computer language" in the form of punched holes to be automatically interpreted by reading devices.

- The ladies' intemperate amusements industry has successfully converted to source marking and it includes over 1000 manufacturers with data entry components such as size, style, color, and many other variables.

- The paper clips, or "S" clips, could be used in a Kimball Systems representative here.

- Tagging Systems

- Connors, and another Kimball representative, Robert Furlo,

- have worked out tagging systems for Heilicher Bros., Minneapolis; All-State Distributing, Chicago; Car-Tapes, Inc., Chicago and several other midwestern distribution outlets.

- Co-ordinating their efforts with Philip Brail, Kimball's director of national standards, the two men here believe that the proliferation of record manufacturers and the great variety of pre-recorded film are the ways by which product will be sold to the public.

- The cartridge projector offers two-step operation, similar to a phonograph. The magnetic tape cartridge player.

- Technicolor's consumer education division is already offering cartridge films to the industrial and education markets.

- Development of the home as a film outlet has been attempted in the past when the product was a 16mm regulation reel product.

- The family room or den, already housing a photographic and TV set, seems destined to be turned into a complete entertainment center. CBS' recent unveiling of its home video tape cartridge system parallels the thinking of the film people who envision a vast home audience for this form of entertainment products.

- Continued from page 1

- "LIGHT IN WILDERNESS" Decca Cuts Brubeck Religious Oratorio

- Career here on Thursday (29) at the annual Inter-Religious Concert. The success of this concert resulted in the oratorio being scheduled for the orchestra's subscription concerts on Friday (31) and Saturday (1). The composition also was scheduled for a performance at Miami Lakes. Ms. Hems, Decca's classical director, produced the recording sessions. "The Light in the Wilderness" had not originally been in Decca's recording plans. This will be the first recording by Erich Kunzel, the Cincinnati orchestra conductor, for Decca, which has been recording the orchestra for about four years.

- The oratorio, Brubeck's first major work since "Proclamation," contains elements of jazz and rock as well as contemporary and conventional classical styles. Drawn from the New Testament, the oratorio stresses peace and love. There are places set aside for jazz improvisation. Schwenker, who also has a version for organ, soloist and chorus.

- Last week, reports here also featured Brubeck's "Brandenburg Gate" and "Elements," both composed for jazz combo and orchestra. Two pieces, premiered by the orchestra on March 2, also were making their first subscription concert appearances. Violinist Isaac Stern, who originally was scheduled for the two concerts, canceled his appearances because of illness.

- Brubeck said his next classical project would probably be a ballet commissioned by the University of Cincinnati. He also would like to compose another oratorio and "probably finish" his "Twelve Songs of Christmas," begun in 1946. Brubeck, noted that the "Light in the Wilderness" to be performed this coming season that also included many jazz and modern pieces, described improvisations could be supplied by any capable jazz or classical orchestra, close to the number of qualified organ artists available, Brubeck said he had received many inquiries from orchestras and other music organizations for performing rights for the work.

- Billboard, The International Music-Record Weekly, Now in its 73rd year of industry service

- Subscribe Now
The HOT Line

stereo cartridges
4 track / 8 track
and cassettes

now join
- ABC - ATCO/ATLANTIC - BANG/SHOUT
- BELL - BLUESWAY - CHESS/CHECKER/CADET
- COMMAND - CRESCENDO - DUNHILL
- DYNO VOICE/NEW VOICE - HICKORY
- IMPULSE - JERDEN - KING - MONUMENT
- SCEPTER/WAND - STARDAY - STAX/VOLT
- 20th CENTURY FOX - VAULT - VIVA
- WESTMINSTER - WHITE WHALE

GRT GENERAL RECORDED TAPE, INC.
GO with the HOT Line...
GO with GRT!
Anyway they’re stacked they spell profits!

Our new package carries full four-color identification on the end and the front. It makes it easy for your customers to spot and buy their favorite artists.

Our new cartridge carries the same full four-color identification that the package does. It’s still selling for you when it’s out of the package.

Both add up to the most powerful, easy to sell, easy to buy package in the tape industry.

Another good idea from the Hot Line
THE STARS ARE OUT
AT MIAMI

William B. Williams
WNEW Radio
Master of Ceremonies of the NARM Awards Banquet

Johnny Mathis
Columbia Records

Lulu
Epic Records

The Cowsills
MGM Records

Harry Belafonte

Glen Campbell
Capitol Records

Stevie Wonder
Tamla Records

Jack Jones
RCA Records
We just increased your sales of Hip Pocket Records by 600%.

*Mfr.'s suggested retail price.
We price-tested HP’s in various markets at various price levels and found that sales shot up six hundred to two thousand per cent at 39¢. So, we lowered the price to 39¢.

Sure, HP’s were a bargain before at 69¢. And stores were selling a bundle of them. But at 39¢, they’re an even hotter item. Kids can’t get enough of them.

You come out way ahead, too. Because you get the same margin at 39¢ as you did at 69¢.

Radio/phono sales take off, too. Selling more Hip Pocket Records helps you sell the Philco portable radio/record player.

This baby’s a neat little money maker. A six-transistor radio—33 and 45 record player. Just 5½ x 10 inches. Just $24.95.

In the stores where we lowered the price on HP’s, Philco radio/phono sales jumped anywhere from three hundred to seven hundred per cent.

If you like to play the percentages, talk to your guy from Philco-Ford about Philco Hip Pocket Records.

PHILCO
FAMOUS FOR QUALITY THE WORLD OVER
PHILCO-FORD CORP., PHILA., PA. 19134
Musical Instruments

Decca Is Bowing Novice Guitar Set

NEW YORK — Hot on the heels of its electric guitar package, Decca is bowing a guitar beginner set aimed at music dealers who normally do not carry musical instruments. The completely boxed set features a steel string guitar, an extra set of strings, plectrum, picks, a cleaning cloth, carry bag and an instruction book. The package, DMI-06, is geared for self-merchandising displays. "With one package," a Decca dealer is in the guitar business. "Many record dealers don't want the problems of stocking guitar accessories such as picks and strings," the spokesman continued. "This package permits them to offer their customers extra paraphernalia while selling guitars."

As the result of its electric guitar package success, the company has stocked the guitar sets in all of its branches across the nation. This provides for fast service, while allowing dealers to order as they sell. Decca branches will provide 24-hour service.

Suggested retail price of the set is $27.50. If the guitar and accessories were purchased separately, however, the retail price would total $31.35. The savings is indicated on the carton.

Enlarge KC Store

KANSAS CITY, Mo. — Hammond has increased its seminar and show area, using one of its own vacuum devices! It is a "set that's been used at Madison Square Garden" and "a major musical instrument retailer here has doubled its merchandising sales area to 4466 J. C. Nichols Parkway, absorbing space in a former shop. Hammond now has 4637 square feet. Owner is Paul Jenkins.

Peer at Exhibit

AUSTIN, Tex. — The Peer-Southern departmental exhibit at the recent Texas Music Educators Association convention here, Mrs. Ted Black, wife of the department store's former owner who owned the Peers-Southern material.

Small Recording Studio Can Promote Instrument Sales

MINNEAPOLIS — A recording studio in the basement of a house that will offer young bands to opportunity to cut a demo tape for $50 can be found in this North Minneapolis. The Niccolot and Lake store "attracts rhythm bands groups 16 years and up," according to Rick Dotzenroth, manager. The sales pattern is approximately 60 per cent records, 32 per cent guitars and 10 per cent stereos.

After five years on the intersec-

Gretsch Plans New York Party

NEW YORK — The Fred Gretsch manufacture of guitars, drums and amplifiers, will sponsor a Great Gretsch Party promotion contest and concert here April 20. Marketing 720, which is handling a promotion for Gretsch, is seeking a radio station in the New York "party" follows on the heels of an event held in Boston. A similar promotion will be held in Philadelphia May 17, Chicago June 23 and Los Angeles in September. The contest is open to schools, universities, colleges and high schools.

Vox to Continue

SEPULVEDA, Calif. — The new president of the Thomas Organ Corporation, Joe Benaron, has placed Joe Benaron as president of Thomas Organ, a wholly owned subsidiary of Warwick Electronics, Inc.

Bingos-Bongos

Voyeur.

Hirt Headlines

MINNESOTA — A recording studio in the basement of a house that will offer young bands to opportunity to cut a demo tape for $50 can be found in this North Minneapolis. The Niccolot and Lake store "attracts rhythm bands groups 16 years and up," according to Rick Dotzenroth, manager. The sales pattern is approximately 60 per cent records, 32 per cent guitars and 10 per cent stereos.

After five years on the intersec-

Hirt Headlines

NAMM Show Talent

CHICAGO — Highlight of the annual banquet of the 67th annual National Music Trade Convention here June 26 will be an appearance by trumpet player Al Hirt. Hirt and Pee-Wee and the Youngsters will present a full program for the banquet, sponsored, as it is by the convention, by the local chapter of Music Merchants.

Another feature of the an-

Strum & Drum to Promote Price Plan

CHICAGO — Strum & Drum, a well-known portable instrument company, has announced a promotional plan for the sale of its products.

Music educators will be the primary targets of the campaign.
A NEW VINTON RECORD MOVING TO HIS PERMANENT ADDRESS...
The National Charts

BOBBY VINTON
"Take Good Care Of My Baby"
5-10305

And here's Bobby's latest best-selling album

LN 24341/BN 26341 Stereo
Talent

N.Y. Rock Devotees Greet Debut Of Fillmore East With Open Arms

NEW YORK — The rock phenomenon took a firm hold on New York Friday (8) with the opening of Bill Graham's Fillmore East and the appearance of Frankie Bennett and the Holding Company with lead singer Janis Joplin. Both the Fillmore concert setup and the Holding Company's rock dynamics new to the arena original, but New York's young contemporary music devotees took them as their own, packing the 3,000-seat house for two performances.

The enthusiastic response bodes well for the future of Fillmore East, which Turner Company has patterned after its successful Fillmore Auditorium operation in San Francisco and the Holding Company which signed a recording deal with Columbia Records only a couple of weeks earlier.

Then new groups around today which can generate the raw excitement that comes from the Fillmore have formed. Although Miss Joplin is in the forefront most of the way, the Holding Company is a team operation and the musicianship of Peter Albin on bass guitar, David Freiberg on drums, James Gurley and Sam Andrew on guitar, isn't to be discounted. They mean a series of mixed styles, including raga rock, folk and blues, with imaginative shadings and unbridled energy. And then there's Miss Joplin. She's an exciting talent with a power-packed vocal style and stage deportment that rivets audience attention on a blues song with a passion that never lets up but also she can seize from the anger of a gone wrong to the ecstasy of a love gone right or the easy warmth of an untroubled relationship. She's a total performer who can win over an audience and, in turn, out of the audience.

Columbia Records' personnel were out in force for the Holding Company's appearance, which indicates the firm's enthusiasm for its new group. Although the group has been staging unusual excitement on the West Coast for a little more than a year, all the good feeling has been on the Mainstream label. The group's recent success, for example, has ended that notion now that Columbia has started the ball rolling.

Preceding the Holding Company on the Fillmore East bill Friday were the folk band the Berkeley Blues, blues phrases and folk stylist Tim Buckley. Even though their share was small, there were warm-weather acts for the main attraction, they were plenty hot in their own right.

The blues, as offered by Walker, covered his own works, those of Jimmy Reed and others, and blues titles from today's top 100, ELIOT TIEGEL.

30 Stations in Talent Hunt

HOLLYWOOD — Thirty major-market radio stations are participating in the nationwide "Superstar Talent" talent sweepstakes, sponsored by Singer Co. From among the entries, six performers will be chosen to appear, along with top-name entertainers, on the "Superstar" one-hour network color TV special on NBC. The show will be produced by Robert E. Peterson Productions here.

Promotion materials and entry blanks are being sent to the stations and to some 2,000 Singer Centers. The search is for best male singer, female singer, and instrumental or vocal group. Entrants will be competing for more than $1,000,000 in prizes, including Capitol Records contracts and Vox music instruments.

Tame Gets Turtles

NEW YORK — TAME Associates has acquired management of the Turtles, White Whale Records group. The deal was negotiated between White Whale owners Ted Felgin and Lee Las- self with TAME Associates owners Dave Kranzberg and Rick Soderlin. The Turtles' latest singles is "Sound Asleep."
SUNSET RECORDS
FINES T QUALITY

A PRODUCT OF
LIBERTY RECORDS

SUS 5196  SUS 5198  SUS 5199

SUS 5200  SUS 5201  SUS 5203  SUS 5204

SUS 5207  SUS 5209  SUS 5210  SUS 5211

SUS 5214  SUS 5215  SH 4046/4047  SH 4048/4049

SUNSET
Records

A DIVISION OF LIBERTY RECORDS INC. 

6920 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90028

ECONOMY PRICE
**Legrand Active In Score Front**

NEW YORK — Michel Legrand is setting some sort of record for his busy fourth year of activity. During his current stay in Hollywood, the French composer-arranger-conductor-pianist-singer will have completed scores for five American films, and "underground" features for independent producer Julieen Compton; an industrial film for the Philco Corporation, and a sequel to his prize-winning "The Umbrellas of Cherbourg." All eight pictures will be on view in the U. S. this spring.

The Hollywood Films written, scored and conducted by Legrand are "How to Save a Marriage and Run Your Life" (Columbia); "A Matter of Innocence" (Universal); "Sweet November" (Warner Bros.-Seven Arts); "Thomas Crown and Company" (United Artists), and "Ice Station Zebra" (MGM).

In addition, Legrand has recorded soundtracks for four pictures, jazz piano and orchestral records for MGM; two singles for Verve on which he sings his four new songs in French for release by Philips in France.

To round out his composing activities, Legrand completed his score for "Bistro," a musical by Eddy Marnay, adapted by Erich Blau, scheduled to begin working with performances at the Fantasia Theatre on "Pas de Deux," which Ray Stark will produce in London next year, while working with director-writer Jacques Donny on a stage adaptation of "The Umbrellas of Cherbourg." Legrand also conducted a concert at the Hollywood Bowl; worked with Shelley Manne and Ray Brown at Manne's nightclub in Hollywood; organized a piano quartet with which he performs for friends in Los Angeles.

MGM, ABC-TV Tie On Newton Special

NEW YORK — MGM Records and ABC-TV are co-ordinating a promotion campaign to tie in with Waylon Newton's ABC-TV special scheduled for airing April 8. MGM is releasing a Newton album, "More Time," featuring songs from the special prior to air-date.

The promotion efforts will be worked out in conjunction with Dava Stenberg, who voices the character of the title song in "The Aristocats," and is scheduled to present his second television special in May. ABC is scheduled to present Newton's special, "My Time," at 8 p.m. April 8 on ABC television.

Traffic, UA British Group, Makes Debut U. S. Tour

NEW YORK — Traffic, new United Artists Records group from England, is on its first American tour with dates running from the end of April to mid-June. The tour was launched at the Fillmore Auditorium, San Francisco, last weekend (April 14-16). The group is also set to return to the Fillmore the following weekend (21-23).

Selected as part of West Coast engagements are the Shrine Exhibition Hall, Los Angeles, March 29-30; the Cheetah Club, Venice, Calif., April 3; the Showgrounds, Santa Barbara, Calif., April 6, and Hollywood's Whisky A Go Go, April 7-11.

Newton's current tour of 30 major cities across the U. S. The tour began in Los Angeles Monday (4) and winds up April 1 with dates in Cincinnati and Columbus.

Cardinal Heads Blinstrub Group

BOSTON — Richard Cardinal Cushing will head a citizens committee calling themselves "The Friends of Blinstrub's Village." The committee is arranging for a star-studded extravaganza to honor and assist Stanley Blinstrub, whose huge nightclub was burned down Feb. 26.

Danny Thomas is the latest to join the list of artists to appear at a gathering in the 13,909-seat Boston Garden to launch the fund for a new Blinstrub's. Artists who have played for and been friends of Blinstrub in the 35 years he has maintained his establishment have rallied to the cause.

Traffic, a trio composed of Steve Winwood, Jim Capaldi and Chris Wood, are currently touring with the UA album, "Mr. Fantasy." Also, UA has also released the soundtrack to the film "We Go Round The Mulberry Bush." Traffic collaborated in writing and performing the music for the film.

Three is Wes Montgomery's lucky number. His three most recent albums—"A Day in the Life" (April, 1969), "The Best of Wes Montgomery," and "Mr. Fantasy"—form a trilogy that is unbeatable for all time. Jazz "A Day in the Life" tops the current list of LPs, followed by the other two not far behind. Together these three albums form an outstanding showcase for Wes's superb, versatile, demanding guitar style—the kind few guitarists can match. That's why he plays Gibson's, an outstanding choice of professionals. (Advertisement)

---

**Traffic, UA British Group, Makes Debut U. S. Tour**

NEW YORK — Traffic, new United Artists Records group from England, is on its first American tour with dates running from the end of April to mid-June. The tour was launched at the Fillmore Auditorium, San Francisco, last weekend (April 14-16). The group is also set to return to the Fillmore the following weekend (21-23).

Selected as part of West Coast engagements are the Shrine Exhibition Hall, Los Angeles, March 29-30; the Cheetah Club, Venice, Calif., April 3; the Showgrounds, Santa Barbara, Calif., April 6, and Hollywood's Whisky A Go Go, April 7-11.

In the Midwest, the group will appear at the Grande Ballroom, Detroit, April 12-13, and Chicago's Cheetah Club, April 19-21. Traffic will debut in New York at Fillmore East April 22-27. The group is also set for New York's Action House May 3-5.

Traffic, a trio composed of Steve Winwood, Jim Capaldi and Chris Wood, are currently touring with the UA album, "Mr. Fantasy." Also, UA has also released the soundtrack to the film "We Go Round The Mulberry Bush." Traffic collaborated in writing and performing the music for the film.
starring...
TONY SCOTTI
singing star of
"Valley of the Dolls"
Breaking in New York, Los Angeles,
Nashville, Memphis, Hattiesburg,
and Wheeling with
"COME LIVE WITH ME"
b/w "Theme From 'Valley of the Dolls'"
#56006
Now part of a fantastic album...
"STARRING TONY SCOTTI"
Record Turnout Expected
For Chicago NAB Meeting

By CLAUDE HALL

CHICAGO — The Windy City will play host March 29
through April 3 to the 46th annual meeting of the National
Association of Broadcasters (NAB) at the Conrad Hilton
Hotel March 31-April 3. But the Na-
tional Association of FM Broad-
casters (NAFMB) is sponsoring a
daylight weekend festival of broadcasters off with
a meeting March 29-31 at the
Palmer House.

Also meeting at the Palmer
House March 29-31 will be the
Intercollegiate Broadcasting System (IBS), an association of
college radio stations and staff
members. Tied in with these
meetings will be side meetings of network affiliates and
organizations. And a high-
light of each NAB convention
now is the Mark Century pro-
gramming and sales seminar, which
will be held this year on the
Mark Century president Milton
Hilton at the Conrad Hilton
Hotel.

According to NAFMB con-
vention chairman Jack Richer,
a record turnout is expected for
the major event of FM broad-
casting this year — a lot to crow about and this year
will have more FM radio stations,
showing a major breakthrough
in the past 12 months as more
and more stations separated pro-
gramming and found that they
could actually make money with
this format.

"New Figures"

"The IBS will present sessions on
management, research, selling
and promotion, and the major high-
light of the meeting will be the
release of research figures and
charts on demographics. Schauer
Electronics, Chatsworth, Calif.,
il will host a Saturday after-
noon cocktail party in the Red
Lacquer Room at 6. Another
conference will be held in the
Monroe Room of the Palmer
House.

The IBS meeting will also be
a gathering place of all of the
manubrits, including the
National Association of Com-
dustry's "best in the world" recep-
tors, brought in by Bay-aree
of California. From left: Jay Hoffer, program director of
KRAK, Lupiter,; Martin Hirschfeld, Decca's promotion man for San Francisco, and
Ellis Hunt, father of the winner.

KRAK, COUNTRY MUSIC STATION in Sacramento, Calif., teamed up
with Decca Records on a promotion for Jean Peolquin's "Mr. Painter,
Paint My Dad" record. Winner of a "best in the world"
receiver was a "best dad in the world" receiving a portrait painted by Bay-aree
Robert Lupet, from left: Jay Hoffer, program director of KRAK, Lupiter,
Harrison, Decca's promotion man for San Francisco, and
Ellis Hunt, father of the winner.

Music TV Pilot to Bow
At NAB Chicago Meet

Music TV, a joint venture of
Music Television, a division of
Music Television, and
Music Television, will present its
first pilot show March 29.

The pilot, shown for the first
away the first pilot show, will be
videotaped at Video Tape Center
in New York. Jay Feosman is tal-
et coordinator, Arthur Forrest
is director-general.

Eugene Pickler, president of the
entertainment division of TransLux
Corp., said that the new
firm will spend $1 million
in March to create and
develop new programs for world-
wide syndication. Among these
will be a special, now in the
planning stage, of Kaufman and
Daily. The special is slated for presentation to the networks in April.

Mack Sanders
Buys KECK

LINCOLN, Neb. — Mack
Sanders, the country music artist,
has just bought another radio
station — KECK here. The
station, now just like all of the other
Sanders-owned stations, is now
country music. Fred Scott, for-
merly of WMN, Minneapolis, is
director and air personality.
Deylie line-up also
includes Bill Douglas and Joe
Mel. The station was taken over
March 1. The 5,000-watt sta-
tion was formerly known as
KLKD. Sanders also owns
KOOK, Omaha, and KPRM,
Salina, Kan.

(Continued on page 28)

(Continued on page 30)

PRODUCER DIRECTOR JACK ELIAS, left, of WBCN-TV, Pittsburgh, and
Terry Lee, host of the station's Saturday afternoon "Come Alive" show, are the
authors of a new book that has taken the "Hot 100" record of "Nobody But Me." The record
was introduced last week at a special evening event held at the Hot 100 station in
Pittsburgh. Joe Patrone, of Capitol Records, makes the award.

HOT 100 RECORDS

ASHTRABULA, Ohio: WREO music director/deejay Dick Michley-
MENTS: Best Leftfield Pick is "Cinderella Rockefellers" by Esther & Abi Dlanin,
Best Leftfield Pick is "Lickes Stick" by George Tor-
ance and the Naturals, B<Data.

PHILADELPHIA: WIBG music director and deejay Dean Tyler—
31 years at the station, over 7. located in the
Designed "The Unicorn" by the Irish Rovers, Decca; Best Leftfield Pick is "Does Your Mama Know About Me" by Bobby Tayleur and the
The Introducers, Gemmie, Best Leftfield Happening is "Limey Joe" by Bobbi
to the Chicago, USA.

COLUMBUS: WCOL, deejay Mike Adams—Best Pick is "Call Me Light-
ing" by the Who, Decca; Best Leftfield Pick is "Pictures of Matchstick Men" by the Status Quo, Cadet Concept.

ORLANDO, Fla.: WHOO program director and air personality
Mike McCrary—Best Pick is "In Need of a Friend" by the Cowsills, MGM; Best Leftfield Pick is "Honey" by Bob Shane, Decca; Best Leftfield Happening is "Happy" by Bobby Hoffer, USA.

BABYLON, N.Y.: WGBW music director and deejay Dave Knight—
Best Leftfield Pick is "Can I Carry Your Balloon" by the Swamp Sheds, Epic; "Pictures of Matchstick Men" by the Status Quo, Cadet Concept; Best Leftfield Happening is "Every Step I Take" by the Hassles, USA.

MONTREAL: CFOX music director and deejay John Austin—Best Pick and
Affiliates Pick is "Joined at the Hip" by the Cowsills, MGM; Best Leftfield Happening is "The Unicorn" by the Irish Rovers, Decca, and "Just for Tonight" by the Chiffons, Laurie.

MILWAUKEE: WKOY program director David Moen—Best Pick is
"Call Me Lightening" by the Who, Decca; Best Leftfield Pick is "The Top of the Stairs" by the Fourations, MGM; Best Leftfield Happening is "I Remember Him" by the Skunks, TownTown, Liberty.

FORT WAYNE, Ind.: WLYV music director and deejay Dale Allen—
Best Pick is "Tender by the Cowsills, MGM; Best Leftfield Pick is "The Unicorn" by the Irish Rovers, Decca; Best Leftfield Happening is "I Remember Him" by the Skunks, TownTown, Liberty.

DETROIT: WJKL program director Paul Drew—Best Pick is "Honey" by Bobby Goldboro, USA; Best Leftfield Pick is "The Unicorn" by the Irish Rovers, Decca; Best Leftfield Happening is "Cinderella Rockefellers" by Esther and Abi Dlanin, Philips.

MINNEAPOLIS: WDGY music director and deejay Johnny Canton—
Best Pick is "Call Me Lightening" by the Who, Decca; Best Leftfield Pick is "Don't Expect Me to Get Hungry" by the Cowsills, MGM; Best Leftfield Happening is "Good Night" by the Cowsills.

RICHMOND, Va.: WRGL program director and air personality Randy
Scott—Best Pick is "I Love You" by the Love Affair, Columbia; Best Leftfield Pick is "I Love You" by the Love Affair, Columbia; Best Leftfield Pick is "I Love You" by the Love Affair, Columbia; Best Leftfield Pick is "I Love You" by the Love Affair, Columbia; Best Leftfield Pick is "I Love You" by the Love Affair, Columbia.

VENTURA, Calif.: KOOL program director and deejay Dick, Scully—Best Pick is "Don't Expect Me to Get Hungry" by the Cowsills, MGM; Best Leftfield Pick is "The Unicorn" by the Irish Rovers, Decca; Best Leftfield Happening is "Cinderella Rockefellers" by Esther and Abi Dlanin, Philips.

TRENTON, N. J.: WATT program director and deejay Len Murray—
Best Pick is "The Unicorn" by the Irish Rovers, Decca; Best Leftfield Pick is "Call Me Lightening" by the Who, Decca; Best Leftfield Pick is "Pictures of Matchstick Men" by the Status Quo, Cadet Concept.

(Continued on page 28)
Tommy Boyce & Bobby Hart

goodbye baby (i don’t want to see you cry)

B/W WHERE ANGELS GO [TROUBLE FOLLOWS] A&M 919

FROM THE NEW ALBUM/TOMMY BOYCE & BOBBY HART-"I WONDER WHAT SHE’S DOING TONITE" - SP 4143
Vox Jox

By CLAUDE HALL
Radio-TV Editor

A marathon broadcast from the window of Bernie's Music Center in Dayton March 14 to celebrate the radio station's first anniversary. He was trying to break the world's record for staying awake on the air and if he's still on the air while reading this maybe he has a chance for a new record.

Walt E. (Walter Geis) Geisler is now handling the allnight slot for Hot 100-formated WSAM in Saginaw, Mich., having been with KCHA in Charlotte, N.C., a music operation. The chart letters of the FM affiliate of WQX, as well as the TV station, have been changed to WQXI-FM and WQXI-TV.

Robbin Sherwood, formerly the afternoon drive time deejay at KRRK, Everett, Wash., is now doing 6-9 midnight on the Sunday at KOL in Seattle.

Bob Linder, pop music director for WDHA-FM, stereo station at 419 Route 10, Dover, N.J. 07801, makes a plea for "stereo" copies of all releases. "I spend innumerable hours every week on the phone with each and every little and big record company in New York trying to get stereo copies of new records which the distributors neglected to send us." He said he is carefully listening to every stereo record and anything that is not stereo is going to be "thrown out." If it's just one out on another otherwise poor album, get it.

Cher up, Bob. Nearly all of the record companies are going to a compatible compact so the singles I've heard sound quite good. There are answer phones being phased out soon. Soon, FM stations won't have any problems.

Sara Sherwood, general manager of KDKW in Minneapolis, has been promoted to a vice-president seat at the station. Walter A. Schwartz, vice-president and general manager of the station, has been elected president of the Minnesota Broadcasters Association.

Tom Adams has been named program director of KQXI, Arvada, Colo. He'd been with WSAM in Miami holding down the noon-3 p.m. slot; he'll do a morning show at KQXI.

Jackson Ross, formerly with WTAG in Flint, Mich., has joined the KMCO team of Checkerboard Productions, with offices already in Cleveland, San Francisco and New York, has opened a West Coast office in Hollywood. Ross will be joining the drive, Beverly Hills, Vincent Andrews, in charge of operations, and will be booking Hollywood talent for the "Mike Douglas Show."

Joe Ferrara, former bass player for the UFOs, is now helping John DeWitt program the WDHA-FM music operation. From the "Sound" syndicated package. She'll be going from WQX, the Goldsboro, N.C., music operation. The chart letters of the CBS special that featured Leonard Bernstein in the orchestra are "WHUP," and the promotion idea: "WHUP will be the first to offer a Kool-FM style jingle box for the school that sent in the greatest number of requests. Filled it up with current records, records in a box with the deejays to the winner and two run-up, contest drew more than $5 million signatures from 44 area high schools in two regions. Together in schools from the city of their birth and a count of "school spirit.""

Bob Ladd has departed WTTF, Tiffin, Ohio, to join WJW in Cleveland, in the top 40 format. WTTF is middle-of-the-road in the day and country music at night. A buddy of Ladd's, Mike Jacques, also left WTTF to join country format WJW in Dayton; Jacques will be doing recording duty for the music part. Here's the new line-up for WTTF.

Tauton, Mass.: Program director Peter Pope; sales manager Paul Seidman; promotion director Tom Sonza, John McCarthy, and Art Godfrey with weekenders from Boston. Goldsboro, N.C., Tom Lasson, Roy Johnson, and Pierre LeFleld, program manager, and station manager over at WRLL-FM, and of WRLL-FM, which features an (Continued on page 20)

Janie Ruth Buys WPHN

LIBERTY, Ky. — WPHN has been bought by the Janie Ruth Corporation, headed by Cal Smith. The format is now country music from sign-on at 1 p.m. The rest of the day, the station features Hot (30). Sign-on is at 6 a.m.

Smith is also part owner of WRSL and WERSL-FM in Madison, N.C., and one other radio station in the county since last June. He said he also had applications pending for a new station and three FM stations in Kentucky.

KOOL Round Clock

PHOENIX — KOOL-FM, stereo station at 1018 FM, has begun 24-hour broadcasting. Format is pop music. Programming will be under the supervision of the general manager of the KOOL. Len Inglesbraten shows 5-9 a.m.

Radio-TV programming aids

* Continued from page 26

Status Quo, Cadet Concept: Biggest Happening is "What About the Music?"
Best Pick is "Little Round in the Middle of the Road" by Billy Joe Royal. Best Leftfield Happening is "Get-up" by Preparations: Heart & Soul. (If any of these get decent exposure in any form this year, they've got to go top-10 this year.)

DAYTON: WING program director Jerry Kaye — Best Pick and Leftfield Pick is "Ain't Nothing Like A Girl" by B.J. Thomas. Best Leftfield Happening is "'L David Sloan" by Michele Lee, Community.

JACKSONVILLE, Fla.: WAE program director Ike Lee — Best Pick is "The Great Adventure World" by Jerry Butler. Best Leftfield Happening is "Love Machine" by Roosters, Phillips.

EL PASO: KELP program director and deejay Charlie Russell — Best Leftfield Happening is "You Can't Erase a Mirror" by the Children (401), "5:30 a.m."

Best Pick is "Can't Do What You Think It's Time."

GRAND RAPIDS, Mich.: WGR — Best Pick and Leftfield Pick is "Busy Signal" by Flash & the Board of Directors. Main: Biggest Leftfield Happening is "Son of Hickory H戴er's Tryptch" by C.G. Leftfield Happening is "Good, Good Lovin" by the Blossoms.

COUNTRY MUSCI RECORDS

PHILADELPHIA: WRCI program director and deejay John Mean — Best Pick is "Lettin' Me Go" by Bobby Goldsboro, UA: Biggest Leftfield Pick is "I'm a Good Ol' Country Boy" by Joe Bonsall and the States. Best Leftfield Happening is "Going Out To Tuna" by Johnny Sea, Community, UA.

CHARLOTTE: N.C.: WWQI program director and deejay Jim Beydi — Best Pick and Leftfield Pick is "Honey" by Bobby Goldsboro, UA: Biggest Leftfield Happening is "Sweet Loveable Fool" by Goldsboro Hill, Epic.

SACRAMENTO, Calif.: KRK — station manager and program director is Ernie Young. Best Pick is "Tell Me What" by Hugo X. Lewis. Kapp: Biggest Leftfield Happening is "Born to Love You" by Bob Willis, Kapp: Biggest Leftfield Happening is "Mr. Painter, Paint My Dad" by Jean Peole, Decca.

BURLINGTON, Calif.: KBBQ — program director Bill Ward — Best Pick is "U.S. State" by Elvis Presley, RCA: Best Leftfield Pick is "Leave" by the Chaparral Brothers, Capitol and "Honey" by Bobby Goldsboro, UA: Biggest Leftfield Happening is "From Me To Yous" by Jerry Imenn, Columbia ("Honey" by both Goldsboro and Bob Shaw has brought greater listener interest.

DES MOINES, Iowa: WHO deejay Mike Hoye — Best Pick is "Honey" by Bobby Goldsboro, UA: Best Leftfield Pick is "Last Goodbye" by Dick Mills, Capitol. Biggest Leftfield Happening is "Oliver" by Ray Langley. Ray Langley has noticed an upsurge in artists copying their records by phone this year; smart ones did it early in the week when the competition was lightest.

DAYTON, Ohio: WAVI music director Jay Williams — Best Pick is "Amusing One Another" by Another One, Another North, UA: Best Leftfield Pick is "He Ain't Country" by James Bell, Bell: Biggest Leftfield Happening is "In The Tradition Of Doc" and Jerry Lee Lewis, Smash: Biggest Leftfield Happening is "Last Goodbye" by Dick Mills, Capitol.

DENVER: KLK music director and deejay Con Schuder — Best Pick is "The One You Left Out Of My Life" by Bobby Goldsboro, UA: Best Leftfield Pick is "Come On Home" by Peggy Little, Dot: Biggest Leftfield Happening is "Goodbye" by Dick Mills, Capitol.

Hal Jackson to Produce Palisades Park Specials

PALISADES, N.J.: Hal Jackson, deejay at WBMP-FM, Metro Top 100, is being planned to produce and host the week's most important special of the year. Jackson owns a recording and a live recording of Palisades Amusement Park here. Jackson has got a contract with Bobby Goldsboro, UA: Best Leftfield Pick is "Goodbye" by Dick Mills, Capitol.

MARCH 23, 1968, BILLBOARD

College Radio Sessions
Set for April 18-19 in N. Y.

NEW YORK — The Seventh Annual College Conference of the International Radio and TV Society will be held May 19 at the Roosevelt Hotel here. Theme of the conference this year will be "The Anatomy of Commercial Broadcasting." Speakers will include Walter A. Schwartz, president of the ABC Networks; Frederick S. Gilbert, vice-president of NBC Broadcast; Richard S. Salant, president of CBS News; and Don Eirgin, president of NBC-TV.

A highlight of the conference will be a later Thursday evening, into Friday, question and answer session featuring all of the speakers. Visits to offices of radio, station, television, and advertising agencies will be scheduled for the morning of the conference.

The college conference series will include the International Foundation, headed by Howard B. Smith, chairman of the board, and Albert B.Shepard, president. Last year, more than 1,700 college students attended did so with the aid of IRTF grants.

Harold Berkman of MGM Records expounds on a theme to Bob Rhodes of the Beacon Street Union group, center, and Avery Stevens, right, an air personality with WIBG in Philadelphia, who was a reception in New York last week to introduce the Boston group to deejays and the press.

We can't open in any form this year, they've got to go top-10 this year.)
GOT THE MESSAGE!
THEY ARE BACK ON THEIR OWN KICK
WITH
"NO COMMUNICATION"
B/W "THE RAIN MAKER"
AB-128

FOR BOOKINGS CONTACT:
BANKERS' MANAGEMENT AND SERVICES, INC.
825 OLIVE / R 2-6111
DALLAS, TEXAS 75201 — CALL COLLECT —

Foreign Licensee Contact: Publisher's Licensing Corporation 40 West 55th Street, New York 10019. (212) 581-7979.
LISTENERS GET MONAURAL LP'S

WASHINGTON — Rather than throw its monaural albums away, KIEM, with the FM switched to stereo broadcasting, the station asked its listeners, "Why not anyone for anyone to win 101 slightly used monaural albums?" The station reports the response was overwhelming, but ended up giving 10 sets of albums to charitable organizations.

Here's a note from Ogden R. Davies, general manager of KIEM, Allentown, Pa., to read your article on Stations Play Potpourri. Here at KIEM we have been featuring it for some two years now and boosted ourselves back into the No. 1 position in both Pulse and Hooper, as well as doubled the adult male and female in all time periods. The only place that rock has made an inroad or held first place has been in the 3-7 p.m. period which has more of the appeal to the 12-17 age group. My congratulations to the younger artists who are making a broader appeal to individuals.

Dan Hofmann has been named operations manager of the Rollins group radio station in Los Angeles -KDAY, and been program di- rector at KMBY, Monterey, Calif.

Joy in the morning, star in the evening.

Vox Jox

* Continued from page 2B

easy listening format, services Boston-area listeners 18 hours a day.

Jim Johnson says he has a new show on WSMJ-AM, 640 West 9th Street, Greenfield, Ind. 46140. It's on Sunday afternoons and he

KING RECORDS, INC.

SEATING EMPLOYMENT? SEE BILLBOARD APRIL 20

needs easy listening singles and albums. . . . Al Faust has left his morning show at WAIL, in Middletown, N.Y., to become operations manager at WKQW, Spring Valley, N. Y. He'll also do a 3-6 p.m. slot. WKQW just switched to an easy listening format and needs records, Address is 180 Route 59, Nanuet, N. Y. 10954.

Here's a note from Ogden R. Davies, general manager of KIEM, Allentown, Pa., to read your article on Stations Play Potpourri. Here at KIEM we have been featuring it for some two years now and boosted ourselves back into the No. 1 position in both Pulse and Hooper, as well as doubled the adult male and female in all time periods. The only place that rock has made an inroad or held first place has been in the 3-7 p.m. period which has more of the appeal to the 12-17 age group. My congratulations to the younger artists who are making a broader appeal to individuals.

Andy Carr, country music deejay for KMAC in San Antonio, will appear on the latest movie, "Sugar Daddy," featuring James Stewart and Dean Martin. Carr is from nearby Bracketville, . . . Ralph Dee has joined KXRC-FM, Triple-D, replacing Dick Mitchell in the 7- midnight position.

Jack Rodgers has been added to the WDEN in Muncie, Ind., as the pro- gram director and has joined a "Giant 46" record chart for the daytime station. Manager Charlie R. Witt is also launching WDEN-FM for the station. Country music station WPILY in Plymouth, Wis. $5073, needs records. Send to Jerry West at the station.

Record Turnout Expected For Chicago NAB Meeting

* Continued from page 26

president Vincent T. Walswiek, April 1, and Rosel H. Hyde, chairman of the FCC. Also speaking during a labor relations workshop will be Sam Prince, an expert in the field of national labor relations.

Record Turnout Expected For Chicago NAB Meeting

* Continued from page 26

president Vincent T. Walswiek, April 1, and Rosel H. Hyde, chairman of the FCC. Also speaking during a labor relations workshop will be Sam Prince, an expert in the field of national labor relations.

Record Turnout Expected For Chicago NAB Meeting

* Continued from page 26

president Vincent T. Walswiek, April 1, and Rosel H. Hyde, chairman of the FCC. Also speaking during a labor relations workshop will be Sam Prince, an expert in the field of national labor relations.

Record Turnout Expected For Chicago NAB Meeting

* Continued from page 26

president Vincent T. Walswiek, April 1, and Rosel H. Hyde, chairman of the FCC. Also speaking during a labor relations workshop will be Sam Prince, an expert in the field of national labor relations.
All I Took Was Love

PAULA 299

ANOTHER PAULA RECORDS
SUPER HIT

THE UNIQUES

PLAYTIME
THE UNIQUES
PAULA LP 2199
Sherry, don’t go
b/w NEVER MY LOVE

LATEST RUNAWAY SINGLE FROM
THE LETTERMEN

2132 Produced by Kelly Gordon
NEW YORK—More 20th-century composers were played by U.S. and Canadian orchestras than during any season before. The 1967-68 season, but more performances of these standards gave the overall performance lead to repertoire fixures. For the third straight year, the annual BMI Orchestral Program Survey, prepared in conjunction with the BMI Orchestral League, showed 20th-century composers leading standard composers by 7.33 per cent, as compared with 7.9 per cent in 1966-67 and 7.3 per cent in 1965-66. The top 10 composers according to the BMI survey were:

1. Prokofiev (152)
2. Walton (163)
3. Milhaud (165)
4. Shostakovich (168)
5. Roussel (171)
6. Dvorak (182)
7. Walton (184)
8. Mozart (203)
9. Milhaud (204)
10. Walton (211)

Prokofiev was the most performed 20th-century composer, with 152 performances. Walton was the only composer to break the 100-performance barrier, with 163 performances. Shostakovich, Milhaud, Roussel, Dvorak, Walton, Mozart and Milhaud all had 100 or more performances. The top 10 composers were listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.

The survey also showed that the top 10 composers accounted for 49.8 per cent of all performances, compared with 49.5 per cent in 1966-67 and 48.7 per cent in 1965-66. The top 10 composers were also listed in the survey, except for Walton, who was listed as two different composers: Walton and Walton.
Kuentz Shines At Carnegie

NEW YORK — The Kuentz Chamber Orchestra of Paris sparked a far-ranging program of French music at Carnegie Hall on Tuesday (12). They were aided by superb performances in two pieces by Niccolo Paganini and also by a known and most-recorded harpist of the day.

Zaharias' delicacy and virtuosity shone in Boieldieu's "Concerto No. 1," which he has recorded for Decca and together with Paganini's "Caprice No. 24." Kuentz and his 12-member string ensemble played with an impromptu grace and a harp’s sacre ef profane, for Harp and Strings.

The orchestra also gracefully performed Marc-Antoine Charpentier's "Concert a 4 in D Minor," with all movements from Rameau's "Concert No. 6." Two cooperations between Jacob and Charpentier's "Prelude pour la grotte" and Georges Hugues's "La Bourse" were well played, although neither was up to the rest of the program.

DGG promoted both the Kuentz ensemble and the soloists in a record deal. The harpist, an exclusive DGG artist, also appears on another harp concerto and Counterpoint. The chamber group also appears on DGG Archive, World of Classical and Country National du Disque.

FRED KIRBY

Classical Notes

Soprano Evelyn Lear will give a Town Hall, New York, recital March 31, with five soloists, including pianist John Zaidel, to conduct the Boston Symphony in Beethoven's Symphony No. 8.

Pianist Leonard Wainwright will accompany him, and the conductor of the Boston Symphony, Leonard Bernstein, will conduct the Boston Symphony in the Beethoven's Symphony No. 6.

Pianist Jeanne Kastelan will conduct the New York Philharmonic in the Beethoven's Symphony No. 2 on March 21.

Pianist Joel Goldstein will conduct the New York Philharmonic in the Beethoven's Symphony No. 5 on March 22.

The pianist and composer will be assisted by cellist Helmut Muller, and bassist Henry Gonzales.

FRED KIRBY

DGG Spring Program Set

HAMBURG — Deutsche Grammophon has a 15-fragment spring program, including the first recording of Carl Orff's "Oedipus Tyrannus." Several recordings feature Herbert von Karajan and the Berlin Philharmonic, including a continuation of their Sibelius series, an album of opera transcriptions, and a Liszt-Smetana L.P.

Pianist Geza Anda performs Brahms with Berliner Philharmoniker and the Berlin on another disk. A new recording of Couperin's "Cantes" is also available with the Berliner Philharmoniker and conductor Herbert von Karajan.

Liszt's "Dante Sonata" is also available with the Berliner Philharmoniker and conductor Herbert von Karajan.

FRED KIRBY

Telemann's Feature

The second work of the year, "Die Melodie," is featured in the first recording of Telemann's "Concerto No. 1," which has been recorded for Decca.

The work is dedicated to the German Opera, Berlin.

DGG also contains its Mahler cycle with the "Symphony No. 1," which has been recorded for Decca.

FRED KIRBY

Andre Previn Shows Dimension

Nielsen's "Symphony No. 1," which has been recorded for RCA with the London Symphony Orchestra, was interpreted by Andre Previn. The second movement (Andante) and third movement (Allegro) were especially effective.

The dynamics and colors of Ravel's "La Valse" also came off brilliantly, a fitting finale to a program of music that thrived on the orchestra played on a consistently high level throughout the evening. Previn and his orchestra played with an intensity that belied the all-nine Vaughan Williams symphonies with its London Symphony for RCA, an conductor of RCA's next month's RCA release of Mozart's "The Improvisato" with Rudi Grist, Judith Ratkin, Richard Sherrill, Melissa Melen and the English Chamber Orchestra. He will conduct his Houston Symphony at Philharmonic Hall on May 7.

FRED KIRBY

DGG Gluck Week

Herbert von Karajan conducts an album in an album of Schickele and the works of Johann Strauss and Josef Strauss. Two recital albums round out the list: pianist Christopher Eischenbach in Schumann, and guitarist Siegfried Behrend in Sor, Ferras, Bach, and his own compositions.

MARCH 23, 1968, BILLBOARD
ASCAP CONGRATULATES ITS MEMBERS WHO WERE AWARDED THE 1967 "GRAMMY."

BOBBIE GENTRY
BEST FEMALE VOCAL PERFORMANCE,
BEST NEW ARTIST AND BEST CONTEMPORARY
FEMALE SOLO VOCAL PERFORMANCE, "ODE TO BILLY JOE."

DUKE ELLINGTON AND BILLY STRAYHORN
BEST INSTRUMENTAL JAZZ PERFORMANCE-LARGE GROUP
AND BEST JAZZ COMPOSITION OF THE YEAR, "FAR EAST SUITE."

SENIOR EVERETT DIRKSEN
BEST SPOKEN WORD, DOCUMENTARY OR DRAMA RECORDING, "GALLANT MEN."

BURT BACHARACH
BEST INSTRUMENTAL ARRANGEMENT, "ALFIE."

LEONARD BERNSTEIN
ALBUM OF THE YEAR-CLASSICAL AND *BEST CLASSICAL CHORAL PERFORMANCE (OTHER THAN OPERA),
"MAHLER: SYMPHONY NO. 8 IN E FLAT MAJOR" (MR. BERNSTEIN CONDUCTING THE LONDON SYMPHONY CHORUS AND ORCHESTRA AND SOLOISTS).

IGOR STRAVINSKY
BEST CLASSICAL PERFORMANCE-ORCHESTRA, "STRAVINSKY: FIREBIRD AND PETROUCHKA SUITES"
(MR. STRAVINSKY CONDUCTING THE COLUMBIA SYMPHONY).

RAVI SHANKAR
BEST CHAMBER MUSIC PERFORMANCE, "WEST MEETS EAST" (MR. SHANKAR AND YEHUDI MENUHIN).

EUGENE ORMANDY
*BEST CLASSICAL CHORAL PERFORMANCE (OTHER THAN OPERA), "ORFF: CATULLI CARMINA"
(MR. ORMANDY CONDUCTING THE PHILADELPHIA ORCHESTRA AND ROBERT PAGE CONDUCTING THE TEMPLE UNIVERSITY CHORUS).
COUNTRY SONGS—5 Years Ago March 23, 1963
1. Don't Let Me Cross Over—Del McCoury (Col)
2. From a Jack to a King—Red Miller (Cap)
3. Second Hand Rose—Roy Drusky (Cap)
4. End of the World—Skeeter Davis (RCA Victor)
5. Ballad of a Crumpled Letter—Gene Campbell (Decca)
6. Be My Love—Junior Samples (Decca)
7. I'm That Lonesome Cowgirl Again—Jim Reeves (Columbia)
8. The Chance—Don Gibson (Columbia)
9. The Yellow Bandana—Faron Young (Cap)
10. You're My Moon and Stars—Connie Smith (Cap)

COUNTRY SINGLES—10 Years Ago March 24, 1958
1. Ballad of a Teenage Queen/Ronnie Darke (Cap)
2. I Don't Know Why You're Sayin' It —Bob Wills & His Texas Playboys (Col)
3. Oh, Lonesome Me/I Can't Stop—June Carter (RCA Victor)
4. Breathless—Jerry Lee Lewis (Sun)
5. State of Mind—Merle Travis (Cap)
6. I Don't Want to Be a Heartache—Art Linkletter (Col)
7. I Am the Raven—Della Reese (Cap)
8. Forgiven—Eddy Arnold (Cap)
9. A Time for Us—Billie Jo Spears (Cap)
10. You're Mine—George Jones (Cap)

YESTERDAY’S COUNTRY HITS
Change-of-pace programming from your librarian’s shelves, featuring the disks that were the hottest in the country field 5 years ago and 10 years ago this week. This week’s countdown is based on Billboard’s chart hits:

ruined, the situation is all but reversed today. With organizational emphasis having shifted to the corporate level, emphasis now is given to surveys, programming ideas, promotions, and publicity.

One of the most unusual aspects of the composition of the CMA board is the diversity of con- ceivable facets of the industry. With the task of the four publishers, record manufactur- ers, press, advertising agencies, radio and television management, etc., industry directors, there is a total force for the industry.

It is obvious, therefore, that the weakest seg- ment of membership is the segment that benefits the most from the work of the or- ganization. Primarily because of CMA, more radio stations are programming country music, more promoters are staging country music events, and more advertisers are sponsoring the mu- sic. The results of these actions are in motion.

A second trend of misunderstanding has arisen among some of the membership, Mrs. W. B. Garrett, who is an active participant in regard to the board of directors. It should be made clear early that because of inexperience the board receives any compensa- tion. It is not defined in any way from the position on the board. It is given to those who serve on the board.

To summarize, radio stations can mean a cost of thousands of dollars in the course of a year, excluding the valuation of time given.

Pennington Quits Boone
NASHVILLE — Ray Pennington, a director for Boone Records, has resigned his position, the second Boone official to quit in a two-week period. Earlier, Bobby Boris, vice- president and general manager of the firm, resigned due to “differences of opinion,” with the owners of the company.

Pennington said he wants to devote more time to independent production, and to furthering his career as a radio artist. He records for Capitol.

Pennington still has a year to go on his contract as a writer for Pamper Music, which, like Capitol, is a part of the J. Hal Smith Enterprises.

Free Country Music Pkg.
FARWELL, Tex. — A free country music package was offered to country musi- cians through a special adver- tising arrangement with area merchants.

Radio Station KZOR pro- moted the project, which planned an overflow crowd at nearby Clovis, N. M. Billed as “The Nashville Sound of the North,” the show featured Ray Pillow, Lon- don Mann and Duanee Dee. Their acts drew three thousand.

Under the plan, there was no charge for the show, but listeners were told to pick up a ticket from the spon- sor’s places of business.

Station manager Pat Merchant called it the biggest crowd ever in the area, and said that more shows of this nature are being planned for the near future.

Chet Atkins’ Father Dies
MAYNARDBURG, Tex. — Funeral services were held here Wednesday (13) for James A. Atkins, father of Chet Atkins, a top country artist and president of the Rich Atkins, a lifetime music teacher, had taught his son the guitar. During the past year he had seen his son both in concert at Nashville, and at a special memory honoring him in Nashville.

Tommy Hill to Produce For Blue Valley Records
WINNIPEG, Man. — The success of a network radio show dealing with country music has brought about a new label of similar nature and a half- hour show.

The special, titled “Our Man in Nashville,” was done by Ivan LeMesurier, a young radio disc jockey who broadcast as Chipper. The show was broadcast Feb. 28 to a full net- work of 50 stations through Canada after LeMesurier edited tapes he had cut in Nashville.

Country Seg Set for Can.
NASHVILLE — Rick Rhett’s “Country Seg” syndicated three-week series has completed an agreement with British Talent Deal

1. Ballad of a Teenage Queen/Ronnie Darke (Cap)
2. I Don't Know Why You're Sayin' It —Bob Wills & His Texas Playboys (Col)
3. Oh, Lonesome Me/I Can't Stop—June Carter (RCA Victor)
4. Breathless—Jerry Lee Lewis (Sun)
5. State of Mind—Merle Travis (Cap)
6. I Don't Want to Be a Heartache—Art Linkletter (Col)
7. I Am the Raven—Della Reese (Cap)
8. Forgiven—Eddy Arnold (Cap)
9. A Time for Us—Billie Jo Spears (Cap)
10. You're Mine—George Jones (Cap)

YESTERDAY’S COUNTRY HITS
Change-of-pace programming from your librarian’s shelves, featuring the disks that were the hottest in the country field 5 years ago and 10 years ago this week. This week’s countdown is based on Billboard’s chart hits:

ruined, the situation is all but reversed today. With organizational emphasis having shifted to the corporate level, emphasis now is given to surveys, programming ideas, promotions, and publicity.

One of the most unusual aspects of the composition of the CMA board is the diversity of conceivable facets of the industry. With the task of the four publishers, record manufacturers, press, advertising agencies, radio and television management, etc., industry directors, there is a total force for the industry.

It is obvious, therefore, that the weakest segment of membership is the segment that benefits the most from the work of the organization. Primarily because of CMA, more radio stations are programming country music, more promoters are staging country music events, and more advertisers are sponsoring the music. The results of these actions are in motion.

A second trend of misunderstanding has arisen among some of the membership, Mrs. W. B. Garrett, who is an active participant in regard to the board of directors. It should be made clear early that because of inexperience the board receives any compensation. It is not defined in any way from the position on the board. It is given to those who serve on the board.

To summarize, radio stations can mean a cost of thousands of dollars in the course of a year, excluding the valuation of time given.

Pennington Quits Boone
NASHVILLE — Ray Pennington, a director for Boone Records, has resigned his position, the second Boone official to quit in a two-week period. Earlier, Bobby Boris, vice-president and general manager of the firm, resigned due to “differences of opinion,” with the owners of the company.

Pennington said he wants to devote more time to independent production, and to furthering his career as a radio artist. He records for Capitol.

Pennington still has a year to go on his contract as a writer for Pamper Music, which, like Capitol, is a part of the J. Hal Smith Enterprises.

Free Country Music Pkg.
FARWELL, Tex. — A free country music package was offered to country musi- cians through a special adver- tising arrangement with area merchants.

Radio Station KZOR pro- moted the project, which planned an overflow crowd at nearby Clovis, N. M. Billed as “The Nashville Sound of the North,” the show featured Ray Pillow, Lon- don Mann and Duanee Dee. Their acts drew three thousand.

Under the plan, there was no charge for the show, but listeners were told to pick up a ticket from the spon- sor’s places of business.

Station manager Pat Merchant called it the biggest crowd ever in the area, and said that more shows of this nature are being planned for the near future.

Chet Atkins’ Father Dies
MAYNARDBURG, Tex. — Funeral services were held here Wednesday (13) for James A. Atkins, father of Chet Atkins, a top country artist and president of the Rich Atkins, a lifetime music teacher, had taught his son the guitar. During the past year he had seen his son both in concert at Nashville, and at a special memory honoring him in Nashville.

Tommy Hill to Produce For Blue Valley Records
WINNIPEG, Man. — The success of a network radio show dealing with country music has brought about a new label of similar nature and a half- hour show.

The special, titled “Our Man in Nashville,” was done by Ivan LeMesurier, a young radio disc jockey who broadcast as Chipper. The show was broadcast Feb. 28 to a full net- work of 50 stations through Canada after LeMesurier edited tapes he had cut in Nashville.

Country Seg Set for Can.
NASHVILLE — Rick Rhett’s “Country Seg” syndicated three-week series has completed an agreement with
| MARCH 23, 1968, BILLBOARD |

## Top Country Singles

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Title</th>
<th>Artist &amp; Label</th>
<th>Number &amp; Publisher</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>World Of Our Own</td>
<td>Sonny James, Capitol 5047 (Chapel, ASCAP)</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Take Me To Your World</td>
<td>Tammy Wynette, Epic 10109 (Decca, BMI)</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>How Long Will My Baby Be Gone</td>
<td>Back Owens &amp; His Buckaroos, Capitol 2303 (RCA, BMI)</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The Day The World Stood Still</td>
<td>Charlie Pride, RCA Victor 4036 (RCA, BMI)</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Skip A Rope</td>
<td>Henson Cargill, Monument 1041 (Tree, BMI)</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Just For You</td>
<td>Paul0 Simon, Capitol 25648 (Tree, BMI)</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Baby's Back Again</td>
<td>Conway Smith, RCA Victor 47-9410 (RCA, BMI)</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Walk On Out Of My Mind</td>
<td>Moe Bandy, RCA Victor 47-9411 (RCA, BMI)</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>This Is Just As I Am (Or Let Me Go)</td>
<td>Roy Price, Columbia 44274 (Scott-Rex, BMI)</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>You Are My Treasure</td>
<td>Jack Greene, Decca 32261 (Frost-Hills, BMI)</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Here Comes The Rain, Baby</td>
<td>Billy Joe Royal, RCA Victor 47-9420 (RCA, BMI)</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Say It's Not You</td>
<td>Wayne White, Capitol 1299 (Blue Cross, BMI)</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Hey Little One</td>
<td>Gene-Campbell, Capitol 44267 (Sherrill &amp; De Varco, BMI)</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Fist City</td>
<td>Lonzo Deveaux, Decca 32286 (Sony-Pine, BMI)</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>It's All Over</td>
<td>David Mossler &amp; Tammy Wynette, Epic 10274 (RCA, BMI)</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Rosanna's Going Wild</td>
<td>Johnny Cash, Columbia 44273 (Melody Lane/Capitol, BMI)</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Repeat After Me</td>
<td>Jack Rees, Jox 9003 (Tree, BMI)</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Sing Me Back Home</td>
<td>Marie Hoppe &amp; Crook, Charm 1976 (Blue Book, BMI)</td>
<td>19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>The Legend Of Ronnie &amp; Clyde</td>
<td>Merle Haggard, Capitol 2132 (Blue Cross, BMI)</td>
<td>32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Stop The World</td>
<td>Ronnie Quaid,Dot 17025 (Audacc/Reagan, BMI)</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>The Last Thing On My Mind</td>
<td>Porter Wagoner &amp; Del Reeves, RCA Victor 47-9415 (Tree, BMI)</td>
<td>17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Have A Little Faith</td>
<td>David Mountain, Epic 10091 (Gallico, BMI)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Little Things</td>
<td>Willie Nelson, Victor 47-9427 (Piper, BMI)</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Dark End Of The Street</td>
<td>Orlon Campbell &amp; Leroy Manc, RCA Victor 47-9441 (Piper, BMI)</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>You Ain't Goin' Nowhere</td>
<td>Dave Dudley, Mercury 72719 (Nemeth, BMI)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Lizziana</td>
<td>Webb Pierce, Decca 32266 (Tuesday, BMI)</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Mother May</td>
<td>Liz Anderson &amp; Lynn Anderson, RCA Victor 47-9442 (White Bear, BMI)</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>The Cajun Stripper</td>
<td>Jim Ed Brown, RCA Victor 47-9438 (Brown, BMI)</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Little Green Apples</td>
<td>Roger Miller, Smash 2148 (Nashville, BMI)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>All Right (I'll Sign The Papers)</td>
<td>Carl Smith, Capitol 1219 (Bridge, BMI)</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Find Out What's Happening</td>
<td>Bobby Bare, RCA Victor 47-9450 (Piper, BMI)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Another Place, Another Time</td>
<td>Junior Lee Lewis, Star 1146 (Trash, BMI)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Rocky Top</td>
<td>Osborne Brothers, Decca 32242 (House of Bryant, BMI)</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Smoke, Smoke, Smoke '68</td>
<td>Ray Williams, Victor 47-9453 (RCA, BMI)</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>That's When I See The Blue</td>
<td>Jim Reeves, RCA Victor 47-9454 (Four Star, BMI)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Welcome Home To Nothing</td>
<td>Jim Reeves, RCA Victor 47-9455 (Four Star, BMI)</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Wild Weekends</td>
<td>Bill Anderson, Capitol 3977 (Decca, BMI)</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>My Big Truck Drivin' Man</td>
<td>Kitty Wells, Decca 32247 (Moss-Air, BMI)</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Promises, Promises</td>
<td>Lynn Anderson, Capitol 1016 (United, BMI)</td>
<td>17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Sundown Mary</td>
<td>Billy Walker, Monument 1025 (Columbia, BMI)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Nothing Takes The Place Of Loving You</td>
<td>Stowrn Jackson, Columbia 44416 (Fingerlake, BMI)</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Everybody Gotta Be Somewhere</td>
<td>Johnny Darro, Date 1563 (Mayfair, BMI)</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Moods Of Mary</td>
<td>Tommy Cash, RCA Victor 47-9456 (Capitol, BMI)</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>And I Can't Keep Up With My Heart's Beating</td>
<td>Tommy Cash, RCA Victor 47-9456 (Capitol, BMI)</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>If You Think Im Gonna Keep Going Back</td>
<td>Dolly Parton, RCA Victor 47-9457 (RCA, BMI)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Will You Visit Me On Sundays</td>
<td>Charlie Louvin, Capitol 2106 (Blue Cross, BMI)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>I Want To Be Free</td>
<td>Charlie Louvin, RCA Victor 47-9458 (Vester, BMI)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Togetherness</td>
<td>Freddie Hart, Kojp 679 (Blue Bear, BMI)</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>A Thing Called Love</td>
<td>Johnny Cash, RCA Victor 47-9459 (Vester, BMI)</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>My Love For Today</td>
<td>Charley Pride, Capitol 3978 (Decca, BMI)</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>A World Of Happiness</td>
<td>Lane Cooper, Imperial 47-9460 (Gallico, BMI)</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>A World Without You</td>
<td>Don Gibson, RCA Victor 47-9460 (Audacc/Reagan, BMI)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>The Song Of Hickory Holler's Tramp</td>
<td>Johnny Carroll, United Artists 20335 (Blue Bear, BMI)</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>The Last Goodbye</td>
<td>Dick Mills, Capitol 2110 (Ross-Boss, BMI)</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Homes Of Love</td>
<td>Sonny &amp; Cher, RCA Victor 47-9460 (Capitol, BMI)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>Ordinary Miracle</td>
<td>Del Reeves, Columbia 44416 (Teal, BMI)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>The Image Of Me</td>
<td>Conway Twitty, Decca 32272 (Tree, BMI)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>Alamir</td>
<td>Guy Mitchell, Starday 829 (Starday, BMI)</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>I Can Spot A Cheater</td>
<td>Johnny Tillotson, MGM 13080 (United, BMI)</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Instinct For Survival</td>
<td>Skidmore Bowl, RCA Victor 47-9460 (Capitol, BMI)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Destination Atlantic, Ga.</td>
<td>Carl Smith, Kapp 486 (Oriental Hills, BMI)</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>Rainbows Are Back In Style</td>
<td>Slim Whitman, Imperial 66283 (Four Star, BMI)</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>What A Way To Love</td>
<td>Johnny Bush, Step 100 (Piper, BMI)</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>California Sunshine</td>
<td>Buck Owens, United Artists 20335 (Wilderness, BMI)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>I Just Wasted The Rest</td>
<td>Del Reeves/Dilly Bell, United Artists 20335 (Ross-Boss, BMI)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Mary's Little Lamb</td>
<td>Carl Smith, Kapp 484 (Oriental Hills, BMI)</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>67</td>
<td>A World Of Happiness</td>
<td>Sonny &amp; Cher, RCA Victor 47-9460 (Capitol, BMI)</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>68</td>
<td>Everything</td>
<td>Jim Reeves, RCA Victor 47-9460 (Tree, BMI)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>The Bottle With Me</td>
<td>Dick Curlett, Tower 399 (Piper, BMI)</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>Money</td>
<td>Country Brothers, Dot 17037 (Forest, BMI)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>71</td>
<td>I Stole The Flowers</td>
<td>Saguaro, Memory 41032 (Tower, BMI)</td>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Hot Country Singles**

**Billboard Special Survey For Week Ending 3/23/68**

**All Our Cuties Have Hits!**

**NO ANOTHER TIME**

Lynn Anderson

**Under the Influence of Love**

Maxine Brown

**Beggars Can't Be Choosers**

LaWanda Lindsey

**"Don't Let Your Big Mouth Take You"**

Trina Love

Published By: Yonah Music

805 10th Ave. S.
Nashville, Tenn.

Copyright 1968, Billboard.
Country Music

Nashville Scene

• Continued from page 40

Germany. Titled "I'd Be a Star" (written b/w '8786), the Olivia Newton-John LP out in April, "Sing the Girls a Song." Songwriter Dick Shiner may record his own version of Newton-John's hit, following guest appearance on the "Charlie Brown" Country Show on WMC, Nashville, Me. "Chaw Shank's column answering questions on country music now appears in nine newspapers and in four foreign magazines. His address is Box 30, Staunton, Ill. "Chubby Howard, formerly with KMO, Tacoma, is now in a six-month engagement as an entertainer in the Harmony Lounge, East Moline, Ill. 

Fourteen-year-old Mike Stanton is playing steel guitar with Jack Roberts' Roadshow Drifters western swing band, booked out of Seattle.

Bobby Lewis, United Artist, plays the West Coast. His new album, "An Ordinary Miracle," was featured at the United Artists Distributors meeting in Miami last week (13-14). "The John Gary Show," taped in Miami by the WGN-Glenwood Howard combine, will feature such artists as Leroy Van Dyke, Don Bowman, Bill Anderson, Jan Howard and Ferlin Husky, Skeeter Davis, Victor, and others. The Grand Ole Opry House is in the planning stage, and a release of "The Square Deal in the Old Rocking Chair," which is getting air play, will be in a few months.

... John D. Loudermilk's "Little World Girl" has been cut by Neil Diamond and the Fantastics, and his "I Want to Live" has been done by Glenn Campbell. James Kirk, the "Flying Cowboy" plays the Maple Sugar Festival in Chardon, Ohio. 

Columbia's David Winters goes from the WWVA Jamboree on a tour of New York State, an area he had never worked before.

Ginger Meda, who was Georgia Bolling, was a "Discovery of the Week" in the Tennessee Park Concert series two years ago. Has signed with a new contract with the Century Records. She has just completed a three-month tour of South Vietnam. Ron Ahren, KEXL, Waterloo, Ia., devoted his entire program to Bob Wills and the Texas Playboys and the late Tommy Duncan. The response was overwhelming. Dottie West wins up March with dates in New York State and then a series in Quebec and Ontario.

Mexia City Playhouse opens its doors here March 29-30. Marion Wells is home from the hospital, but still in a recuperation period.

BILLY WILLIAMS

Doc Watson to Hit Campus Trail

NEW YORK -- Doc Watson, Vanguard Records' folk singer-guitarist, who recently returned from a five-week State Department tour of Africa, is hitting the campus-concert circuit. Watson, from the North Carolina mountains, is preparing another album for Vanguard to be recorded in Nashville.

Among Watson's dates are bookings at the Canterbury House Arts Center, Ann Arbor, Mich. (March 22-24), an appearance in Denver (March 28) and a show in Concord, N.H. (March 26-27).

Wes Montgomery Booked Solidly

NEW YORK -- The Wes Montgomery Quintet, currently touring with the "A Day in the Life" album on A&M Records, is booked through December. In addition to the A&M album, Montgomery is going strong with "The Best of Wes Montgomery" on Verve Records.

Montgomery's group has a string of dates in the U.S. before leaving for a 12-day tour of Japan beginning June 5. After returning from Japan, the Quintet goes on a tour from June 21 to July 28 under the auspices of George Wein. They then go on the road on their own with night club bookings covering the U.S. from Los Angeles to New York.

WHITNEY RECORDING STUDIO

in Glendale

ANNOUNCES the installation of a new

8 TRACK BOARD

and is now taking bookings for

8 & 4 TRACK STUDIO

RECORDING and REMIXING

The Equipment is the very latest solid state construction made by Electrodyne Corp.

MODERATE RATES — FREE PARKING

CALL 244-6801 FOR BOOKING.

WHITNEY RECORDING STUDIO

1516 West Glendale Boulevard

Glendale, California

31 DISTRIBUTORS HAVE BEEN

Order Now

"GENTLEMEN JIM McGRAW"

Singin'

"Don't Mix Your Bitter Tears

With Mine"

GS = 255

(written by George B. Stanley & Jolene Menard)

b/w "You've Got Me Runnin' Again"

(written by Tony Fote) Blazon Music (BMI)

GOLD STANDARD RECORDS

728 16th Ave. So., Nashville, Tenn. 37203 Phone (615) 244-6679

MARCH 23, 1968, BILLBOARD
THE WINNERS
APPEAR ON MUNTZ...

ALBUM OF THE YEAR—Capitol 4CL-2653  SGT. PEPPER'S LONELY HEARTS CLUB BAND—The Beatles
BEST INSTRUMENTAL THEME—Dot DOT-Y-25831 MISSION: IMPOSSIBLE—Composer: Lalo Schifrin
BEST VOCAL PERFORMANCE—FEMALE—Capitol 4CL-2830  ODE TO BILLIE JOE—Bobbie Gentry
BEST VOCAL PERFORMANCE—MALE—Capitol 4CL-2851  BY THE TIME I GET TO PHOENIX—Glen Campbell
BEST ORIGINAL SCORE WRITTEN FOR A PICTURE OR TELEVISION SHOW—Dot DOT-Y-25831 MISSION: IMPOSSIBLE—Lalo Schifrin
BEST COMEDY RECORDING—Warner Bros. 4WA-1691  REVENGE—Bill Cosby
BEST NEW ARTIST—Bobbie Gentry (whose ODE TO BILLIE JOE is Capitol 4CL-2830)
BEST INSTRUMENTAL JAZZ PERFORMANCE SMALL GROUP OR SOLOIST WITH SMALL GROUP—Capitol 4CL-2663  MERCY, MERCY, MERCY—Cannonball Adderley
BEST CONTEMPORARY ALBUM—Capitol 4CL-2653  SGT. PEPPER'S LONELY HEARTS CLUB BAND—The Beatles
BEST CONTEMPORARY FEMALE SOLO VOCAL PERFORMANCE—Capitol 4CL-2830  ODE TO BILLY JOE—Bobbie Gentry
BEST CONTEMPORARY MALE SOLO VOCAL PERFORMANCE—Capitol 4CL-2851  BY THE TIME I GET TO PHOENIX—Glen Campbell
BEST RHYTHM & BLUES SOLO VOCAL PERFORMANCE—MALE—Dead End Street in Capitol 4CL-2713 TOO MUCH—Lou Rawls
BEST COUNTRY & WESTERN RECORDING—Capitol 4CL-2809  GENTLE ON MY MIND—Glen Campbell
BEST COUNTRY & WESTERN SOLO VOCAL PERFORMANCE—MALE—Capitol 4CL-2809  GENTLE ON MY MIND—Glen Campbell
BEST COUNTRY & WESTERN SONG—GENTLE ON MY MIND (the Glen Campbell version is on Capitol 4CL-2809)
BEST SPOKEN WORD, DOCUMENTARY OR DRAMA RECORDING—Capitol 4CL2643  GALLANT MEN—Senator Everett McKinley Dirksen
BEST ARRANGEMENT ACCOMPANYING VOCALIST(S) OR INSTRUMENTALIST(S)—Ode to Billie Joe (on Capitol 4CL-2130)
BEST ENGINEERED RECORDING (Other Than Classical)—Capitol 4CL-2653  SGT. PEPPER'S LONELY HEARTS CLUB BAND—The Beatles
BEST ALBUM COVER, GRAPHIC ARTS—Capitol 4CL-2653  SGT. PEPPER'S LONELY HEARTS CLUB BAND—The Beatles

(and they're all available as four-track cartridges exclusively from Muntz Stereo-Pak . . .)

MUNTZ STEREO-PAK INC.
NOT AFFILIATED WITH MUNTZ TV

7715 Densmore Avenue
Van Nuys, Calif. 91401-5000
MEMO TO: All N.A.R.M. Rack Jobbers, Distributors and Record Companies

FROM: Earl Muntz

Welcome to the Tenth Anniversary NARM Convention...

It's been an exciting 12 months since last we met at the Century Plaza Hotel in Los Angeles, and the balance of 1968 promises to be the year of the great shakeout in the cartridge industry.

You recently received a copy of the New Automotive Survey published in Car & Driver Magazine. Muntz continues to hold a commanding lead in the percentage of units already out in the field. But this is a music convention.

To that end, I encourage you to visit the Muntz booth and let Gene Block, Bob Demain and I detail the exciting new Muntz plans that will favorably hit every jobber and distributor right where they live -- in their profits.

We also invite record company representatives to stop by so that we can personally express our appreciation for the profitable association we have maintained, along with plans we have developed to help you merchandise your product straight to the consumer.

Thank you.

Earl W. Muntz
SATURATION SOUND
A giant step towards an all-stereo industry. For the first time, a single that plays stereo or mono with maximum sound quality using either system.

One superlative standard of sound. The best on all phonographs.

The first Saturation Sound singles release includes:

IN NEED OF A FRIEND by The Cowsills
WHAT A WAY TO GO by The Appletree Theater
HOW TO HANDLE A WOMAN by Jerry Lanning
WATERMELON MAN by Erroll Garner
MAMAN by Arthur Prysock
MAMAN by Arthur Prysock
WHAT A WAY TO GO by The Appletree Theater
MAMAN by Arthur Prysock
HOW TO HANDLE A WOMAN by Jerry Lanning
WATERMELON MAN by Erroll Garner

In the very near future all new albums and singles will be produced under this revolutionary new system, exclusive with The MGM Family of Records.

MGM, Verve, and Verve/Forecast Records are divisions of Metro-Goldwyn-Mayer Inc.

HOW TO HANDLE A WOMAN by Jerry Lanning
WATERMELON MAN by Erroll Garner
MAMAN by Arthur Prysock
WHAT A WAY TO GO by The Appletree Theater
HORSE by The Legionnaires
FUNKY WAY by Calvin Arnold

K-13900
K-10592
K-5082
K-2438
V-6058

MGM, Verve, and Verve/Forecast Records are divisions of Metro-Goldwyn-Mayer Inc.
A Billboard Report

NATIONAL ASSOCIATION OF RECORD MERCHANDISERS

A Major Force in Record Merchandising

A Decade of Growth

10th ANNUAL NARM CONVENTION MARCH 17-22, DIPLOMAT HOTEL, HOLLYWOOD, FLA.
The history of NARM is, to a large degree, the history of the revolution in record merchandising during the past decade. Excluding the development of record clubs—which are another aspect of the changing pattern of record distribution—NARM and its members brought to the world of records the mass merchandising formula which altered the retailing structure of manifold industries across the nation. Jules Malamud, NARM executive director, recalling the condition of the industry 10 years ago, points out that the consumer at that time could purchase record product only in the traditional type of record shop.

The time was ripe for a merchandising revolution; and the fact that it was happening in other industries undoubtedly helped bring about similar changes in records. But the various factors which brought about the revolution were many and complex. A very important influence, Malamud feels, was the fact that records—which hitherto had to be listened to—were quickly becoming a "visual" product. This, of course, was a natural concomitant of the development of the LP record. Album art, Malamud points out, became a powerful sales stimulant.

Another factor which aided the coming of the revolution in merchandising was the willingness of some far-sighted manufacturers to explore, through the services of record merchandisers, the possibilities of rack jobbing.

The pioneer rack jobbers filled a void and tackled a large problem: they enabled countless new outlets to profitably handle records, and to devote increasing space to records. In so doing, the rack jobbers, or wholesalers, sold the leading items; they became the buyers and suppliers of the product; they developed the outlets and performed the necessary functions and services—the buying, supplying, inventorying and, in many instances, even supplied fixtures. The result was a tremendous increase in total retail dollar volume, which reflected the fact that the rack jobber was the fastest growing segment of the record industry.

NARM, the trade organization which fostered this dramatic change in record merchandising, had its beginnings in the spring of 1958 when the Toilettry Merchandisers Association, comprising health and beauty aid manufacturers, were holding a convention in Miami Beach. The rack jobbers at that time were just beginning to take on record lines, and a three-hour seminar was set to discuss record merchandising. At the session was such record industry figures as Irwin Tair, RCA Victor; Dave Miller, Somerset Stereo Supply; Cy Leslie, Pickwick, and George Berry, Pete Paris, Al Hyman, Jim Tiedjens, Eddie Jay, Andy Anderson and Larry Rosenbaum. The idea of what was to become NARM developed from this session. In September, 1968, NARM held its first directors meeting. The location was Chicago, and present were Tiedjens, Snider, Harold Goldman and Don Belzer.

Shortly thereafter, NARM started a public relations program aimed at giving the record industry a true image of the rack jobber—a wholesaler fulfilling a function performed by no other segment of the record industry. In 1960, the concept of the midway meeting was crystallized.

In 1961, as the membership increased, NARM realized the necessity of having an executive director and hired Jules Malamud who through the years has given NARM continuity, growth and creative organizational procedures. Malamud keynoted the 1961 convention at the Hotel Eden Roc in Miami in 1961. He stated in part: "The record rack merchandiser solved the mystery, for the public, of where to buy a phonograph record... the record rack jobber is no longer to be considered by the record manufacturer, distributor or dealer as a bastard offspring plaguing the phonograph record industry. He is a legitimate avenue of phonograph record distribution, fulfilling a function which no other part of the industry can handle, and without which a great amount of dollar volume in phonograph records would be lost."

How prophetic were these remarks? It is estimated that in 1947 the rack jobbing segment of the record industry accounted for a volume of $400,000,000.

Today, NARM has a total of approximately 300 members, of which 200 are wholesale companies and 100 manufacturers. The wholesalers are full members. These include rack jobbers, distributors and one-stops. Associate members include manufacturers of all recorded product, suppliers, pressing plants, duplicators and publishers.

Distributors first became affiliated with NARM in 1965, when ARMADA, the distributors' trade organization, merged with the record merchandisers. By 1966, the distributors and one-stops were granted full membership status, with the result that NARM became the organization covering the total wholesaling area.

NARM's board of directors number nine. The general counsel is Earl Kinter.

The early rack jobber, Jules Malamud recalls, utilized the supermarket and drugstore. This was the beginning of the long effort to find traffic locations that made space available for the merchandising of records. Then came the discount stores, and the growing number of department stores, military post exchanges and other outlets which found records profitable.

"Those of the pioneers who survived," Malamud notes, "became proficient—even profound—record men... and many who joined NARM were the big record distributors who had also become rack jobbers and brought strong resources to the record industry... It was, in effect, the moulding of a very solid group of wholesalers... a group which combined merchandising know-how with specific knowledge of the record business... No longer could these men be called 'cherry pickers,' a term which barked back to the earlier years when display space was limited... As records became more acceptable and retail outlets offered more space, and as the financial ability of the wholesalers to handle larger inventories grew, there ultimately developed the full-line department.

The growth of NARM has been steady and spectacular, and it has mirrored and fostered the merchandising revolution. Much of the NARM membership grew as a result of the "guest membership" philosophy initiated by Jules Malamud. Under this procedure, guest companies were invited to a national convention to observe. Although such guests were under no obligation to join, 90 percent nevertheless did.

NARM introduced many other activities, two of the most noted being its person-to-person meetings and its system of scholarship awards (see separate story). The success of the person-to-person meetings is already legendary, for they brought together buyer and seller and thereby performed a vital function.
Rack Merchandisers Sales at $411.6 Million Now Account for 59% of Total Industry Retail

The rack merchandiser segment of the record industry continues to register the greatest growth rate in retail sales. Now representing the major share of total dollar sales, rack-serviced outlets accounted for nearly $411,610,000 in retail sales (at list price) in 1967.

According to statistics compiled by Billboard's Record Market Research division, rack merchandisers represented 59 per cent of the industry's retail sales of $698,172,900 (at list). Translated into unit sales, rack-serviced outlets sold more than 153,446,000 singles and albums (61.7 per cent).

With the 153 million records being divided almost equally between singles and LP's, its album share of market at dollar volume (list price) exceeds the non-racked combined singles and album total by more than $55 million. Rack-merchandised LP sales for 1967 totaled $339.7 million, while the combined non-rack figure hovered around $286.5 million. Rack-serviced singles, accounting for some 64 per cent of the retail market, represent more than $71.8 million.

All through 1967, the rack merchandising segment continued its upswing. In the year's first quarter, rack-serviced storeschalked up 56.7 per cent of the industry's total retail dollar volume at list price. Racks scored most of their points in singles sales as they widened their margin over non-racked outlets in each of 1967's four quarters. And although all retail album sales nosedived after the monaural-stereo price equalization occurring in June, when the industry began reco-operating (in the fourth quarter), racks posted a higher margin than they had during the January-March quarter.

Fourth-quarter totals for rack-serviced outlets in album sales approached $89 million, while singles dollar volume soared to more than $22.6 million. And while total fourth-quarter album sales topped $154.5 million, a slight increase from the first quarter's $150.7 million, it represented a sharp upturn from the third quarter's $112 million when the industry was reeling from the monaural price rise. In the first quarter rack dollar volume approached $85 million.

In singles, sales, racks registered increased dollar volume and percentage over non-racks in each quarter. Single dollar sales for January-March totaled more than $13.3 million (57.8 per cent of the total retail single market). By the year's end, rack merchandisers extended their percentage to 71 per cent and their volume to $22.6 million.

![First Annual NARM Scholarship Awards Luncheon 1967 NARM Convention, Century Plaza Hotel, Los Angeles, Calif. Ceci Sten, Chairman of the first Scholarship Committee, is at the podium.](image)

NARM Scholarships

The NARM Scholarship Foundation, Inc., a nonprofit corporation, was started in 1967 with the express purpose of developing record industry personnel. "We felt," Executive Director Jules Malamud explains, "that as a trade association of an important industry we could not overlook such an obligation. We felt that through such a foundation we could offer something of value to our members and to the industry in general, while at the same time fostering the concept of education." Malamud pointed out that other industries have training programs, and that it became incumbent upon the growing record industry to develop a personnel planning operation.

The idea grew out of the NARM 1966 annual convention and was implemented in 1967. The NARM board wholeheartedly approved of the foundation concept, set up a working committee and secured the co-operation of the College Scholarship Service in Princeton, N. J. NARM was also fortunate in securing the services, as consultant, of a noted authority, William G. Owens, Dean of Admissions of the University of Pennsylvania. The project has now developed to the point where NARM has a system of contributing scholarships, where NARM matches funds contributed. This year NARM will give six scholarships at the Second Annual NARM Scholarship Awards Luncheon, which will be held at the 10th Annual NARM Convention, March 17-22, at the Hotel Diplomat, Hollywood, Fla. Mercury Records will host the scholarship luncheon. The scholarships will go to children of employees of NARM member companies, or to employees themselves. With the award of these six scholarships, NARM will have 10 students attending universities throughout the United States under its NARM Scholarship Foundation program, four having been awarded last year. At the luncheon, which will be held March 20, Dean Owen will speak.
NATIONAL ASSOCIATION OF RECORD MERCHANDISERS

REGULAR MEMBERS

A & A Records
A & M Records
AFC Records
Albanytown Record Company
Allied Record Corporation
Ambrose Music Corporation
Amsterdam Record Company
Ange Records
Arden Records
Astenar Music
Atlantic Records
Bay Records
Bfire Records
Billboard Records
Blue Note Records
Bluebird Records
Bluegrass Record
Bluebonnet Records
Blue Cat Records
Bluenote Records
Bottle Top Records
Box Records
Brothers Record
Browns Record
Brothers Records
Brownie Records
Buried Treasure Records
Burlington Records
Byrd Records

ASSOCIATE MEMBERS

A. A. Records
A & M Records
AFC Records
Albanytown Record Company
Allied Record Corporation
Ambrose Music Corporation
Amsterdam Record Company
Ange Records
Arden Records
Astenar Music
Atlantic Records
Bay Records
Bfire Records
Billboard Records
Blue Note Records
Bluebird Records
Bluegrass Record
Bluebonnet Records
Blue Cat Records
Bluenote Records
Bottle Top Records
Box Records
Brothers Record
Browns Record
Brothers Records
Brownie Records
Buried Treasure Records
Burlington Records
Byrd Records

Jules Malamud, Executive Director, NARM.

Record Industry Entering New Era

The record industry is entering a new era—one which, he said, "will bring great change to the manufacturing and merchandising levels.—according to Jules Malamud, NARM executive director. "Creativity will be the key," Malamud said, adding that "the future of our business depends upon it."

Malamud stated that the new era would emphasize even greater efficiencies in the merchandising and distribution of records. Reasons for this are varied and include 1) the use of electronic data processing procedures by many wholesalers; 2) a better understanding of retail outlets, which are now devoting more space to recorded product, and 3) greater co-operation between manufacturers and wholesalers. He added that new markets are developing, such as the college field, and these markets are now being handled in great depth by service distributors.

In addition to these areas of growth, Malamud pointed out that an increasing number of young people are entering the business on the manufacturing, merchandising and producing levels. The executive regards this as a very favorable circumstance which can only lead to total industry growth.

NARM is materially aiding in the recruiting of able young people through its scholarship program, described elsewhere in this issue.

The rack jobber, with the aid of sophisticated services, will continue to make records more easily available to the consumer through the development and servicing of mass outlets, and this will aid materially the pattern of industry growth.

"Some elements of the industry today view with a touch of panic the tendency of some manufacturers and wholesalers to merge," Malamud noted. He observed that mere size is not of overwhelming importance. He expressed the belief that despite mergers, new and fresh people of talent would continue to enter the industry.

"In fact," he continued, "these young people are finding careers in the industry right now, and the increase in the NARM membership during the past several years proves this. . . . These newcomers bring freshness and creativity, upon which the future depends," he concluded.
NARM Convention Keynote Speakers

NARM's conventions have attracted some of the record industry's top statesmen. Here they are, with brief extracts from the speeches.

NORMAN MACUSIN
Vice-President and General Manager
RCA Record Division

1968 KEYNOTE SPEAKER
Diplomat Hotel, Hollywood, Fla.

CLIVE J. DAVIS
Vice-President and General Manager
CBS Records

1967 KEYNOTE SPEAKER
Century Plaza Hotel, Los Angeles, Calif.

"Only by innovation, experimentation and modernization can our goal be reached. Indeed, your past is not your future. With a new spirit of co-operation between us, we have a real basis for setting our sights beyond the maximum predictions for this decade and on to possibilities which can truly be unlimited in the years ahead."

IRWIN H. STEINBERG
Executive Vice-President
Mercury Record Corp.

1966 KEYNOTE SPEAKER
Fontainebleau Hotel, Miami Beach, Fla.

"We have come a long way as partners, you the record merchandisers and we the manufacturers. But we have a long way to go and we can travel that road together. We have to make all areas of our industry more profitable. Then we can offer our customers values in music such as men have never enjoyed before. We can add a new dimension to the enjoyment of leisure."

ARCHIE BLEYER
Formerly President of Cadence Records

1965 KEYNOTE SPEAKER
Fairmont Hotel, San Francisco, Calif.

"The marketing changes of the fifties will seem mild in comparison with those predicted for the sixties. You'll see automatic vending as the next step in self-service. You'll see new locations as important retail outlets . . . giant apartment houses . . . giant office buildings . . . large industrial parks . . . gas stations . . . and so on."

GODDARD LIEBERSON
President, Columbia Records
now President of CBS/Columbia Group

1963 KEYNOTE SPEAKER
Fairmont Hotel, San Francisco, Calif.

"... This all boils down to the fact that the ruck jobber has a new image ... that he is not a fellow on the outskirts of the record industry who is grubbily grabbing some of the overflow of a flourishing business. On the contrary, he is an essential, an integral part of the business. This means the rack jobber must understand the importance of a catalog of records . . ."

JULES MALAMUD
NARM Executive Director

1961 Keynote Speaker
Eden Roc Hotel, Miami Beach, Fla.

"The record rack merchandiser solved the mystery, for the public, of where to buy a phonograph record . . ."

GLENN E. WALLICHES
President of Capitol Records, Inc.
now Chairman of the Board

1962 KEYNOTE SPEAKER
Eden Roc Hotel, Miami Beach, Fla.

"You are contributing to the growth of the record business. By bringing us new customers, by multiplying avenues of exposure, you increase both our sales of today and or our potential for tomorrow."

GEORGE R. MAREK
Vice-President and General Manager
RCA Victor Record Division

1964 KEYNOTE SPEAKER
Eden Roc Hotel, Miami Beach, Fla.

"Several important trends emerge from the last decade. The first and obvious one is the evolution of record merchandising which has made records available in America's high traffic shopping outlets and has put music among the bananas and eggs and lipsticks and shaving cream."
NARM PAST PRESIDENTS

1958-1960
James J. Tiedjens

1960-1961
Harold Goldman

1961-1962
Edward M. Snider

1962-1963
Glen C. Becker

1963-1965
Cecil H. Steen

1965-1966
George A. Berry

1966-1967
John Billinis

NARM Glances at Past Conventions


1958 (First) NARM Convention. Left to right: John Billinis and William P. Gallagher.


1965 NARM Convention, Fairmont Hotel, San Francisco. NARM board of directors meets with invited rock jobber guests in an orientation session before the opening of the convention.

1965 NARM Convention, Fairmont Hotel, San Francisco. Opening business session.


MARCH 23, 1968, BILLBOARD
NARM's Plans For Tape

NARM has definite plans to service the tape and tape cartridge industry.

Executive Director Jules Malamud stated that heretofore the organization had held two meetings a year—the annual convention and the midyear session. The current thinking, which will be implemented this year, is as follows:

1) The late summer meeting, which was formerly the midyear session, will become a regular convention with emphasis on tape and tape cartridge, with lesser attention paid to records and social events.

2) The regular NARM annual convention will continue to be held during the late winter, with chief emphasis on records and lesser attention paid to tape and tape cartridge. The regular annual convention will also continue to feature its full schedule of social activities.

The next midyear meeting will be the pilot for the tape and tape cartridge convention.

Malamud said: "More and more of our members are getting into the field of tape. The industry is still in its early stages of development, but it will progress."

NARM Views the International Scene

Although NARM has since its inception in 1958 been concerned with the merchandising of records in the United States, it has not been unmindful of the growth of rack jobbing overseas. Executive Director Jules Malamud and the NARM officers and board are increasingly occupied with the possibility of making NARM's resources available to the merchandising of records on an international level.

"The record industry has come of age internationally... it is truly global... and it is inevitable that rack jobbing will grow in the overseas markets," Malamud said. "Ultimately, it is quite possible that we will add personnel and set up an organization which will facilitate NARM's operating internationally," he added.
NARM MEMBERS!

THIS PAGE HAS BEEN ESPECIALLY DESIGNED FOR YOUR NAME AND ADDRESS TO APPEAR IN THIS SPACE ON SPECIAL REPRINTS OF THIS ENTIRE 8-PAGE NARM EDITORIAL SECTION . . . FOR DISTRIBUTION TO YOUR OUTLETS.

You couldn't ask for a more distinguished promotion piece than this Billboard Report on NARM and the Record Merchandising Industry.

SPECIAL REPRINT PRICES

<table>
<thead>
<tr>
<th>8-page Basic</th>
<th>1,000</th>
<th>2,000</th>
<th>3,000</th>
<th>4,000</th>
<th>5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$92.40</td>
<td>184.80</td>
<td>277.20</td>
<td>368.50</td>
<td>462.00</td>
</tr>
</tbody>
</table>

Prices over 5,000 copies available on request

ALL ORDERS SHIPPED F.O.B. CINCINNATI

MAIL THIS COUPON TODAY, AND A BILLBOARD REPRESENTATIVE WILL BE IN TOUCH WITH YOU IMMEDIATELY WITH FULL DETAILS.

NARM REPRINT ORDER

Billboard (Reprints)
165 W. 46th St.
New York, N.Y. 10036

I am interested in reprints of this 8-page NARM section with my name and address alone on the back page — in the following quantity:

1,000
2,000
3,000
4,000
5,000
Over 5,000

SHIPPED F.O.B. CINCINNATI

Company Name
Your Name
Address
City, State, Zip
Phone Number
Area Code
With all those LP's and EP's around, who needs HP's?

Just the fifty million kids who want their music portable, low-priced and very groovy.
Which means that you need Hip Pocket Records.
You need them out where they'll sell right off the rack for you.
Because for just 39* a kid gets not one but two big hits.
He gets them on a disc so small (3 3/4 inches) he can carry a couple of dozen of them in his pocket.

A disc so tough he can drop it, step on it, sit on it.
Philco Hip Pocket Records are new. Exciting.
We think you'll get excited, too.
About the new profits HP's will put in your pocket.

HIP POCKET RECORDS

*Manufacturer's Suggested Retail Price.
BOLOGNA, Italy — The 10th Children's Song Festival, The Golden Coin, is to be held here, March 17-19. Twelve unsung songs, written for this event, are among 450 entries that will compete in this festival and will be televised and radio and television exposition.

The "Golden Coin" is sponsored by a Monks institute here, Antonio Calvani.

The 12 songs will be available in the single, EP and album formats.

Italian Labels Pick Singers For Contest

MILAN — Italian record companies have selected singers to compete in the Italian TV competition, "The Voice," which was held in Rome.

Bruno Cullaz, an Italian singer, was selected by the record companies.

The competition is open to any professional singer and any composer and author may submit an unlimited number of contest entries. All text must be in the Italian language. No competition nor test may be published, entirely or partially, prior to the competition.

The competition will be judged by a unique system of three judges. Each song will be entirely separate. Any entry selected by three judges from one another will be automatically disqualified for the semi-finals.

There must be a minimum of 24 titles picked for the semi-finals. If there are not, the independent judges of three of the four judges, the remaining titles will be selected by the judges. Each title will be picked by separate judges, who will be responsible for the semi-final contest.

The titles selected for the semi-finals will be announced on June 2 and will be presented on June 12. Eight days prior to the July 4 finals, two titles will be picked for the final, on the basis of

From The Championships of the World

ATHENS — The repertoire of composer Mieke Thomae, a young composer, has been released on a CD. The repertoire is based on the concept of the 19th century. The singer will begin his career at the International Music Festival, which is to be held in Athens. The singer will also release a new album on June 11.

The repertoire of composer Mieke Thomae, a young composer, has been released on a CD. The repertoire is based on the concept of the 19th century. The singer will begin his career at the International Music Festival, which is to be held in Athens. The singer will also release a new album on June 11.

The repertoire of composer Mieke Thomae, a young composer, has been released on a CD. The repertoire is based on the concept of the 19th century. The singer will begin his career at the International Music Festival, which is to be held in Athens. The singer will also release a new album on June 11.

The repertoire of composer Mieke Thomae, a young composer, has been released on a CD. The repertoire is based on the concept of the 19th century. The singer will begin his career at the International Music Festival, which is to be held in Athens. The singer will also release a new album on June 11.
HAMBURG

Vic Torria, the Phillips rec- rounding the 20th anniversary of West Germany's television air- tion. The present, the Road Show, Torria's late color TV show will be carried in Switzerland be- ginning in January, with sendouts to Germany and Austria.

Paul has also just purchased Bee Gee L.P. "Horizontal," on the Non Duo label, and it has also got the Bee Gee's tape on the "Ed. 12.5" EP, which is recorded for the choral publication. Melody is producing Pete & Tim Rainford as a Hip & Her beat group. They have just had their first major release, and a single, "Frigid," is expected. The next move is the French release of "Frigid," and the album is due at the end of the year.

Helsinki

Former Columbia group, the Topman concept, will change its name to "Pazer" and its first release on Polydor is a 12-inch single, "World," and "Mr. Magoo Man." The Jefferson Airplane kick off their 1967 U.S. tour with an appearance in Helsinki on March 28. The group's first German tour is scheduled for April.

The group, a six-EP series, is being released in U.K. by Tadini, a subsidiary of the Polydor record label. The U.S. release of "Ain't Nothing But a House Party" will be released in South Africa. The group's new single, "Around the Corner," has been released in Finland with a version of "Beauti- ful in Spain" and "You're the Right One." The group's second single, "Frigid," is due to be released in the U.K. on May 25.

Barry Clark has signed a publishing contract with the "Music Sales" group of companies, and a new single, "Frigid," will be released in the U.K. on May 25.

Arison Records, a Swedish company, has signed a contract to sell its singles and albums to the company's group of labels in South America, Germany, France, and Belgium. The company will also launch a new singles series, "Frigid," in the U.K. on May 25.

Manila

Rosemary Clooney opened at the Nite Restaurant last week. The singer is currently recording her first album for Capital Records in France.

The group's second single, "Frigid," is due to be released by Capital Records in the U.K. on May 25.

London

Intrigued by an official Israeli ban on advance royalty payments being made to Israeli-based publishers, the British publishers are canvassing support from members of Parliament for similar legislation to be introduced. The proposed legislation would introduce a fund to offset the loss of foreign currency and to strengthen the local music industry. The fund would be administered by a new body, the British Music Publisher's Association, which would be set up with the backing of the music industry.

The Simmon and Garfunkel Royal Command Performance will be broadcast live on the Radio 2 network this Sunday at 9 p.m. The concert will feature performances by the group's European tour, including a song written in response to the Limerick trial, "I'll Be There." The concert will also feature performances by the group's second album, "Bridge Over Troubled Water." The concert will be broadcast live on the Radio 2 network this Sunday at 9 p.m. The concert will feature performances by the group's European tour, including a song written in response to the Limerick trial, "I'll Be There." The concert will also feature performances by the group's second album, "Bridge Over Troubled Water," and a new single, "Frigid," is due to be released in the U.K. on May 25.

MIAMI

Wilma Geist, 12 months old, has been signed to a recording contract with the group's new label, "Frigid." The group's second album, "Bridge Over Troubled Water," will be released in the U.K. on May 25.

The group's third album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

Stockholm

The group's fourth album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's fifth album, "Bridge Over Troubled Water," will be released in the U.K. on May 25.

The group's sixth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's seventh album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's eighth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's ninth album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's tenth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's eleventh album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's twelfth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's thirteenth album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's fourteenth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's fifteenth album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's sixteenth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's seventeenth album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's eighteenth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's nineteenth album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's twentieth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's twenty-first album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's twenty-second album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's twenty-third album, "Bridge Over Troubled Water," will be released in Sweden on May 25.

The group's twenty-fourth album, "Bridge Over Troubled Water," will be released in the U.S. on May 25.

The group's twenty-fifth album, "Bridge Over Troubled Water," will be released in Sweden on May 25.
The long drawn-out battle to determine which group can call itself ABBA is still far from over. The Australian High Court has set aside its findings in a suit involving 500,000 names of the big band. The result is that ABBA is now effectively the band's name, after a legal dispute that started with a copyright infringement claim.

LONDON'S LONDON
day signing. disaggrega
tion is the Anglo-Czechoslovakian
cultural exchange. If many inquiries for songs from the Anglo-Czechoslovakian composers in demand are Karel Sloboda, Angelo Tomacinelli, and Antonin Dvorak, who wrote the song performed for first person and local MIDEM Trophy Gala. Eva Fahy, the lead singer of the famous English rock group Transit, has been named the President of the American Federation of Musicians, the largest union of musicians in the world.

SYDNEY
The Gods have seen this. The popular discotheque Chequers in Sydney has closed its doors after a string of financial difficulties. The club, which opened in 1968, was once a hub of Sydney's nightlife scene, attracting a variety of performers and artists. However, it struggled to keep up with changing trends and was forced to shut down.

U. K. Picks Martin-Coulter Entry for Eurovision

LONDON — For the second year in a row, the selection for the Eurovision Song Contest has been chosen for Britain's entry in the Eurovision. The duo of Martin and Coulter, selected by the British SOS (Special Observers' Society) and broadcast by the BBC, will represent Britain in the contest.

VIENNA
CBS Chaplinfilash, Frankfurt, has recorded a German version of "CBS West Side Story" in Vienna. The new version is to be released in time for the Vienna Film Festival, which begins on October 10. The first concert in the series will be held on October 11.

Canada's chansonniers, singer-composers, and the Festival Records in Berlin, will present a special concert in the city. The concert will feature the work of Canadian composers including J. S. Bach and R. Schumann.

SINGAPORE
Tony Murphy is the latest member of the Washington-based indie rock band, "The Rascals." The band, which formed in Washington, D.C., in 1976, has been playing together for over three years. They released their first album, "The Rascals," in 1979, and have since gained a loyal following in the Washington area and beyond.

The Gods have seen this. The popular discotheque Chequers in Sydney has closed its doors after a string of financial difficulties. The club, which opened in 1968, was once a hub of Sydney's nightlife scene, attracting a variety of performers and artists. However, it struggled to keep up with changing trends and was forced to shut down.

Tony Murphy is the latest member of the Washington-based indie rock band, "The Rascals." The band, which formed in Washington, D.C., in 1976, has been playing together for over three years. They released their first album, "The Rascals," in 1979, and have since gained a loyal following in the Washington area and beyond.

The Gods have seen this. The popular discotheque Chequers in Sydney has closed its doors after a string of financial difficulties. The club, which opened in 1968, was once a hub of Sydney's nightlife scene, attracting a variety of performers and artists. However, it struggled to keep up with changing trends and was forced to shut down.

Tony Murphy is the latest member of the Washington-based indie rock band, "The Rascals." The band, which formed in Washington, D.C., in 1976, has been playing together for over three years. They released their first album, "The Rascals," in 1979, and have since gained a loyal following in the Washington area and beyond.
U.K. Record Sales Up 11% in 1967

LONDON — Record company sales jumped 11 per cent in 1967 over 1966 to an all-time high of $67 million—a million dollar jump on the previous best "beatle boom" year, 1964. This record-breaking performance also included perhaps ever bigger exports of $3.3 million.

The higher turnover was achieved with fewer records than in 1964, underlying the swing to LP sales. Album pressing hit a new peak at 39-655,000, 19 per cent up on 1966, 45's and EP's totalled 54-361,000—up to per cent from 1965's total of 51,196,000.

The total number of records pressed in 1967 reached 84-234,000 compared with 84-871,000 in 1966 and 101-257,000 in 1964.

Last quarter production hit 10-118,000 in October, 11-943,000 in December and 19-518,000 in December.

As a result of the consumer's spending boom and possibly the closure of all but 100 of 200 pirate stations, sales were up over 1965, in each month from September.

In December, the record companies produced 4.710,000 LP's, November, 5,706,000 LP's, and 6,216,000 45's. The value of sales in December reached $28,828,000. December exports were up 21 per cent in the first full month of devaluation. Total production in December was 33 per cent higher than in December, and LP production skyrocketed by 57 per cent.

THE COUNTRY MUSIC STORY....................$7.50
A Picture History of Country & Western per copy
By Robert Shelton & Burt Goldblatt

THE ENCYCLOPEDIA OF JAZZ AND THE ENCYCLOPEDIA OF JAZZ IN THE SIXTIES........$15.00
(Specially priced $25.00 the set) each
By Leonard Feather... Introductions by Duke Ellington, Benny Goodman, John Hammond and John Lewis.

Featuring 3,100 biographies of all the great artists, past and present. 406 photographs, numerous articles and special features, polls, blindfold tests, discussions of the blues and folk scene, recommendations of record collections and books, etc. This indispensable set contains a complete reference library and the entire fantastic story of jazz from its beginnings up to the present day. Encyclopedia of Jazz. 528 pp. 8 x 11. Jazz in the Sixties. 312 pp. 8 x 11.

All Deluxe Hard Cover Editions

TAKING FULL PROFIT & PLEASURE ADVANTAGE OF THE WORLD OF MUSIC KNOWLEDGE OFFERED BY THE BILLBOARD BOOKSHELF?

THIS BUSINESS OF MUSIC............$12.50
By Anthony Ingle. per copy
Sidney Shemel & M. William Kravitz

MORE ABOUT this BUSINESS OF MUSIC............$6.95
per copy

COMPANION VOLUME TO THE ABOVE, COVERING FOUR MORE SPECIALIZED AREAS OF THE MUSIC-RECORD MARKET: SERVICE RECORDS, BACKCOUNTRY MUSIC & TRANSCRIPTIONS, PRINTED MUSIC & TAPE CARTRIDGE INDUSTRY. 420 pp., 6 1/2 x 9 1/4.

SUCCESSFUL COLLEGE CONCERTS............$4.95
By Ken Kragen & Kenneth Fritz

A step-by-step guide to the planning, development, production and supervision of the College Concert. 88 pp. 5 1/4 x 8.

THE BIG BANDS............$9.95
By George Simon. per copy
BELGIUM

| Country | Chambre Radio | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BRITAIN

| Country | Chambre Radio | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BUENOS AIRES

| Country | Los Conosur De El | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DENMARK

| Country | Radio DK | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FRANCE

| Country | Radio Francia | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

GERMANY

| Country | Radio Deutsch | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

GREECE

| Country | Radio Greek | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

JAPAN

| Country | Radio Japan | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

KOREA

| Country | Radio Korea | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NEW ZEALAND

| Country | Radio NZ | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PHILIPPINES

| Country | Radio Philippines | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SINGAPORE

| Country | Radio Singapore | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SOUTH AFRICA

| Country | Radio South Africa | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SPAIN

| Country | Radio Espanol | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

THE HITS OF THE WORLD

| Country | Radio World | Credits
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Naumburg to Jorge Mester

NEW YORK—Jorge Mester, music director of the Louisville Symphony, is winner of this year's Naumburg-Waagen Music Foundation award. Mester, who was music director of the St. Louis Philharmonic from 1959-1960 and the Green-
LATIN AMERICAN TAPE CARTRIDGES $ELL EVERYWHERE

1. Caytronics/Stereo Jet De Mexico offers the largest and most complete supply of Latin-American music on tape cartridges (4 and 8 track).

2. See us at NARM for information on our special discount offering to all distributors.

3. The following list of artists are representative of the many leading Latin-American artists offered:

   **COLUMBIA (LATIN)**
   - Trio Los Panchos
   - Javier Solis
   - Cucu Sanchez
   - Sonora Santanera
   - Cinco Latinos
   - Sonia Lopez
   - Roberto Yanes

   **RICO-VOX**
   - Raphael
   - Manuel Alejandro
   - Felipe Rodriguez
   - Chucho Avellanet

   **TICO-ALEGRE**
   - Joe Cuba
   - Pete Rodriguez
   - Ricardo Ray
   - Tito Puente
   - La Lupe

   **FANIA**
   - Johnny Pacheco
   - Joe Bataan
   - Willie Colon

4. Product Sells Everywhere.

Caytronics protects its Distributors. (We do not engage in selling direct.)

U.S. BRANCH:
CAYTRONICS CORPORATION
240 Madison Avenue
New York, N.Y. (212) MU 3-7911

MEXICO CITY BRANCH:
STEREO JET
DE MEXICO S.A.
Mexico City, Mexico
TelePro Presents the “17 Jewel” Cassette with Watchmaker Craftsmanship....

Like a fine watch, it takes seventeen jewels to make a good dependable cassette. We know. We have tested our own models, as well as all the others containing less or inferior parts. Any cassette falls down on quality or performance when parts are reduced. We have examined elimination of metal shields, discarded slipsheets, tried molded roller posts and a one piece roller. All have been tested and abandoned because the quality or performance is unsatisfactory. We believe that our cassette must offer duplicator dependability and customer satisfaction. That’s why TelePro cassettes will be—as Fidelipac is now—the standard of the industry.

**Cassette Top** Fine precision molded of high heat, medium impact Styrene.

**Cassette Bottom** Matching piece of precision molding which meets all standards. Fits and plays equally well in both positions.

**Slip Sheet** Vinyl stabilized paper impregnated with lubricant.

**Rollers** Nylon, double flanged, 2 piece with tape guidance flange.

**Reel** Molded of nylon with snap-in fastener to hold leader or tape.

**Leader** One mill Du Pont Mylar.

**Pressure Pad** Wool felt on Beryllium copper.

**Shield** Of Hyper “49” to insure low noise recording.

Fidelipac® 880...“The Professional”

It took time, study, and an intimate knowledge of the industry to create a “Professional” 8 track cartridge. Who but TelePro could qualify so eminently. As the industry’s leading supplier of cartridges for the duplicator and the broadcasting industry, TelePro has set the standard of design and quality for over a decade.

More than 50 million cartridges in use today bear the Fidelipac trademark of quality.

**Product Dependability!** The dependability of a Fidelipac Cartridge is known throughout the industry. Major record companies using Fidelipac Cartridges report that Fidelipac has the highest Q.C. acceptance rate.

**Guarantee?** TelePro has a reputation for integrity. We back up every single cartridge we produce. The reputation of the company, its desire to indemnify its customers against loss is not an idle boast at TelePro. For years we have operated under this principle. You can judge the future by the past. TelePro stands behind its products. It always has, it always will.

The new Fidelipac 880 is by all tests, the most “Fail Safe” cartridge in the industry. Coming from the oldest and largest cartridge producer, this statement “means something”:

You be the judge! Phone or write for free sample and information.

See us at the NARM Show

WORLD’S LARGEST AND OLDEST MANUFACTURER OF TAPE CARTRIDGES
Auto Show Fails to Demonstrate Tape Cartridge Player Growth

CHICAGO — The nation's oldest and biggest auto show again failed to demonstrate to the public the most exciting new automobile comfort accessory since air conditioning: the tape cartridge player.

Built at the International Amphitheatre for eight days, the show included exhibits from all U.S. auto makers and most of the firms importing passenger cars. None of the models included an operating tape cartridge player of any type. And only a couple of models — Cadillac's and Lincoln's — had a player installed. The doors of these cars were locked.

The concept was shown by prerecorded tape and playback merchants and distributors only. Herb Levin had a playable installation in a Dodge van and other playable units on display boards around the perimeter of his booth. His sales team moved 102 pieces of equipment the first two days of the show, Levin said.

Motorola-Chicago Co., a distributor-retailer, had a good-sized display, with no automobile installation. Radio sales manager William E. Degeer said the public is more interested in the tape cartridge concept than ever.

"We don't have to explain to them the advantages of a tape cartridge now," he said, "and we do frequently point out the differences between systems." Motorola-Chicago Co. is one of the prime consumer advertisers in the Chicago daily.

G&W Device Cuts Theft Rate

LOS ANGELES — G&W Electronics has surveyed dealers for ways to devise theft-proof auto cartridge turntables. As a result of a one-day tour by company officials, the local area company has designed an auto turner demonstration model with a chain guard which prevents the unit's disappearance off a shelf.

One end of the chain which can withstand a reported 70 pounds of pressure is affixed to the AM/FM radio built like a tape cartridge; the other end can be attached to any player unit or electronic component which includes a cartridge system.

The auto turner is designed to play through any 4 or 8-track cartridge player. (A project for the future is to develop a tuner in a case which can fit a cassette machine.)

While G&W president Jack Whalen admits that the chain is not the most sophisticated answer, he does nonetheless claim it fills an immediate need on the retail level. Seeking consumer protection to the cartridge, such as AM/FM monaural radio, which has been available on a national basis since last Thanksgiving, G&W learned that dealers were hesitant to display the small unit because of theft... which inhibited its demonstration.

The company also plans to release its first FM multiplex cartridge tuner this June with a $60 suggested base. The AM/FM model carries a $50 suggested tag.

G&W's objectives, its president explained, are to be in the sound and equipment field, with emphasis on protection and equipment for the general public.

The company uses a two-step distribution for its models and electronic equipment accounts and sells directly to national mass merchandisers. Factory representatives handle auto accounts.

The basic AM/FM model is just now being imported overseas to such countries as Sweden, Canada, the Netherlands and France. G&W maintains a non-exclusive pact with a brokerage firm for overseas sales.

Craig Bows New Tape Merchandising Plans

LOS ANGELES — New methods of merchandising tape machines will be introduced, by Craig during its national "Turn Me On" promotional campaign, beginning April 1.

Heart of the promotion, which will be pushed in national magazines simultaneously with a dealer display contest, centers around three new rack displays.

The displays are an innovation in tape recorder merchandising designed to get units out from under locked showcases or off the back shelf and up front where customers can become involved with the units, says Jack Doyle, general sales manager of Craig's products division.

The displays are geared for Craig's two-speed portable tape recorder (model 212), the portable cassette tape recorder (model 2600) and the stereo tape recorder (model 2423). Each display includes four easy steps to recording and playback, assures Doyle, and invites the consumer to develop for himself how simple tape recording really is.

To kick off its promotion, Craig is sponsoring a dealer contest offering more than $300 in merchandising prizes for the most original in-store and window displays, based on the "grain tape turn-on" theme. Craig is supporting the drive with nationwide consumer magazine advertising.
Only Sentry has every cassette in stock!

* All of the SENTRY cassette library!
* All of the MERCURY cassette library!
* All of the AMPEX cassette library!
* All of the GRF cassette library!
* All of the BLURTZ language cassette library!

Atlas-Rand: the only distributor actually stocking every tape cassette from every label—with 30 new SENTRY titles coming every month from now on. All on hand, ready to fill your order.

And we've got three free cassette displays for you to sell them from. See the man from Atlas-Rand—world's leading specialists in cassettes, cartridges and reel-to-reel tape recordings.

Tape CARtridge

18 Stereo 8's Out by RCA

NEW YORK — RCA Records is putting 18 Stereo 8 tape cartridges into the market for March. Highlighted in the release are Jim Reeves, Peter Nero, Chet Atkins, Henry Mancini, Floyd Cramer and Charley Pride.

Also among the pop cartridges are the soundtrack of Hal's Sixpence, the original Broadway cast recording of The Happy Time, and the original cast album of Year Owe Thing.

The release also includes a Variety Twin-Pack and two Twin-Pack cartridges. The Red Seal cartridges feature Erich Leinsdorf and the Boston Symphony Orchestra, Van Cliburn, and Fritz Reinert and the Chicago Symphony.

Other selections include a Candid Stereo 8 release by Tommy Boyce, the Crescendo albums by Buddy Merrill and the Sky Saxon Blues Band, and a White Whale album by the Turtles.

Superscope Up 32% for Year

LOS ANGELES — Superscope, Inc., U. & distributor of Sony tape recording equipment, reports a 32.5 per cent increase in after-tax earnings for fiscal year ended Dec. 31.

Net earnings for 1967 amounted to $2,038,015 or $1.28 a share compared with $1,539,198 or $1.28 a share in 1966. Net sales in 1967 increased 31 per cent to $27,831,440 from $21,329,471 in 1966.

ITCC READIES INCENTIVE PLAN FOR WHOLESALERS

NEW YORK—The International Tape Cartridge Corp. will unveil a major prize sales incentive contest specifically tailored for wholesalers heading the National Association of Record Merchandisers being held this week in Hollywood, Fla. The contest is in addition to ITCC's sales incentive-point-of-sale swag swatches which is part of the company's first quarter sales program.

ITCC's NARM contest will offer among its prizes a 1968 Ford Mustang, five Kodak electric eye movie cameras, and a Caribbean cruise for two aboard the S.S. Independence. The last-named prize is in conjunction with Buddah Records in a tie-in with its 'Simon Says' L.P. Tag line for the cruise reads: 'Simon Says Win a Cruise to the Caribbean.'

Prize winners will be announced during NARM's awards banquet. Details of the contest will be disclosed by ITCC during the convention. ITCC has been the only cartridge firm to date to harness the major prize contest as a sales incentive device.

6 Japanese Mfrs. Get Cassette Okays

TOKYO—Six Japanese manufacturers have obtained approval from the Japanese government (M.I.T.T.) to license under the Belgian Starr patent for Philips automobile cassette playback machines. The companies are Hitachi, Matsushita, Nippon Electric (NEC), Akai, Teikoku Densa, and Kyokyo. Other Japanese manufacturers are understood to be interested and likely to manufacturer similar cassette auto players using the Starr system.

Toshiba, Sonyo, Marui, wa, Kobe Kogyo, and Sankyo Seki.

Starr is reported to require a high royalty guarantee from licensees. Merits of the Starr System are automatic turn-on when the cartridge is inserted in the player, and pop-out and turn-off when the music playback is completed. Other features of the Philips System—ease of forward and fast rewind—are included in the planned auto players.

It is expected that the Philips System will be more evident in Japan with the market greatly expanded by auto installations. In anticipation of this cassette boom in Japan, tape duplicator companies have swung into high gear producing music cassettes.

WE DUPLICATE BETTER THAN ANYONE ELSE

...and we'll prove it to you!

We're convinced that our duplicating facilities are the BEST anywhere...and we'll prove it to you! Send us one of your cartridge or cassette tape masters and we'll record it through the magic of our "T.C. Blank" system... Absolutely Free!

Created specifically for and by Liberty Tape Duplicating, this technological advance enables us to give you a far superior sound. This means less fill-in space, greatly reduced tape noise... but still offering extended frequency response. For example, on a tape cassette recorded at 176 I. p. s. the frequency response can go up to 12,000 cycles and beyond.

Because Liberty Tape Duplicating is the only company of its kind to maintain a full-time Research and Development Department, we're also ahead in ideas... and in finding more productive ways of doing the same old thing.

Our totally up to date duplicating facilities are never Operating at full capacity... there is... including 4 and 8 track cartridges and cassettes and reel to reel 4 and 8 track. Duplicating problems? Give them to us...we'll give you ALL the answers.

Still in doubt? Call, or send us one of your "problem child" tapes and we'll duplicate it FREE! You'll hear the difference.

Liberty Tape Duplicating will be represented at the NARM Convention in Hollywood, Florida, by our General Manager, Mr. Lee Eakin. If you wish any additional information, write to the Advertising Department at the Imperial Hotel.
The BEST tape sounds anywhere, are on Liberty's Sonic Spectrum + Cartridges. Why? Because Sonic Spectrum + is the world's FIRST true high fidelity tape cartridge. This great new Sonic Spectrum + release features RAVI SHANKAR, CHER, THE VENTURES, BUDDY RICH & HIS BIG BAND, SANDY NELSON, LOU DONALDSON, plus a special Twin Pak of SOLID GOLD INSTRUMENTAL HITS VOL. 4, together with MORE MUSIC FROM THE MOVIES. In high fidelity performance, in packaging, in merchandising, Liberty takes FIRST PLACE all along the line with the NEW Sonic Spectrum + cartridge.
Tape CARtridge

GRT Unveils New Packaging Concept
By BRUCE WEBER

LOS ANGELES — General
Recorded Tape unveiled its new
packaging concept for 4 and 8-
track cartridges, this week at the
National Association of Record
Merchants (NARM) meeting in
Hollywood, Fla.

The package features full,
four-color picture identification
of the album on the end tab
and on the front cover. The
cartridge has been additionally
improved to feature the full,
four-color album cover and pro-
gram on both sleeve and plastic
cartridge.

The concept is aimed at giv-
ing racks and self-service car-
tridge operations a better oppor-
tunity to display merchandise,
explains Tom Bonetti, marketing
ing director. The new package-
ing idea, designed by Lyda Ped-
dicor, GRT art director, was
test marketed in San Francisco
and introduced at NARM.

GRT overcame two problems
in its new graphics approach to
tailing cartridges, reports Bo-
netti. "First, we had to reduce
the color picture of the album
to 3 inches, which gave us a
color registration problem," he
says. "Our next problem was the
cost factor—keeping it down."
The firm plans no cost increase
to retailers.

The California-based company
is the only firm to put color on
its package ends.

Ampex Releases
137 Cassettes

CHICAGO — For March,
Ampex Stereo Tapes has re-
leased 137 new prerecorded
cassette titles, bringing the com-
pany's total to 700.

"We now have the largest
prerecorded cassette catalog in
the industry," said AST vice-
president Donald Hall.

AST also duplicates and mar-
tets music in prerecorded 4-
track and 8-track cartridges,
drawing from the catalogs of
most major labels.

"This is just the begin-
ing for the cassette," Hall said.
"The first package has been re-
ached. Now with the advent of new
display techniques, advertising,
promotion, and a wealth of new
titles, cassette will soon become
a household word."

N. Y. Philharmonic to Give
Two Premieres in Series

NEW YORK — Two world
premieres are scheduled for the
New York Philharmonic's sixth
season of Promenades, which
begins on June 29. Andre Kost-
telanetz, artistic director of the
non-subscription series, will con-
duct both of the concerts.

The new works being com-
posed by Klabundsky and Wal-
ton have been especially com-
misioned for the series. "Images
in Flight," a work with individ-
ual movements by Creston,
Cowell, and Hovhaness, will re-
ceive its New York premiere on
June 20 in the Promenades
closing program. The series ends

on June 22.

Ogden Nash will narrate his
new verses for Ravel's "Mother
Goose Suite" on June 7, 8 and
14, the first performances of the
verses. Soloists appearing with
the Promenades for the first
time will include soprano Mary
Costa, duo-pianists Whitehead
and Lowe, bass-baritone Sinev,
Eint, dancers Jacques d'Amb-
boise and Melissa Hayden, and
singer Claude Kipnis. Returning
are Portuguese singer Amalia
Rodrigues and soprano Bever-
ly Sills. The season will consist
of 18 performances of six pro-
grams.
Any cartridge is only as good as the tape it contains.

Audiopaks contain Audiotape.

We think we make pretty good tape cartridges.

Twenty-six major duplicators and 77 different recording labels think so, too. So they give us their business.

Most also buy our lubricated Audiotape. It's not surprising. We're the only cartridge people who also produce tape. And the logic of one order, one shipment, one invoice, is inescapable.

But there's another reason for such universal confidence. A sound reason: consistent quality.

Our experts coat Audiotape with a unique oxide formula that reproduces high frequencies brilliantly, even at the slow cartridge speeds. Then they polish the surface smooth, so it won't wear out your recording heads at any speeds. And repeated inspections make sure, reel after reel.

Have you looped a length of Audiotape lately? We could make such beautiful music together.

Audiopak®

Audio Devices, Inc., 235 E. 42nd St., New York 10017

www.americanradiohistory.com
GOER . . . . the family name for a moving new product line by Goodway. Like GOER 8, our new portable 8 track stereo cartridge tape player . . . . the unit for people who are going places and want to take their music along. The GOER 8 is fully portable (it weighs about six pounds). It plays on its own batteries, on household current or through its own 12 V jack system. The GOER 8 features a break-away speaker with retractable cord for true stereo reproduction.

And to accompany the GOER 8, a series of exciting accessories. A battery charger with six Mallory rechargeable Alkaline cells** that lets you recharge batteries and take the GOER whenever and wherever you go. It keeps this portable, portable. The charger pays for itself and almost for the GOER 8 (a great consumer picture story!).

To be introduced shortly, a completely portable compatible with all the GOER 8 features . . . . we don't need to tell you, that's going some. Plus, a radio cassette with exciting GOER styling and tremendous market backup through Goodway's 120 controlled publications, many in the music and audio field. (We're not called the Total Communications Company for nothing!)

In April, we'll have A Universal FM Cartridge Tuner. It will feature a unique roll bar tuning dial for great eye, safety and selling appeal. The FM Tuner will retail for an unheard of $29.95! (This one is so great we're calling it "Scene," so that all of the poor guys who have not jumped on the GOER wagon can have a piece of the action.)

Of course, all of Goodway's GOER guys will have their own AM-FM and FM Stereo Tuners with unique telescoping antenna for their personal use.

The Goodway guys at NARM will be glad to tell you all about other Goodway products in the entertainment spectrum: Ask them about M.W. Lads, Goodway Records and Printed Sound for openers.

Go where the going's great . . . . Go GOER. from the Total Communications people.

GOODWAY
11401 Roosevelt Boulevard
Philadelphia, Pennsylvania 19154
Telephone: 215-677-6200

* * *
Tape CARtridge

Tape Volume
$100 Million

CHICAGO — The pre-recorded tape business hit approximately $100 million in sales last year and will likely jump over 50 per cent to $160 million this year.

These figures were issued recently by Donald V. Hall, vice-president in charge of Ampex Stereo Tapes here.

The predicted cassette, a late-blooming cassette tape variety in the U. S., will account for much of the increase this year. Hall predicted, Four and eight-track pre-recorded tapes will show an increase this year as well, he added.

Large part of the increase is due to the cassette influence. Hall predicted that open reel tapes and cartridges will make up 40 per cent of the tape market in 1968.

Channel Set On N. J. Plant

NEW YORK—Channel Marketing, Inc. of New York and Los Angeles, manufacturer of tape cartridge and cassette accessories, has opened an Eastern plant in Paterson, N. J.

Initially, the plant will be used for the assembly and loading of cartridges and cassettes and the manufacturing of all the company’s present accessory lines. The plant is located at 7300 Crescent Boulevard.

Tom Jones Adds 2 U. S. Concerts

NEW YORK—Tom Jones, Parrot label artist from England, has added two concert dates to his current booking schedule in the U.S.

The bookings, which came about as a result of Jones’ recent success at New York’s Copacabana and at Chicago’s Civic Opera House April 19, and at Washington’s Constitution Hall on the following night (20).

The Copa, incidentally, has picked up Jones’ option on a 1969 return date, a minimum of two weeks.

Jazz Suite Set

LOS ANGELES—Jazz Suite, a new private club due to open the first week in May, has commitments from Duke Ellington, Count Basie, Stan Kenton, Tony Bennett, Nancy Wilson, Gerald Wilson and Earl Garner among others. The club is concentrating only on soloing musicians from people in the entertainment industry, reports co-ordinator Gene von Braun.

RIAA REVISES TAPE BULLETIN

NEW YORK — The Record Industry Association of America has issued a revised bulletin on "Standards for Pre-Recorded Tape Records." The revisions include the addition of standards for four-track. The bulletin has been distributed to members of the RIAA, and individual copies of the new standards will be made available upon request without charge.

NIGHT CLUB REVIEW

Bobby Bare Nonchalant But Lacks Production

NEW YORK—Bobby Bare, RCA Victor artist, barely worked at his opening Tuesday (12) night at the Napoleon. In fact, it was a toss-up who cared less about the show—Bare or his audience. After

stereo

Pilfer

Columbia

0066/18

the TAPE

Tape and track the largest catalog Sage, hottest Garfunkel) CARtridges stereo cartridges.

"Sounds this Car tape Record and CORP.

DELIVERY

Tracks

Cleaners and now Dealers "'513-242-4030

CHICAGO has cartridges.

"Standards much Industry RIAA tor Bennett, the the 50

line. accessories.

The by Donald V. Hall, vice-president of Ampex Stereo Tapes here. The predicted cassette, a late-blooming cassette tape variety in the U. S., will account for much of the increase this year. Hall predicted, Four and eight-track pre-recorded tapes will show an increase this year as well, he added.

Large part of the increase is due to the cassette influence. Hall predicted that open reel tapes and cartridges will make up 40 per cent of the tape market in 1968.

Channel Set On N. J. Plant

NEW YORK—Channel Marketing, Inc. of New York and Los Angeles, manufacturer of tape cartridge and cassette accessories, has opened an Eastern plant in Paterson, N. J.

Initially, the plant will be used for the assembly and loading of cartridges and cassettes and the manufacturing of all the company’s present accessory lines. The plant is located at 7300 Crescent Boulevard.

Tom Jones Adds 2 U. S. Concerts

NEW YORK—Tom Jones, Parrot label artist from England, has added two concert dates to his current booking schedule in the U.S.

The bookings, which came about as a result of Jones’ recent success at New York’s Copacabana and at Chicago’s Civic Opera House April 19, and at Washington’s Constitution Hall on the following night (20).

The Copa, incidentally, has picked up Jones’ option on a 1969 return date, a minimum of two weeks.

Jazz Suite Set

LOS ANGELES—Jazz Suite, a new private club due to open the first week in May, has commitments from Duke Ellington, Count Basie, Stan Kenton, Tony Bennett, Nancy Wilson, Gerald Wilson and Earl Garner among others. The club is concentrating only on soloing musicians from people in the entertainment industry, reports co-ordinator Gene von Braun.

RIAA REVISES TAPE BULLETIN

NEW YORK — The Record Industry Association of America has issued a revised bulletin on "Standards for Pre-Recorded Tape Records." The revisions include the addition of standards for four-track. The bulletin has been distributed to members of the RIAA, and individual copies of the new standards will be made available upon request without charge.

NIGHT CLUB REVIEW

Bobby Bare Nonchalant But Lacks Production

NEW YORK—Bobby Bare, RCA Victor artist, barely worked at his opening Tuesday (12) night at the Napoleon. In fact, it was a toss-up who cared less about the show—Bare or his audience. After starting with a so-so version of "I Wished My Face in the Morning Dew," he backed into a string of abbreviated tunes that should have been lengthened and a string of corny jokes that should have been omitted. The whole affair lacked production; in fact, it lacked any sense of entertainment, although he was singing songs like "Green, Green Grass of Home" and "Four Strong Winds."

CLAUDE HALL

Ars Nova Set for Carnegie

NEW YORK—Ars Nova will make its "live" debut at Carnegie Hall April 13 after months of preparation in a New York loft. The group, which has been signed to the Elektra label, is introducing a concept that combines a classical foundation with the contemporary pop sound.

The Carnegie Hall debut will offer, along with Ars Nova, a company of ballet dancers and a light show produced by Pablo Light. According to Arthur Garson, who manages the group, their Elektra album will be recorded along the lines of the "live" show, with entre-actes, segues, etc. The Elektra records will be produced by Paul Rothchild.

Jack Holzman, president of Elektra, will introduce the group at a party to be held at the West 48th Street Automat after the Carnegie Hall concert.

The six members of Ars Nova are William Fowell, Jon Piren, Wyatt Day, Giovanni Papalii, Marvin Baker and Jonathan Raskin.

'RESTAURANT' CARTOON BOOK

NEW YORK—Arlo Guthrie’s hit song, “Alice’s Restaurant,” has been turned into a cartoon book by Grove Press. The paperbound, which is priced at $1.50, surrounds the lyrics with photographs and drawings by Marvin Glass. The song is published by Appleseed Music and featured in Guthrie’s album on the Reprise label.

BLANK LOADED CARTRIDGES AND EMPTIES

ALL BRANDS OF TAPE & CARTRIDGES ANY LENGTHS NO MIN. ORDER IMMEDIATE DELIVERY

CHANNEL MARKETING INC.

342 Madison Ave.
New York, N. Y. 10017
Phone (212) 682-2848

7505 Marseo Ave.
Los Angeles, Calif. 90046
Phone: (213) WE 1-1534

THE ORIGINAL & TRACK CAPSTAN MARVEL CAPSTAN CLEANER

HEAD CLEANER FAST ECONOMICAL ANTI-STATIC TREATED

Suggested Retail Price $2.49

AUDIO ELECTRONICS

Division of General Instrument

410 Music Street (Hollywood Ave.)
Cincinnati, Ohio 45216

Phone: (513) 247-4030

Check □ Industry □ Record □ Dealer □ Automotive □ Other □ Distributor

NAME_ 

Address

City State Zip Code

58

MARCH 23, 1968, BILLBOARD

www.americanradiohistory.com
"You Don't Love Me"
b/w "Never Let Me Go"  HMF 2002

joe taylor & the dominoes
KANSAS CITY, Mo.—Tie-ins with pop artist concert appearances and other tie-ins with new record merchandising plans of Jenkin's Music Co., a 14-store chain in Kansas and Oklahoma, are generating increased sales in the Kansas City store.

Record division manager Bud Booth said Jenkin's does not leave concerts to chance. The 90-year-old music store operation books artists itself into Kansas City, Wichita, Oklahoma City, Tulsa and other major markets where Jenkin's stores are located.

"We book up to six major acts a year in some of these markets," Booth said. He also heads the booking department.

Not only is the extra traffic generated by people who buy tickets at the stores for these events, but also by fans of performing record business, but the tie-up of the firm's name with these events is helped to polish the firm's image with record shoppers.

All newspaper, radio, poster and television advertising promoting the upcoming concerts carry the tag-line "Jenkin's Music Co. Presents." Special window displays and in-store displays promote both artist and current records.

Shows
Among successful productions emerging under the Jenkin's name is the recent "Dancing on the Walls of the Henry Mancini-Andy Williams show, Eddie Arnold and Paul Revere and the Raiders. The latter group appeared under the company's name in Kansas City, Kansas, and Wichita, Kansas.

When Booth joined Jenkin's in 1960 there were only two record stores in Wichita. Today, there are 14. Booth and the record managers employ Billboard charts as a basis for purchasing, and merchandise is ordered weekly. Buying for all four Kansas City stores is centralized in the eight-story downtown store, while out-State stores buy through their own channels with their budgets established at the family-owned store.

"Catalog merchandising," said Booth, "is bought on a 60-day-old inventory and the part number is crossed out to let the buyer know that all records are checked every 45 days. All records coming from the three major distributors are tagged and that price, with all others on the major label offered at a discount.

Booth "We like to put a lot of merchandise in ads to make the appeal broad," said Booth. "And we like for the customer to be able to buy all records on the major label featured at a discounted price.

Jenkin's was first in the area to introduce a "Record Riot Sale" between Christmas and New Year's Day. This successful event puts all records on sale.

Stereo tape gets front-and-center display position across from microscope, and a side sale of records. "If a record is underrated and can't keep vigilant watch. Here five-track reel and reel and monaural tape are also categorized. Cartridge sales offer an avenue to sales of turntables, and sales have expanded steadily since this merchandise was added to Jenkin's lines. To curtail pilferage, cases are kept locked. Tapes are shown on the side of the store, and the displays. Here again the Billboard chart for the week is tied in with the display. Classical, symphonic and opera works are moving surprisingly well in this area.

Monaural
In discussing stereo versus monaural equipment, Booth pointed out, "We still stock some monaural records at our store at Washington Street and 15th. We carry the typical type, and we are on a stereo-only basis at other stores. Monaural records are not even sold at our stereo stores. Our sales at the non-monaural store are around 80 percent of the Ward Parkway store."

"We don't talk monaural or stereo. We are talking equipment, and if there is a question in the customer's mind, we simply point to the turntable which shows the record can be played on either type of equipment. We've sold thousands of stereo records to people who own monaural equipment, only 10 percent of whom have created problems.

Jenkin's has introduced a new double-tiered tub browser fixed (Continued on page 54)

Alexander's Moves

SACRAMENTO—Alexander's, one of the nation's major department stores, has opened its first outlet in the Sacramento shopping center. The new store is the result of a joint venture of Alexander's with the Sutter family.

The new store will have the same menu of merchandise as the other department stores, but will be smaller and more compact. It will be located on the second floor of the shopping center, and will be open from 9 a.m. to 9 p.m. daily.

Alexander's has been in business for over 100 years, and is a well-known name throughout the West. The company plans to expand its operations in the Sacramento area, and will open additional stores in the future.

The new store will have a complete line of men's and women's clothing, as well as a selection of books, records, and other items. The store will also have a children's section, and will carry a wide range of household goods.

The new store is located at 5518 Florin Road, and is open from 9 a.m. to 9 p.m. daily. For more information, please call (916) 923-1234.
Decca will give your customer a visible means of support.

FREE! A combination stand/record rack when your customer buys the Tuxedo VII.

$49.95* 45 RPM spindle extra

A great bargain for your customer. A great promotion for you that will pay off in sales.

The Tuxedo VII is a fully automatic portable stereo. It has a solid state amplifier, tilt-down front, slim styling and a mini-changer. A mini-price, too — only $49.95 — all that and Decca quality, Decca sound and the Decca name.

Your Decca rep has all the details on this free offer. Call him about it. While you’re at it, why not ask him about the complete Decca line of drums, guitars, bongos, tambourines and accessories.

*Suggested retail price — Prices slightly higher in Southwest and West.

Decca® makes the music. You make the money.

For additional information, write Dept. JK 23 — Decca Dist. Corp., 445 Park Avenue, New York City.
ATTENTION, RECORD OUTLETS: We want to advise all distributors and dealers of the tremendous market for a new line of products that we have just announced. This line is designed to meet the needs of a rapidly growing demographic and will be the perfect complement to your current offerings.

This new line includes innovative products that will revolutionize the way consumers enjoy music and entertainment. With the growing popularity of streaming services, there is a growing demand for high-quality speakers and stereo equipment that can provide an immersive audio experience. Our products are designed to meet this demand and offer superior performance, reliability, and value.

We believe that our products will be a great addition to your inventory and will help you stay ahead of the competition. To learn more about this new line and how you can become a distributor, please contact us at your earliest convenience.

Thank you for your continued support and cooperation.

Sincerely,
[Your Name]
[Company Name]
CAMPUS Attractions

Advertising Deadline

MARCH 22

Formerly Billboard's Music on the Campus
Connie goes Popp.

Perhaps the most powerful ballad of her career

WHY SAY GOODBYE?
Written expressly for

CONNIE FRANCIS
by Andre Popp, the composer of "Love is Blue."
**POP**

**THE CANDYMAN BRING YOU LOVE**
Brandy
Decca 61563 (M). ARCS 633 (W).

The Candyman have given us another excellent album in their easy rock style with its strong blues influence. Including the group's single "Make" this album is one of the best of the year. The strongest numbers are Bob Dylan's "Mr. Tambourine," Bob & Carol Tedrow's "Blues at Midnight," "Great Society" and "Don't Lie." These are among the other good cuts.

**JAZZ**

**BLOOD SWEAT & TEARS**
Jazz Groups Columbia CL 9967 (M).

This badly promoted group after a national tour with twice as much jazz in their interest-
ging debut album. The versatility of the eight members is reflected in the wide range of instruments played. From these of course stand out the organ, the electric guitar, and a very interesting number the "Soul Touch," with a real group cut in a style similar to the best soul hits.

**FUNK**

**TO LOVE OR NOT TO LOVE**
Aretha Franklin
V. Soul 5000 (W).

Aretha Franklin has had a huge hit with this tune and now it's been released in the singles field. As with her other hits, this includes a record called "A Man Needs A Woman." This song is included here as one of the other songs featured by Aretha "Don't Let Me Be Misunderstood." And her "My Man Is Life."
YOU NAME IT-WE’VE GOT IT
POP, COUNTRY & WESTERN, SOUL, KIDDIE, LATIN

MUSICOR AND DYNAMO RECORDS

GENE PITNEY, GEORGE JONES, TITO RODRIGUEZ, THE PLATTERS, THE TOYS
INEZ & CHARLIE FOXX, PAUL TRIPP, LOS HISPANOS QUARTET, TOMMY HUNT
KAKO & ORCHESTRA, ORQUESTA BROADWAY, LA PLAYA SEXTET, SAM, ERV & TOM
BOBBY CAPO, WILLIE ROSARIO, TATO DIAZ, THE EXCITERS, THE JIVE FIVE.
Playing Violin Custer * Vol. 1 2063; Polydor of the album. This album features a wide range of songs, some of which are well-known and others that are lesser-known, such as "Peace in the Valley" and "Silent Night.

**SOUNDTRACK**

**RHYTHM AND ME**

Various Artists, Atlantic Records. This album features a variety of rhythm and blues tunes from different artists, making it a great addition to any collection.

**SOUNDTRACK**

**NEW LOW CLASSICAL**

A Matter of Justice—Soundtrack, Decca Records. This album is a great addition to any collection of classical music.

**At Home with the Clampy Brothers and Tommy Makem and Their Families**

Sings 2220; RCA Victor. This album features a variety of folk tunes, including many that are well-known and others that are lesser-known, such as "The Sword of Damocles" and "Rudolph the Red-Nosed Reindeer."

**SPECIAL MERIT PICKS**

Misty—Elvis Presley, Capitol Records. This album features a variety of songs, including many that are well-known and others that are lesser-known, such as "I Can't Help Myself (Sugar Pie, Honey Bunch)" and "Blue Suede Shoes."

** low Price CLASSICAL**

NEW LOW CLASSICAL

Misty—Elvis Presley, Capitol Records. This album features a variety of songs, including many that are well-known and others that are lesser-known, such as "I Can't Help Myself (Sugar Pie, Honey Bunch)" and "Blue Suede Shoes."

**BEHIND THE SCENES**

A Look at What I Almost Missed—Paul Simon, Arista Records. This album features a variety of songs, including many that are well-known and others that are lesser-known, such as "The Sound of Silence" and "Bridge Over Troubled Water."
From the creative genius that is Mike Nesmith comes the musical brilliance that is

The Wichita Train Whistle

Personal Management
Lawrence Spector Associates
Beverly Hills, California

Agency Representation
Perenchio Artists, Ltd.
Hollywood, California


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.

Please start my subscription to Billboard right now,
☐ Bill me later for 1 year at only $20 (☐ or 3 years for $45)
Above subscriptions are for U.S. and Canada. Europe: $40 by air. Other overseas rates on request.

NAME ____________________________________________
COMPANY ________________________________________
ADDRESS __________________________________________
CITY __________________ STATE _____ ZIP __________

Fill in and mail to:
Billboard, Circ. Dept. 100, 165 W. 46th St., New York, N.Y. 10036.
**TOP 20**

**HOT COUNTRY SINGLES**

SPOILERS: Predicted to reach the top 20 of the HOT COUNTRY SINGLES

PORTER WAGONER & DOLLY PARTON-
**HOME PARTRIDGE**

(Bob, Rob Fern穰 is) (Writers: Universal-Songs of America) - Columbia, BMI)

Don't have an exceptional chart position but he has an excellent position for the Top 10 and a potential fast mover.

JIMMY NEWSHAM—SUNSHINE AND BLUEBIRDS

(Write: Universal-Reynolds) (Writers: Blue Crest) - Columbia, BMI)

Follow-up single to "Blue Lemonade." He is doing well, but this one falls short.

DALLAS FAZIER—THE SUNSHINE OF MY WORLD

(Writer: Universal-Connolly) (Writers: Universal-Reynolds) - Columbia, BMI

John's second single is going well, but he's up against some tough competition.

LOIN COLEMAN—Pennsylvania Pen

(Writer: Universal-Davis) (Writers: Blue Crest) - Columbia, BMI

A promising writer/performer who is doing well with his second single.

CALVIN ARNOLD—Scooby Do

(Writer: Universal-Dees) (Writers: Universal-Davis) - Columbia, BMI

Has potential, but needs to get past some early resistance.

**YOUNG HEARTS—OF, I'll NEVER BE THE SAME**

(Writer: Universal-Good) (Writers: Universal-Davis) - Columbia, BMI

A new artist with potential, but he needs a strong debut single.

**TOP 20**

**COUNTRY**

SPOILERS: Predicted to reach the top 20 of the HOT COUNTRY SINGLES

JIMMY BIRDWOOD—My New Found Joy (Columbia, BMI)

A strong debut single, but he needs a follow-up hit.

BOBBY LEWIS—Soul Singer (Columbia, BMI)

A promising writer/performer who needs a strong bridge to get past a tough market.

MERCURY—Jimi & the All Stars (Columbia, BMI)

A seasoned performer with potential, but he needs a solid single to establish himself.

**R&B**

SPOILERS: Predicted to reach the top 20 of the TOP SELLING R&B SINGLES

JIMMY BIRDWOOD—My New Found Joy (Columbia, BMI)

A strong debut single, but he needs a follow-up hit.

BOBBY LEWIS—Soul Singer (Columbia, BMI)

A promising writer/performer who needs a strong bridge to get past a tough market.

MERCURY—Jimi & the All Stars (Columbia, BMI)

A seasoned performer with potential, but he needs a solid single to establish himself.
movies sound great!

Karen Chandler sings the first recorded lyric of the theme from Elvira Madigan...probably the most beautiful film ever made...

"IN THE DAYS OF SPLENDOR" b/w "What Diff'rence Can It Make" #17086

by Boots Brown & the Pfugelpipers...and

Dot's Got It!

The happy hit version of the theme from Will Penny...the finest western of the decade...

"LONELY RIDER" b/w "The Reptilian Mindblower" #17084

and naturally...

Dot's Got It!
<table>
<thead>
<tr>
<th>ARTIST</th>
<th>Title</th>
<th>Label &amp; Number</th>
<th>Weeks On Chart</th>
<th>Last Week</th>
<th>Tape Packages Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEARL MAURITIUS &amp; WIN CORK</td>
<td>Blooming Hills</td>
<td>Phillips PHIL 200544 (M)</td>
<td>8</td>
<td>5</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>ARETHA FRANKLIN</td>
<td>Lady Soul</td>
<td>Atlantic SD 1154 (S)</td>
<td>4</td>
<td>2</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>JIMI HENDRIX EXPERIENCE</td>
<td>Are You Experienced</td>
<td>Columbia CS 3729 (M)</td>
<td>3</td>
<td>3</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>BOB DYLAN</td>
<td>Nashville Skyline</td>
<td>Columbia CS 3924 (M)</td>
<td>2</td>
<td>4</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>BEATLES</td>
<td>Magical Mystery Tour</td>
<td>Capitol SMAS 4633 (M)</td>
<td>1</td>
<td>5</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>SMOKY ROBINSON &amp; THE MIRACLES</td>
<td>Greatest Hits Vol. 2</td>
<td>Tamla TS 280 (M)</td>
<td>1</td>
<td>23</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>DIANA ROSS &amp; THE SUPREMES</td>
<td>Greatest Hits</td>
<td>Motown M-5640 (M), MS 6453 (S)</td>
<td>1</td>
<td>27</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>OTIS REDDING</td>
<td>History of</td>
<td>Volt S-418</td>
<td>1</td>
<td>19</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>LETTERSDALE</td>
<td>Red Light</td>
<td>Central T 2796; ST 3976</td>
<td>1</td>
<td>10</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>RASCAL</td>
<td>Once Upon a Dream</td>
<td>Atlantic SD 607</td>
<td>1</td>
<td>4</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>DIONNE WARWICK</td>
<td>Valley of the Dolls</td>
<td>Sire NLSP 380</td>
<td>1</td>
<td>18</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>BEATLES</td>
<td>Sgt. Pepper's Lonely Hearts Club Band</td>
<td>Capitol MSC 2426 (M); SMAS 4632 (M)</td>
<td>1</td>
<td>40</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>TEMPTATIONS</td>
<td>In a Mellow Mood</td>
<td>Motown M-1042</td>
<td>1</td>
<td>15</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Ninth</td>
<td>A&amp;M SP 4112 (M); SD 4118 (S)</td>
<td>1</td>
<td>14</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>CREAM</td>
<td>Disraeli Gears</td>
<td>Uni 5333; Uni SP 3323 (M)</td>
<td>1</td>
<td>17</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>HERB ALPERT</td>
<td>Are You Experienced</td>
<td>Uni 5333; Uni SP 3323 (M)</td>
<td>1</td>
<td>12</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>DIONNE WARWICK</td>
<td>The Sound of Music</td>
<td>Columbia CS 3924 (M); CS 3933 (S)</td>
<td>1</td>
<td>18</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>SIMON &amp; GARFUNKEL</td>
<td>Parsley, Sage, Rosemary &amp; Thyme</td>
<td>Columbia CL 2003 (M); CS 3933 (S)</td>
<td>1</td>
<td>19</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Golden Hits, Part I</td>
<td>A&amp;M SP 4112 (M); SD 4118 (S)</td>
<td>1</td>
<td>29</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Sounds Like</td>
<td>A&amp;M SP 4112 (M); SD 4118 (S)</td>
<td>1</td>
<td>25</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>ARETHA FRANKLIN</td>
<td>I Never Loved a Man the Way I Love You</td>
<td>Atlantic SD 1154 (S); CS 3933 (S)</td>
<td>1</td>
<td>31</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>NAUGHTY LADIES</td>
<td>Free</td>
<td>Columbia CL 2003 (M); CS 3933 (S)</td>
<td>1</td>
<td>6</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Whipped Cream &amp; Other Delights</td>
<td>A&amp;M SP 4112 (M); SD 4118 (S)</td>
<td>1</td>
<td>26</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Love Is</td>
<td>A&amp;M SP 4112 (M); SD 4118 (S)</td>
<td>1</td>
<td>50</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>White Whale</td>
<td>A&amp;M SP 4112 (M); SD 4118 (S)</td>
<td>1</td>
<td>11</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Whipped Cream &amp; Other Delights</td>
<td>A&amp;M SP 4112 (M); SD 4118 (S)</td>
<td>1</td>
<td>19</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>STONE THROWS &amp; OTHER MUS</td>
<td>MC 2426 (S)</td>
<td>Capitol MSC 2426 (M); SMAS 4632 (M)</td>
<td>1</td>
<td>50</td>
<td>NA NA NA</td>
</tr>
<tr>
<td>LENNY JOHNSON</td>
<td>My Baby Loves Me</td>
<td>Columbia CL 2003 (M); CS 3933 (S)</td>
<td>1</td>
<td>42</td>
<td>NA NA NA</td>
</tr>
</tbody>
</table>

Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard.
supports distributors and dealers to move tape cartridges off the shelves!

Over 33 million people will read this ad . . . and it promotes the stereo tape cartridge concept for you!

Now breaking cartridge sales records . . . "Dionne Warwick in Valley of the Dolls"

Available for immediate delivery on 8 & 4 Track Stereo Tape Cartridges from America's #1 Duplicator and Distributor.
"Almost Persuaded"...
"With One Exception"...
"Mountain Of Love"...
"You Mean The World To Me"...
"My Elusive Dreams"
...Plus Others

Now In One Fabulous LP

David Houston's Greatest Hits

And Here's
His Latest Best-Selling Single—
A Country And Pop Hit!!

"Have A Little Faith"

© "EPIC", MARCA REG. T.M. PRINTED IN U.S.A.
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Date Released</th>
<th>Sales</th>
<th>Chart Peak</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ROGER WILLIE</strong></td>
<td>1. <strong>TEMPTATIONS</strong> 2. <strong>HERBIE MANN</strong></td>
<td>Kapp</td>
<td>1964</td>
<td>1,000,000</td>
<td>176</td>
</tr>
<tr>
<td><strong>MITCHELL</strong>:</td>
<td>1. <strong>WILLIAMS</strong> 2. <strong>STAR</strong></td>
<td>WP</td>
<td>1981</td>
<td>2,000,000</td>
<td>176</td>
</tr>
<tr>
<td><strong>MAKEBA</strong></td>
<td>1. <strong>RICHIE SMALL</strong> 2. <strong>ED RICHIE</strong></td>
<td>LSP</td>
<td>1969</td>
<td>3,000,000</td>
<td>176</td>
</tr>
<tr>
<td><strong>Dolittle</strong></td>
<td>1. <strong>Hits</strong> 2. <strong>Popularity</strong></td>
<td>SP</td>
<td>1972</td>
<td>4,000,000</td>
<td>176</td>
</tr>
<tr>
<td><strong>FACES</strong></td>
<td>1. <strong>CONNECTION</strong> 2. <strong>FACES</strong></td>
<td>FS</td>
<td>1975</td>
<td>5,000,000</td>
<td>176</td>
</tr>
<tr>
<td><strong>NA</strong></td>
<td>1. <strong>BPS</strong> 2. <strong>BPRS</strong></td>
<td>WP</td>
<td>1979</td>
<td>6,000,000</td>
<td>176</td>
</tr>
</tbody>
</table>

CONTINUED FROM PAGE 78
INSTANT WEALTH!!

THE RICH KIDS

AND A DOLLAR VOLUME NEW SINGLE

"YOU MADE ME A MAN"

b/w "I TRIED TO TELL YOU"

PRODUCED BY - JEFF BARRY / STEED PROMOTION - JOE CAL CAGNO / 212 - 895 - 6813

Steed Records, distributed nationally by Dot Records, a Division of Paramount Pictures Corporation, 1507 North Vine Street, Hollywood, California 90028
Mercury Wouldn't Hand You a Line.
It's the Hottest Musicassette Catalog available.