EMI Sets Up Racks—Move Follows Test
By GRAE ME ANDREWS
LONDON—EMI has adopted rack-jobbing as a permanent part of its marketing policy. The decision, the first fulltime commitment to racks in Britain by a full price album and single-producing company follows an 18-month trial by EMI with racks in 100 carefully selected outlets throughout the U.K.

To entice the appeal of its racks, EMI has approached other British majors for rights to rack their product so that it can stock a cross-section of current and catalog material. Confirming the go-ahead, EMI Records managing director Ken Ast said that EMI’s racking network will be expanded scientifically but he stressed, “We have found from our trial that our racks do not affect the trade of regular record dealers and we shall only expand where this will not be to the detriment of existing record traders.”

He rebutted dealer fears that the smallest existing record outlets would be put out of business by the racks. Since installing its first racks in October 1966, EMI has found that greeting card (Continued on page 2)

BB’s Radio Programming Forum
By CLAUDE HALL
NEW YORK—Billboard will present a special Radio Programming Forum June 7-9 at the New York Hilton Hotel. This will mark the first industry-wide radio meeting of its type. The Forum, which will cover all aspects of radio music programming, will be produced for Billboard by James O. Rice Associates, Inc., specialists in executive conferences and seminars. During the past six weeks more than 300 key broadcasters and program directors have been consulted on the agenda.

The Rice firm produced the Billboard’s Tape Cartridge Conferences in 1966 and in 1967. Topics and speakers of the Radio Programming Forum will be announced at a later date. It is expected that the topics will cover all facets of the program format—Hot 100, easy listening, country music, and urban.

NARM’s Humming Parley
Racusin Gives Sweeping Talk
BY PAUL ACKERMAN
HOLLYWOOD, Fla.—An exhaustive analysis of the record industry’s potential during the next decade, as well as the problems to be faced and overcome, was the focal point of the keynote address delivered at the NARM convention here Monday (18) by Norman Racusin, president and general manager of the RCA Victor Record Division. Racusin touched virtually all the bases: wholesaling, retailing, manufacturing, engineering and akin, as well as the need for copyright and other legislative protection as new uses for music burgeon. He noted that many (Continued on page 8)

Additional NARM Convention Coverage in Tape CARtridge Section
(Continued on page 35)

Labels Start New Drive to Aid Down (But Not Out) Jazz
By MIKE GROSS
NEW YORK—Jazz has become the record business’ “fabulous invalid.” It’s at a crisis again but although the jazz labels are confronted with new problems that have grown out of the race riots in the cities and the changing distribution patterns, they are not yet hanging out the black carpet.

Don Schlitten, recording and art director for Prestige Records, admits that the jazz market has dwindled but he is optimistic about pulling it out of the doldrums if there will be a concerted effort to encourage new, young musicians and to record them properly.

Jazz has been one of the victims of the strife in the cities. The summer riots of the past few years have taken their toll of neighborhood record shops that specialized in jazz line.

Many of them suffered so much damage and looting that they never bothered to reopen. Also detrimental to the continual flow of jazz product into the market has been the buying up of small manufacturers by independent distributors by conglomerate holding companies with many diversified interests.

Jazz records, which usually don’t do well in revenue, are getting a brush-off from the conglomerates emerging in the business.

SPECIAL FEATURE
Advertorial on United Artists Records 10th Anniversary.
See Center Section.

(Advertisement)
Atl. to Release Its First CSG LP's in April

NEW YORK — Atlantic Records has scheduled its first album to be released in the CSG Stereo process in April. They include albums by Flip Wilson, Percy Sledge, the String-A-Longs, Arthur Conley and the New York Rock & Roll Ensemble.

The new CSG Stereo Process, according to Howard Holzer, is said to eliminate the need for mono simulators in the U.S. to sell mono LP's until it runs out of present stock, but when this stock is exhausted no more mono product will be manufactured. Causes there are a lot of CSG LP's on Atlantic and Atco, originally issued in both stereo and mono, will be remastered in the CSG stereo process.

Atlantic has already released two CSG stereo singles which can be played either stereo or mono, the two titles being "A Beautiful Morning," on Atlantic, and the Fireballs' "Going Away," on Atco.

Col. 'Machine' Promotion Hits

NEW YORK — Columbia Records' hallmark promotion, which still has a week to run, has been termed as one of the label's most successful promotions. The Rock Machine promotion, which started early in January, was designed to launch new artists and spark further sales of Columbia's top albums.

The Rock Machine merchandising, advertising and publicity effort included the release of new albums and the label's rock catalog of best-selling LP's. The campaign, which is geared to all segments of the record industry, generated enthusiastic response from independent retailers and consumers throughout the country.

"The Mdys' Greatest Hits," was the first label released by the RIAA, and two other LP's, Bob Dylan's "John Wesley Harding," and the soundtrack from "The Graduate" now cost the $1 million sales mark.

In addition, 24 other albums have reached key positions on the Billboard chart and three records are up as a result of the promotion.

The center of the promotion is Columbia Records' new promotion director, who focuses on the aspects of national merchandising. He is Columbia Rock Machine concept received a merit award from the RIAA and Billboard magazine and was the subject of the cover article in the February issue of "Billboard.

BB's Preeprint & NARAS Gatefold Get 20,000 Orders

NEW YORK — More than 20,000 preprints of the six-page gatefold that will be a highlight of Billboard's official NARAS convention program for April 27 issue have been ordered by distributors and rack jobbers. The orders were taken last week at the NARM convention in Hollywood, Fla.

The gatefold will be used by the rack jobbers and distributors as display pieces to herald the The Turner Award and May 8 which will feature many of this year's Grammy awards.

Meantime, a campaign featuring the "NARAS Tree," which lists the names of Grammies winners each year, begins with an ad in the current issue of Billboard.

Alkon Int'l Sets Up Orwaka Distributing


Orwaka sells to the smaller independent label and distributors in Washington, Oregon and Alaska. It represents 36 labels, including Sire, Arhoolie, Norton, Duck and Suzy, and his just added Way, Side and Broom. Gary E. Smith is manager of Alkon International and Bill Frederick is sales manager of Orwaka.

Disks & CARtridges Hit as U.K. Raises Luxury Item Tax to 50%

LONDON — Britain's tough new budget announced by Minister of Exchequer Roy Jenkins has singled out records and other sound recording equipment, including cameras and jewelry, for a luxury tax of 50 per cent. And pre-recorded tapes previously exempt are now being taxed at a rate of 50 per cent. In the same time, the tax on record players is being raised from 27 1/2 per cent to 33 1/3 per cent and tape-recorders—also previously exempt—now carry 33 1/3 per cent on top of the new levy.

Additionally, a 50 per cent import tax will be levied on manufacturers outside the manufacturing industry on each member's trade at the equivalent of the tax on players including record dealers. Hardest hit sector of the music business including CARRIDGE and cassette industry. Cassette's previously relaxed here at $4.80. The 50 per cent tax on manufacturer Musico's and others will be levied on an uncompetitive $6.60, with higher profit for classical, show, advertising and circuit. Additional 11 cent increase will apply to cassette retailers.

At Bad Time

The higher taxes come at a bad time for the cartridge manufacturers. University Recordings, a CARRIDGE subsidiary, which manufactured 6-track cartridges of the band King Stereo is about to introduce its first 4-track cartridge for the firm manufactured here. On records, the increases will raise the cost from 915 cents to 9915 cents, budget albums and the full-price pop albums up 48 cents to $4.38. Budget manufacturers, in fact, absorbed 2 cents of the tax increase to pitch their products at market prices. All shippings and 11 per cent, because of the higher taxes, delay in having to put in higher impact purchasers than a price tag of 14 shilling.

Industry leaders here think that the tax increase may accelerate further the trend from single to album buying and the decline LP's companies even expect to increase their market penetration as the economy begins to an ad during the two-year period of prosperity by the tax.

New Import

EMI President and Managing Director, Ken East, commented "with the educational and college market will have a higher future success in this market, and the tax increase may be the final nail in the coffin for the chassis market.

BB's Prelude & NARAS Gatefold Get 20,000 Orders

NEW YORK — More than 20,000 preprints of the six-page gatefold that will be a highlight of Billboard's official NARAS convention program for April 27 issue have been ordered by distributors and rack jobbers. The orders were taken

Siman Elected Barton President

SPRINGFIELD, Mo. — Simon Elected, president of Earl Barton Music, Inc., has been elected president of the annual meeting of the board of directors held March 20, five years after being elected vice-president from a position held for the past five years. Simon is now president of Earl Barton Music, Inc., and has an interest in the company's distribution in export, L.A. and KJPP, Fort Worth, Tex.

In a statement following his election, Simon said, "There is a greater demand for good music on the road, as well as for pop and rock records that are written by country-oriented writers—by writers who have a good understanding of soul and earth. The world is our market," he concluded.

Integ Prod. Formed, First Releases Out

NEW YORK — Integ Productions, Inc., which includes the Integ Record label, a BMI publishing wing and production arm, has been formed in Allentown, Pa., to tap talent from the local Lehigh Valley area. Bob Kratz, Integ president, has asked the company's management from the area.

Initial releases on the Integ label from the northeast Pennsylvania talent include "Shirene," by the King's Ransom; "Magic Girl," by the Peach Street Islanders; and "This Is My Woman," by Bobby Taylor.

Principal officers of the new firm are vice-presidents Merrill Craig and Kisslen, secretary-treasurer, and general manager and treasurer, Gary Sarman. The Music Agency Ltd., headed by Jay Leonard, has been asked by Integ to handle press, promotions and advertising services.

Pact With Cossell Renewed by Dot

LOS ANGELES — Dot Records renewed its contract with Cossell Records, Ltd., to distribute records in the Far East, including Hong Kong, Singapore and the Philippines. Kenneth L. Cossell, president of Cossell, signed the 3-year renewal during his visit to Los Angeles last week. He was accompanied here by Atsataka Terio, Victor Company of Japan Ltd., manufacturer of Dot Records in Japan.

Original Cossell-Dot distribution contract began in 1957.

Gold Pins Are Given Members

Hollywood, Fla. — A gold pin was awarded to those NARM members who have been members of the association for its inception 10 years ago. The winners of the membership include Glen Becker of Music Merchants of America, and Roger St. John of the Philadelphia Record Company, both of Modern Record Service, John Billins of Billins Distributing, Inc., (BMI) Distributing, A.H. Marcus of Marcus Records, Otto Costa of Costa Records, Ira Kasten, Toy House of Hudson Valley, Roy Rosmarin of Recco Records, and more than 200 others who are members of National Tape Distributors and Dave Watson of Pin-a-Tune, Service, received this year's gold pins for 10 years of service. They are: Wally Bennett of Liberty, Cy Leslie and Ralph Benson, both of Pickwick International, Don Boman of Philips-Post, John D. Balk of Balk Records and Bill Gallagher of Music Corp. of America, Jules Memmel of Emi-Columbia which is known to NARM since its inception, first as an associate member and now as NARM's executive director, but because of his present executive standing with NARM he is not eligible for the gold pin award.

BB'S SUITE AT RADIO MEET

CHICAGO — The Billboard suite during the convention of the National Association of Broadcasters and the National Association of Broadcasters will be room 1018-A at the Conrad Hilton Hotel.

MARCH 30, 1968, BILLBOARD

Copyright 1968, Billboard
Spanky, Gang Off to Europe

CHICAGO — Mercury’s Spanky and the Gang will start a two-week promotional tour of Europe Monday (1) in Paris.

Sponsored jointly by Mercury Recording Corp. and its related companies on the Continent and in the United Kingdom, the tour will showcase the group’s newest single, “Let’s Get to Know You.” Mercury is also releasing an album, of which it has the single is the first, “That Gang will not play any concerts,” said Mercury president Irving Green. “We want to concentrate on press, radio and television.” The European show will feature two groups of booking for the group to date are Bent Club in Amsterdam, Don’t Ask and Pop and In and Dixie Time in England.

The tour itinerary: Monday (1) and 3, France; Tuesday (2), Scandinavia; April 3, 4 and 10, Germany; April 1, Italy and April 8, 9, 11-14, England.

Sales are being coordinated by Mercury Recording Corp. publicity director John Sippel and Hollywood-based Fred Burkhardt.

### Executive Turntable

E. Taylor Campbell has been appointed to the newly created position of vice-president, marketing, Capitol Records (Canada), Ltd. He will be responsible for implementing a new marketing concept of total co-ordination of advertising, promotion, sales, distribution, warehousing and procurement with credit and merchandising, according to him. Campbell joined Capitol in 1954 as a sales representative and has been vice-president and general manager of Capitol Records of Canada since 1961.

CAMPBELL was formerly senior sales manager of the London Records of Canada’s Calgary branch, replacing John Toews. Toews has joined Laurel Record Distributors in Winnipeg.

### H. Milton Francis has been promoted to vice-president of The Richmond Organization (TRO). Francis joined TRO in 1967 as executive vice-president. Before joining the firm, he served as deputy director of plans for the Office of Planning & Development, U.S. Department of Housing & Urban Development.

ARMOUR was previously director of TRO’s international division. Before he was assistant to Robert C. Weaver, U. S. secretary of Housing and Urban Development, Armour was a research economist at LaRocch, formerly with College Entertainment, which has joined the college division of Premier Talent Associates. He will work with Mike Martina, who heads the division.

### Jerry Armour has joined Sev City Records as national sales manager. Before joining Sev City, Armour was with London Records, Inc. and with Summer Records. Donald S. Condon, who has been appointed vice-president of marketing for Stereodyne, Inc., vice-president of TRO in June, has been appointed as consulting marketing executive.

ARMOUR previously was advertising and sales manager of a Minnesota-based firm.

### Donald Y. Hall, Ampex Stereo Tapes general manager, has been promoted to vice-president of Ampex, Inc., a leading consumer and educational products division, a new level of administration that the company says reflects an increased importance of the Ampex product line in the telecommunications industry.

The Ampex Group... Roger Fred has joined Mills Music as controller. Fred, a Certified Public Accountant, joins Sheep and Associated, previously was controller for General American Corp., and David T. Schonfeld, who has been in the publishing business for 23 years, has been named office manager for Mills Music. He has been a sales representative and has been associated with the firms of Dutton, William and Robert House.

### Mervyn Harmon joins Uni Records as Western regional promotion man. He previously held similar positions with Jubilee and Claron Distributors, and was named director of the CBS-EVR Division of the CBS/Comm. Group. Brockway joins the firm from Sterling Information Services, Ltd., which he recently served as general manager of the Manhattan Cable Television Division. Harmon previously had been vice-president of marketing for Sylvania Electro Products’ Commercial Electronics Division.

### Don Donavan has been appointed head of Active Electronics & Tape Cartridge Co., the electronics division of Action Electronics, Inc. Donavan is in-charge of a number of wholesale distribution companies, which are involved in the production of printed circuit boards, including computers, TV sets, and other electronic products.

### RACKERS SEEK SELLING AIDS

HOLLYWOOD, Fla. — At a meeting during its convention in Feb., the Advertising Club passed a resolution calling on the advertising industry to make use of all the materials to NARM members (distributors and record merchants) to foster record sales through advertising.

The resolution text reads:

"Whereas, NARM members have been hampered in efforts to properly promote records and products by reason of adversities and limitations, including: widespread use of laws not being readily available from r e c o r d m a n u f a c t u r e r s;

... The resolution was adopted by voice vote.

### Radio Revenues in 67 Reach $825 Mil.

WASHINGTON — Radio broadcasting revenues totaled approximately $825 million during 1967, according to the latest annual report of the Federal Communications Commission. The report stated that pre-tax profits of radio stations were at an all-time high of $291 million. This represented an increase in revenues of 10 percent over fiscal 1966. The increase was due to an increase in advertising revenue of 14 percent, to $205 million, and to an increase in the number of stations to 7,779. The report also indicated that FM broadcast revenues continued to increase rapidly, reaching $119 million in 1967.

The total number of radio stations increased to 11,499 during 1967, compared with 11,592 in 1966. The number of AM stations continued to decrease, while the number of FM stations increased from 1,758 in 1966 to 2,542 in 1967. AM stations accounted for 78 percent of total revenue, while FM stations accounted for 22 percent. The report indicated that FM radio is still in its early stages, and its revenues continue to rise at a rapid pace. This year, FM radio revenues are expected to increase by 50 percent, reaching $180 million, while AM radio revenues are expected to increase by 10 percent, reaching $645 million.

### March 30, 1968, Billboard

WASHINGTON — Radio broadcasting revenues totaled approximately $825 million during 1967, according to the latest annual report of the Federal Communications Commission. The report stated that pre-tax profits of radio stations were at an all-time high of $280 million. This represented an increase in revenues of 10 percent over fiscal 1966. The increase was due to an increase in advertising revenue of 14 percent, to $205 million, and to an increase in the number of stations to 7,779. The report also indicated that FM broadcast revenues continued to increase rapidly, reaching $119 million in 1967.

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Stations are playing this album like it was a bunch of singles.

Which is why it's selling so well. Whatever else is happening these days, the brand of music in Percy Faith's *For Those in Love* album is happening too. Because it's for those in love or who would like to be. They're ballads — the current big ones and the beautiful ones. (Incidentally, one of them's also big as a Percy Faith single — "For Those in Love," 4-4443.)

So as long as there are boys and there are girls, you won't have any problem selling Percy Faith.

"The Look of Love"
"I Say a Little Prayer"
"Sunny"
"Brand New Morning"
"Waitin' ('Round the Bend)"
"Don't Sleep in the Subway"

"Never My Love"
"It Must Be Him"
"Goin' Out of My Head"
"Live for Life"
"For Those in Love"

There's more of the great Percy Faith appeal in these albums: "Born Free" CL 200/CS 800 and "Today's Themes for Young Lovers" CL 201/CS 801

On Columbia Records®
Source Marking Issues Draw Pot-Shots, Praise

HOLLYWOOD, Fla. — The recording industry’s need for source marking was again championed by Irwin Steinberg, executive vice-president and general counsel of EMI Tele-Communications, Inc., at the NARM Tape Cartridge Workshop.

Ann Heilicher (Heilicher Brothers) said his firm has been ticketing merchandise for a number of years and has utilized some of the most sophisticated systems in reading the tickets when they arrive at their warehouse for re-election. Heilicher agreed that there are many advantages to ticketing, but he insisted that ticketing is the fact that one is also being assumed by the manufacturer. Marking at the source means the manufacturer tickets the product.

Sach Rubinstein, now with Greenstreet Elec- tronics but formerly with Memorex, said in his distribution days, he too preferred controlling the ticketing of product, and would not have wanted to be involved in this for him.

Accurate Guide

Morry Goldstein (World Record Distributors) stressed the importance of an accurate inventory guide. "I just want to know what was sold," he said, "and this is a way for me to move products faster." Others echoed these sentiments in a brisk debate on the subject. All seemed agreed that a vital point of disagreement was whether the manufacturer or the wholesaler should handle that function.

Steinberg, who first proclaimed the industry’s need for source marking in his keynote address during the 1966 convention, pointed to numerous other problems that have been alleviated by them. Steinberg said source marking is working to the advantage of all in the soft goods field, and that it will do the same for the recording industry.

As an example of members of an industry banding together for their mutual benefit, Steinberg mentioned the railroads who are using an industry-sponsored system in locating freight cars. Danny Heilicher brought laughs with his retort: "Yes, but they’re all out in the sun!"

RCA Victor Record division vice-president Irwin Tarr said pre-ticketing would be difficult at the manufacturers’ level since the sales prices vary from one outlet to another. Irving Green, Mercury’s president, said this can be solved simply by following the manufacturers’ suggested list price.

Seeks Explicit

Steinberg told the group that this wasn’t the time to get deeper into the source marking issue, but instead be ready to push EMI into the ED field to show its members how the record and tape industries can use source marking.

As several staunch advocates of source mark- ing were unable to expand upon their tickets, several explanations came to the fore during after-meeting discussions. Some felt that the manufacturers were not really understanding EDP and the blessings it holds for the industry. Others took an opposite point of view. They claimed that opponents understood the benefits of ticketing too well, so much so, that those who were against it opposed to the point that their source would provide a competitive advantage to wholesalers who have not as yet availed them- selves of the benefits of EDP.

Still other wholesalers saw the shadow as a threat to the marketability of their inventories, and restrictions imposed by distributors and sub-distributors. Once source marking becomes an actuality, it will be much harder to by-pass the wholesaler will be much greater.

CARtridge and Mergers Snare NARM’s Convention Spotlight

• Continued from page 1

ners and deals mounted. While no letters of intent are known to have been drafted here, the cor- porations were hammering with ru- mors, all of which were prompt- ly denied. Talk of business mar- riages and buy-outs embraced both the manufacturers wholesalers.

The intensity of these ru- mors is any indication, the indus- try can expect more discussion about this, and their distributor-merchants.

If none of the deals talked about materialized, the present wave of mergers talk shows a marked change in industry leaders in building blocks.

Much of this can be attrib- uted to a series of mergers and acquisitions which precluded the convention. These include the acquisition of five record labels by Transcontinental Investing Corp., which bought Mercury and Rediffio Deeds deal the Warner Bros.-Seven Arts purchase of Atlantic Records. In a previ- ous week’s announcement that Public Broadcasting Systems, Inc., would buy Heilicher Brothers, of Minnea- polis. This string of combina- tions shows that, even if deal- s earlier moves into the ranks of record merchants, has many wholesalers thinking there are more similar deals in the offing.

In addition to providing a bigger business flavor to the con- vention, it added a feeling that NARM has become an associ- ation of mature businessmen. Gene were the fireworks of past NARM conventions had fallen, discounts, and wranglings be- tween manufacturer and distrib- utor. The atmosphere has changed.

Last week’s convention was the business in Attorney General’s office, and the $3.9 million fine that was levied on the tape industry, including the Landmark, was reaching the courts.

Last week’s convention helped to show that the NARM industry has that same ability to react swiftly into the tape field. The speed with which NARM was achieving such a change can be found in the fact that two years ago at its Miami convention NARM didn’t have tape on its agenda. In an 11th hour decision, it added an impromptu tape session to the 1968 program.

Goldblatt reminded members that NARM will be devoting its midterm meetings to the tape cartridge industry.

HONOR TARR & GALLAGHER

HOLLYWOOD, Fla. — RCA Victor’s Irwin Tarr and MCA’s Bill Gallagher were named today as Chairman of the newly established NARM Presidential Advisory Council at the annual luncheon held during the association’s ban- quet. Each year, NARM’s out- going president will be the exec- utive and one who has in his estimation made an outstanding contribution to the industry.

Irwin Tarr, NARM’s president during his 10th anniversary, Jaffe, is- cited on two executives, whose contributions spanned the decade.

20% of Business Flops Is Laid to Pilferage

HOLLYWOOD, Fla. — A recent survey of 50 NARM member retailers found of considerable value was Charles P. Rudni- tsky’s Thursday (1/31) session on plant security, titled “How to Defend Your Recording Industry.” Rudnickity, a licensed investigator and lecturer and president of the Adept Detective Bureau, Inc., of New York. In an in- terview of the question and answer tech- nique, logical and moral ethical issues entailed in controlling pil- ferage were discussed. Such measures are needed for various types of products and situations.

Rudnickity pointed out that the extent of business failures due to pilferage was running 20 per cent. “In view of the profit squeeze you cannot afford pilferage,” he said. He quoted interesting statistics, for instance: to prevent pilferage losses amounting to $50,000 a company would have to sell $1 million worth of merchan- dize.

NARM member were advised on methods of checking pilferage. In addition to achieving internal security, use a system of dual control systems, the advisability of get- ting a blanket fidelity bond, and many other matters. Rud- nickity also provided a booklet, which was presented to members of the NARM meeting. Guide to Internal Security Systems for Indus- try, which was also covered in a session of adequate protection proc- edures an systems.

Rudnickity said, “to stop all theft from a company is impossible, however, to institute proper security procedures so that in the conversion of a company’s prod- ucts and property are kept at a minimum level.”

Rudnickity’s professional ad- vice was available to registrants during the entire conven- tion.

NARM Awards Grants to 6; Fails to Pledge for New Year

HOLLYWOOD, Fla. — At the conclusion of the American Scholarship Awards luncheon, six scholarships were presented, including one of $500 in scholarships established last year. In addition, 25 scholarships were pledged for next year.

Some 54 applications were received for the American Scholarship Awards, six scholarships, said Dean Will Owens of the University of Pennsylvania, who is the per- sonal advisor to the NARM scholarship program. Of the 54 applications, 47 were given serious consideration, Dean Owen explained. Before the applications were given to the NARM committee, he said, “I narrowed the field to 210 high school students who were judged to have achieved an average of the grade level, and who have minimum college board scores of 1,150.

Dean Owen continued, “represent the upper half per cent at the class and the nation.”

The winners of this year’s contribution were, Glen Maiz, son of an RCA record division employee (RCA Memorial Scholarship), Leonard Luszkaker, son of an employee of Car Tape (Harry Schwartz Memorial Scholar- ship), Harvey Novack, son of a RCA employee, (Friedman Memorial) and Mary Anne Morris, daughter of a Columbia employee (NARM Memorial).

The winners of this year’s contribution, $9,975, will be given in the names of the winners.

The $9,975 will be given in the names of the winners.

Radio Awards

$825 Mil. in ’67

• Continued from page 4

$12.9 million, an in- crease of 43 per cent. Although FM independent stations reported advertise- ments of $12 per cent higher than 1965—$19.4 million—their loans were the same—$3.3 mil- lion.

The 10 metropolitan areas with the largest broadcast rev- enues were New York, Los An- geles, Chicago, San Francisco, Washington, D.C., and Cleveland. The 214 stations in these cities represented only 5 per cent of all stations, but ac- counted for 25 per cent of all station revenues, 18 per cent of national spot sales and 19 per cent of local sales.

The 132 stations that reported for stations in one-station towns were $88,190; for stations in two-station cities the average was $112,670. per station.

Monet, also, discusses in detail the new developments in FM, with 50 per cent ruling on FM-A solidifying in markets over 100,000 and FM is moving to ver- tical polarization, along with countless other topics.

Budget Sound Sets A Children’s Label

LOS ANGELES — Budget Sound, Inc. has launched a children’s label, “Spotlight,” with an initial release of 12 children’s albums. The Peter Rab- bit records are the latest additions to the Spot- light line and the label is chairman of the NARM Scholarship Foundation. At next year’s annual conven- tion, four new scholarships will be awarded. Irwin Tarr, past presi- dent of Mercury Record Corp, de- voted to Mercury Record Corp,
A smash follow-up to "Bottle Of Wine"!

The Fireballs
"GOIN' AWAY"

Atco #6569
Produced by Norman Petty

From their best selling album

NEW PROCESS

CSG STEREO
COMPATIBLE

This new Fireball's single is a CSG STEREO recording. It plays perfectly on either a stereo or a mono system and the quality is excellent on both.

Available on Ampex Open Reel Tape (ATX 239) and Ampex 8 Track Cartridge (ATX 8239)
RCA's Racusin Spells Out Trade's Problems, Potential

Continued from page 1

were afflicted with a pall of uncertainty in the face of today's changing scene—in the face of mergers, acquisitions, vacations, and the like. The paid tribute to the role of the independent manufacturer, stating that they are not turned heads for the scrap heap. As a result, they are making an effort to come to the changing environment of the record business. "All in this industry," he said, "have a stake in their survival."

The following decade, Racusin said, will see an unparalleled growth in retail opportunities, with singles and albums reaching an annual volume of perhaps $3 billion. He foresaw a giant, strategically located depot, with orders being electronically transmitted and deliveries made in a matter of hours rather than days.

Racusin noted the growth of population and the change in musical tastes. During the coming decade, RCA will have to nurture the new music, which is bridging the gap to the moribund readymade forms, he said. He warned of the need for more "insiders" and "cautious manufacturers in using applicability of creative ideas in re-inventing the music scene." He also noted that the trend toward groups, on top of other costs, has aggravated the profit squeeze in the music industry.

As a result many independent labels become subsidiaries of larger companies, Racusin said, by adding: "But if the new management results are not strictly creative, then this... and... and... and... will be the case. RCA has not changed, but independent has provided the salt and pepper for the total product mix."

Commenting on mergers, acquisitions and conglomerates, Racusin observed: "The point... is that the new distribution system will make it easier for the small label to prove themselves. This they will do... but all of them will be... but all of them will be... and the independent will have new economic power."

In predicting the survival of the independent label, Racusin said: "Records are not commodities in the traditional sense. They are not reduced to a simple formula and neither can their distribution be reduced to a simple formula. The industry through the future health of this industry depends upon the ability to be made safe for diversity.

Diversity today runs rampant in the area of recorded music, which may be the major growth factor of the next decade, Racusin said. The fastest growth segment today, he said, is opening new markets for the sale of recorded music. Racusin added that he is working on new ideas for the development of this area, especially in the implementation of distribution on time. The result will be a benefit for the company who are competing with legitimate competition. As the children of these people are not only bypassing the manufacturer but also the radio station, the composer, the performer and the musicians who own the rights to the music, making that a matter of top priority. We as a manufacturer have to be able to have a goal and action in a number of cases."

Racusin noted the failure of the copyright office to provide protection and said that "the present state of unfair competition have been successful. He said that he has been "waiting for the copyright act and observed that every NARM member has a goal and has moved it action in a number of cases."

Racusin spoke of what he considered as end results: "No one can object to the sale, promotion and use of such equipment for home voice recording or the playback of music. But consider what has been happen... in the recording. RCA and other record label have offered such a device as part of the total package. Their advertising has made the purpose of this particular marketing scheme clear and adult... and because consumer can do this less expensively than you and we... and Mr. consumer can do this less expensive... and... and... and... with some exceptions, those in our industry who have been successful, the cassette concept is the same purpose. Those whose aims are the sale and/or the licensing of entertainment created by others."

Those of us on the other hand, with large investments in artistic products, artists, recording technicians, promoters, etc., it may understandably wish to examine this gift horse more closely to make sure that the view of the success we... in America have already enjoyed with the cassette is not the same here.

Racusin said that if these concerns are warranted, "The every existence of the music industry... will have been added, however, that the problem is only a small one on the cassettes... will be the considered attention to... NARM and record manufacturers."

He concluded: "I know that these concerns are not the only ones placed in the court. I would like to see the situation... and... and... and... and... the situation for the future. I think you have always been shown a will... agriculturally and... and... and... and... I would hope... that you will attack these with the... and... and... and... all... and..."

Great Debate: Is Uniformity Boon or Blow to Industry?

HOLLYWOOD, Fla.—Is standardization good for the record industry? Are the new labels and the old labels the same as in the past? These were among the questions presented to the audience at the National Association of Record Merchandisers here last week during the NARM Convention.

Other officers include: Amon Shepard (Hitlin Brothers) first vice-president; Don Ayers (H. R. Basford Co.), second vice-president (District Records), treasurer; Jack Grossman (Mercury Enterprises), secretary; and W. J. (Jack) Davis (National Tape Distributors), archivist.

The new NARM board of directors includes the above officers and newly elected board member, J. A. (Jack) Davis (National Tape Distributors), as such. He was elected to the board by the membership following the previous administration of Stan Jaffe (Consolidated Distributors), retiring president Charlie Schlang (Merchants Wholesale, Inc.), and I. (Joe) Schlang (Beacon Record Distributors).

18 Labels Share 24 Awards In Best Selling Categories

HOLLYWOOD, Fla.—There were 18 labels represented in the 24 best selling categories chosen by NARM's regular members for the 300 Catalog. In full, WNEW, Columbia's Bob Dylan ranked No. 1 in comedy, in jazz, Andy Williams won the Steve Orlofsky (Beacon Record Distributors) award for his first NARM morning session, dominated the business meeting.

Spiral Distributors

EAST HARTFORD, Conn.—While Spiral Distributors has been named Connecticut distributor for Spiral Records.

HOLLYWOOD, Fla.—Jack Geldhart (L. F. Record Supply) was presented two of the National Association of Record Merchandisers here last week during the NARM Convention.

Other officers include: Amos Ackerman (Hitlin Brothers) first vice-president; Don Ayers (H. R. Basford Co.), second vice-president (District Records), treasurer; Jack Grossman (Mercury Enterprises), secretary; and W. J. (Jack) Davis (National Tape Distributors), archivist.

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Drive for Jazz

Byrd, Houston Person, Barry Harris, and the masters. He also presented a Prestige Legacy Series which will be released as part of the cataloging as well as many 78-rpm catalogers.

In addition, Schlitten sends the jazz message through his regular WBL-FM New York, called "The Scope of Jazz."
THE FABULOUS NEW

FAMILY OF MUSIC

SLY & THE FAMILY STONE

"DANCE TO THE MUSIC"
A STONE SMASH ALBUM

EPIC

Copyrighted material
Highlights at the NARM Convention

BILL GALLAGHER moderates president's panel.

COMPLETING THE PRESIDENT'S PANEL are Irving Green (Mercury) and D. H. Toller-Bond (London Records).

Left to right: Jules Malamud, NARM's executive director; President Stan Jaffe, Mrs. Jaffe, Lou Klayman and wife, Mr. and Mrs. James Schwartz, Jack Grossman and wife, and Dave Watson.

LOU KUSTAS receives NARM scholarship on behalf of John Niessen. Niessen is the son of an employee of Toy House in New York's Hudson Valley.

OTHER MEMBERS of the president's panel, left to right: Al Bennett (Liberty), Stan Gortikov (Capitol), Norman Racusin (RCA Victor).

JIM LEVITUS, of Car Tapes, accepts Harry Schwartz Memorial Award for Leonard Lagusker.

NARM SCHOLARSHIP COMMITTEE. Left to right: Mrs. Mickey Malamud, Mrs. Owen, Dean W. G. Owen, NARM scholarship advisor; Mrs. Goldbart, Jack Goldbart, Mrs. Billinis, John Billinis, chairman of the committee; Mrs. Steinberg, and Irwin Steinberg, executive vice-president of Mercury Records and sponsor of the luncheon.

ALSO ON THE PRESIDENT'S PANEL, left to right: Clive Davis (Columbia), Larry Newton (ABC), with Cy Leslie and Mort Nassiir.

CECIL STEEN, representing Harvey Novak, winner of the Jake Friedman Memorial Scholarship, John Billinis presents the award.

BILL GOETZ, president of Columbia, accepts the Grossman-Rossman Scholarship Award for Mary Ann Morris.

President's Panel. Left to right: Cy Leslie (Pickwick), Mort Nasarir (MGM), Jerry Moss (A&M).

10 MARCH 30, 1968, BILLBOARD
Johnny Rivers

Look To Your Soul

#66266

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Other Highlights at NARM Convention

AMOS HEILICHER, convention chairman, opens proceedings.

STAN JAFFEE welcomes largest gathering to ever assemble at NARM.

HARVEY GLASCOCK speaks in Bill Gavin's radio programming panel.

STAN GORTIKOV AND BUCK OWENS as latter receives award for his "greatest hits" album.

ATTORNEY JOHN Sexton, associate of NARM counsel Earl Kintner, at federal taxation and estate planning workshop.

TAPE CARTRIDGE WORKSHOP, left to right: Ken Beauchamp, Sach Rubinstein, Herb Hershtfield and Russ Solomon.

STANLEY FOSTER REED talks on mergers and acquisitions.


SECURITY WORKSHOP, left to right: Chuck Murray and Charles Rudnitsky.

MARCH 30, 1968, BILLBOARD
YESTERDAY'S COUNTRY HITS

(NASHVILLE — The expansion of one of the most celebrated recording companies in the world, RCA Victor, has continued to grow. As a result, the company has released a new album titled "The Early Years." This album features some of the most iconic songs from the 1950s, including hits from artists such as Elvis Presley, Johnny Cash, and Ray Charles.

The album has been highly anticipated by fans of country music and is expected to be a huge success. RCA Victor has been at the forefront of the music industry for decades, and this album is a testament to their continued success.

Flatt & Scruggs

PARTIED AFTER JAPAN TOUR

(NASHVILLE — Lester Flatt and Earl Scruggs, two of the most influential musicians in country music, have returned home after their successful tour in Japan. The tour, which took place in September and October, was a great success and was a huge hit with fans.

Flatt & Scruggs are known for their unique style of bluegrass music and their ability to capture the essence of American folk music. They have been performing together for over 60 years and have won numerous awards for their work.

Country Spawns Tycoon-Artists

THE MONFORT MISSION, a group of priest-to-be from St. Louis, stand y one of the 500 billboards across the country donated by non- neros groups for the Reprise labels. The pop folk group will appear on 500 billboards in the New York area as part of a promo- tie-in with department stores.
NEW YORK — The Irish Rovers, Decca recording artists, have surprised the usually reaction-hungry critics with a punchy piece of Irish folklore. "The Unicorn," written by

ANIMALS REVIEW
Burden and Animals

In Powerful Display

NEW YORK — Eric Burdon and the Animals, one of the few rock groups, were in fine form at the Anderson Theater on March 16 with a varied program, ranging from their old hit "House of the Rising Sun," with lyric revisions, to "Sky Pilot," a powerful closing number.

The MGM Records group employed a variety of light show effects, including light staging. The sound was well-balanced, with each number. In "Sky Pilot," for example, photos of World War II scenes, including shots of Adolf Hitler, were used. Then, during a climactic dance sequence, walls of incense-laden smoke were wafted from stage to ceiling, then filtered through a song, dealing with clerical blessing of animals. The group's interest in World War II, but the topicality of the message was clear. Burdon, getting along with the group, was at his strongest here. He also coordinated his movements with such light shows as device effects. The group's recent hits, the steady "San Francisco Days" and the driving "Monterey," were included in the well-organized program. Burdon was especially strong in the latter. "Stay Away From Me" was a good blues number.

A top number was the Rolling Stoners' "Paint It Black," in a very blue version with its strong bluesy and classical influences and using strobe and other lighting effects.

The evening opened with a promising English group, the

Gail Martin Blossoms
A Warm and Natural Singer

NEW YORK — Gail Martin has shrugged off her alias as Dean Martin's daughter and flower child to bolster her career in Persian Room of the Plaza Hotel. In her New York appearance Monday, a modest, natural approach drew praise. She was Economy in her loopy, appealing tunes and an unassuming warm-up.

As a singer, a Reprise recording artist, she is a young lady. She recorded a Reprise recording artist, drilled gently through her numbers, some spice, a lively flavor, a pop medley and bouquets of shampoo that moved moodyly with their own intimate change of pace. "You Give Me Love," "True Love Way," "Sweet Happy Life" and "Let Me Love You" were honest and warm over to the point of familiarity, "Second Hand Rose" and "Sing for Your Supper" tapped Martin's range of simple and swing, her medley of pop tunes

Managers Music Publishing

Requires a minimum of 1 year experience in music publishing company. Must be skilled in directing the acquisition of music copyrights and their exploitation. A demonstration of a working knowledge of foreign copyrights is also required. This is a ground-floor opportunity with a major industrial conglomerate.

GREAT ALBUM MATERIAL

"ALL FOR YOU" currently in Ray Charles LP "LISTEN"

WEBSTER LEE PUB. (ASCAP) 4239 4th Ave. N.W. Phoenix, Arizona 85013
Harry Fox-Agents

Talent

Campbell Shows
He's a Winner

NEW YORK — Glen Campbell, Capitol Records artist, released an excellent album, "Stay Away From Me," and six-string electric guitar for a string, delighted a capacity audience Wednesday (20) at his opening at the Nylon Room. The country music nightclub scored a coup in obtaining the Grammy Award-winning group, New York music nightclub performer Campbell, with one of the most highly acclaimed professional shows to grace the room's stage, led off with a folk song, "How Many Roads Must a Man Walk Down," on his 12-string, then switched to electric guitar for the rest of the show. The hit that launched him to fame, "Gentle On My Mind," came next, then he shifted to Simon & Garfunkel's "Homeless." His show had exceptional pacing and superlative production for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk folk, and for a folk fol

Jam Sessions Steal Play in Goodman-Classical Concert

NEW YORK — Benny Goodman's long-awaited quintet and octet played a classical concert in the Concert Hall of the Philharmonic Hall Sunday (17), but it was jazz that ignited the audience's enthusiasm.

Increased from the program was a number of their most famous Faccio's "St. Mi chiu Danzi" from "La Boheme" and "Un Ballo in Maschera," with a great vitality in the third movement.

Mits Albano interpreted two interpretations of her most famous Faccio's "St. Mi chiu Danzi" from "La Boheme" and "Un Ballo in Maschera," with a great vitality in the third movement.

FRED KIRBY

Signings

C. G. Rose, song de signer, will sign with Mercury Records. His first trip was for Bob Feldman (Fireplace Productions). C. G. Rose, song de signer, will sign with Mercury Records. His first trip was for Bob Feldman (Fireplace Productions).

C. G. Rose, song de signer, will sign with Mercury Records. His first trip was for Bob Feldman (Fireplace Productions). C. G. Rose, song de signer, will sign with Mercury Records. His first trip was for Bob Feldman (Fireplace Productions). C. G. Rose, song de signer, will sign with Mercury Records. His first trip was for Bob Feldman (Fireplace Productions).
NANCY
“100 YEARS”
#0670

DEAN
“YOU’VE STILL GOT A PLACE IN MY HEART”
#0672

MAKEBA
“WHAT IS LOVE”
#0671
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PHOTO FINISH

Talent

Bard Meets R&B in 'Soul', Coast Musical

NEW YORK - "Photo Finish," currently playing Upstairs at the Downstairs, is a topical satirical review with some telling humorous sketches and a quartet of engaging young performers. "Candid Candies" is an example of an overworked theme—candies for the presidency—which came off well. The Allan Foster Friedman sketch was performed by the company: Warren Burton, Jerry Clark, Juana Landis, Steve Nelson, Lily Torn and Victoria Wynandy.

The best musical number was the William Dyer-Don Parks, "I Thought I Was All Alone," a Marian Mercer take-off ably formed by Miss Windham. Miss Torn was hilarious in her own "Beautiful People," a beauty-hint monologue. Miss Torn joined Clark in a funny "It Seemed We Stood and Talked." The Drey Shappard sketch is an imaginary Mike Nicholas-Ellaine May phone conversation. The two performed with Bar-ton in another amusing Shappard sketch, "The Family Affair," Miss Landis and Miss Torn teamed in yet another fine Shappard sketch, "The Motherland," a White House meeting. Miss Landis and Clark were brilliant in a musical Kama Sutra take-off, the David Fiskie-Bill Woonen "I Don't Feel Anything." FRED KIRBY

DUKE—PEACOCK * HOT * AGAIN
THANKS! THANKS! THANKS!
FOR MAKING "WOMAN WITH THE BLUES"
(DUKE #427) THE LAMP SISTERS
A TWO WAY "HIT"
R&B and POP

"COMPETITION AIN'T NOTHING"
CARL CARLTON—BACKBEAT #588

BILLBOARD says: "WILL REACH SPOTLIGHT"
MOVING! Detroit, Houston, Chicago

"GOT TO GET MYSELF TOGETHER"
BUDDY ACE—DUKE #428

BILLBOARD says: "WILL REACH TOP 20"
BEST SELLING R&B SINGLE CHARTS: Chicago, Detroit, Miami, Cleveland

"PIECE OF GOLD"
BOBBY BLAND—DUKE #433

BILLBOARD says: "WILL REACH TOP 20"
BEST SELLING SINGLES: Los Angeles, Atlanta, Winston-Salem, Dallas, San Francisco, Boston

SHINDIG! for ABC-TV, conceived the production primarily to appeal to young people who "remember when they were voters and kicked in the Republican Party." Jerry Lee Lewis performs the role of Iago in a comic Los- sian accent. His piano playing and blues shoutings are first rate, however, and Lewis' presence in a musical adds impact to the score by Ray Peckham and Paul Arnold. There are 20 songs which come alive behind the Carlini-Minnelli orchestrations, and the orchestra is on stage amid the TV-screen designed building.

While there are strong strains of r&b, there are arrangements right out of the backcountry woods and Lewis' bo- ogie woogie piano playing is a refreshing contrast to the hard-driving sounds of the band. The Blooming, Lewis, are recording studio singers and the Frank Walker Singers are ill-used and poorly projected.

The sound at the Ahmanson is excellent since all the principals work into microphones, stationary and portable. Julianne Moir offers a gentle interpretation of Shakespeare and she has a sweet voice when singing "Willow," but her best efforts. Lewis' top vocal performance are on "Good Name," which has a country flavor (with backing by a fiddle player and snare drummer) and "Give Me Some Action Now" done with the entire ensemble. The most soulful singing is offered by a sexy Gloria Jones (playing Blanche) who struts and walla on "King Stephen," and "A Likely Piece Of Work."

William Marshall, in the role of Othello, offers the most serious acting job, but his deep voice isn't too appealing when he has to sing the bars and ballads.

Aside from the incongruity of a big-beat score amid the framework of Shakespeare, the play is a weak musical because the songs fail to stand on their own.

ELIOT TIEGEL

Campus Dates

Continued from page 26

The United States of America, Columbia artists, play the Swarth- more Rock & Folk Festival Monday (1). Jerry & the Satans, Roping artists appear on Saturday (6).

Town's Jake Holmes appears at the University of Rhode Island Monday (23) through Wednesday (27): Rhode Island College, Thurs- day (29) through Saturday (30); and Rensselaer University, Friday (5). RCA's Aretha Franklin gives a Queen (N. Y.) College concert Saturday (6). Verney's Don Scallea Trio plays Southern City College April 23.

College's Mike Davis and Atlantic's Carmen McRae appear at the University of California at Berkeley April 19. Performing at the University of California the following night will be Theand- rous Monk, Columbia's Benny Zane, Blue Note's Hank Han- cock, Solid State's Joe Williams, Thad-Joe's Mel Lewis Orchestra, and A&M's Wes Montgomery.

The Sensational Singers of United Artists Records perform at the University of Vermont April 9.

MARCH 30, 1968, BILLBOARD
MELODY WRITERS!
YOU CAN WIN $1000
PLUS 10% ROYALTY
For this brand new hit...

"ALWAYS, ALWAYS YOU"
I don't want the world and its riches
I don't want the stars of the blue
My greatest allure is our love to endure, with
Always, Always You

if I had the lamp of Aladdin
I'd make all my wishes come true
I'd shine it each day and hold it and say, it's
Always, Always You

I don't want a mansion or penthouse
Just a love nest cozy for two
Then I'll never complain, let it snow or rain
For I need only you

So give me the love a goddess dreams of
Through summer and long winters too
Then I'll be serene with my heavenly dream,
of
Always, Always You.

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THE AMERICAN BREED, Acta Records group, celebrates an RIAA
 certify for a million sales of "Brand Me, Shape Me." In the back
row, left to right, Kenny Myers, Acta topper; Chuck Colbert Jr.; Dunwich
producer Bill Trent, and Al Ciner. In front row, left to right, Lee
Graziano and Gary Leizlo.

Letterman's Single Sparks Offers for Nighty Dates

LOS ANGELES — The Let
termen are piling up lots of
ightclub offers. Their hit sin
gle has generated interest in
this field despite a heavy schedule of
college concerts.

The soft sound of the trio's
 arrangement blending portions of
"Going Out of My Head" with
"Can't Take My Eyes Off You" on
Capitol is credited by their
manager Jess Rand, with land
ning them bookings at the Cen
tury Plaza's Westside Room
(oct 13), and the Latin Casino in Philadelphia later in
the year.

The Century Plaza booking is significant in that it marks
the room's first use of a vocal
group. As a result of the rec
ord's top 40 acceptance, the

group is receiving top dollar plus 50 per cent of the covers
after the break even point at a
number of clubs. Among the ad
ditional bookings this year, are
the Fairmont in San Francisco,
K. Ballroom

The most interesting offer, ac

Rovers' Rainy Days Are Over

"Continued from page 26

once a barroom anthem, is now
a sound of national proportions,
winning for the Rovers appear
ances on the Smothers Brothers
show and the Mike Douglas
show.

On April 1, the Rovers be
gin a 13-week tour of Canada
and the U. S. with the "Sound
of Ireland," an Irish variety
show featuring a harpist, clan
dancers and an authentic Irish band.
The Rovers still remember
playing at a rainy seaside re
sort in Ireland and, as Will
Mallar of the Rovers tells it,
"Some of the crowd came in
to hear us, the rest came to get
out of the wet." Next month
when the "Sound of Ireland"
comes to the U. S., the danc
ers will have their show and a hit
record to keep them out of the
rain.

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

MARCH 30, 1968, BILLBOARD
A long time ago in Egypt
The Pharaoh had a million slaves.
He beat them to death in the desert sun
To build him a fancy grave.

What a terrible thing to do.
What a terrible thing to do.
But that's just history
and anyone can see:
IT COULD NEVER HAPPEN HERE!

Then close by the river Jordan
The gentlest of men was born.
They nailed Him to a cross on Calvary hill
With a crown of razor thorn.

What a terrible thing to do.
What a terrible thing to do.
But that's theology
and anyone can see:
IT COULD NEVER HAPPEN HERE!

Now how many men remember
The maddest murderer of all?
His victims cried out over six million strong
And the world never heard their call.

What a terrible thing to do.
What a terrible thing to do.
But that was Germany
and anyone can see:
IT COULD NEVER HAPPEN HERE!
IT COULD NEVER HAPPEN HERE!
We'd never let it happen here;
No!
IT COULD NEVER HAPPEN HERE!

Three tears for a mighty nation;
Too soon her glory turned to shame.
She spent all her dollars on bullets and bombs,
And pennies on misery and pain.

What a terrible thing to do.
What a terrible thing to do.
But that's insanity
and anyone can see:
IT COULD NEVER HAPPEN HERE!
IT COULD NEVER HAPPEN HERE!
We'd never let it happen here;
No!
IT COULD NEVER HAPPEN HERE!

We'd never let it happen here:
No!
IT COULD NEVER HAPPEN HERE!

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when master availability from regular recordings, the instruments were used in various sounds, such as Herb Alpert, Al Hirt, and the trumpet, which provided a backdrop for Stanley Spang and the Sandpipers. Miller formed his own company, Nashville Studio, which became a major force in the recording industry.

Frankfurt — Trade reports coinciding with the big Spring Fair just completed here indicate that the "beat wave" in musical instrument manufacturing and sales of woodwind, electro-acoustic and string instruments continues to grow. Rock and roll guitar sales are down.

Foreign manufacturers of musical instruments outnumber domestic firms exhibiting at the Fair this year, with American firms making up the largest group. There were 242 musical instrument exhibitors from 15 countries representing a total of 294 manufacturing music instrument firms. Of these, only 124 were German firms.

The United States accounted for the largest foreign delegation with 44 exhibitors.

The Fair's foreign exhibitors outnumbered the domestic industry by almost two to one, led by the West German musical instrument trade association, Berufsverband der Musikindustrie e.V. (BVM), to predict massive foreign competition on the German musical instrument market, particularly in the field of electro-acoustical instruments.

Pressures

The German music manufacturers association reported steadily increasing foreign competitive pressures on the German market. Foreign music instruments accounted for between 25 and 33 percent of all instruments sold on the German market last year.

German musical instrument manufacturers, however, managed to increase exports to the United States for 33 percent to 35 percent last year of total German musical instrument exports. For example, a full 80 percent of German string instrument exports go to the U.S., 30 percent of mouth organs and 25 percent of guitars.

The U.S. and Canada accounted for 37 percent of German exports of woodwinds, and German manufacturers expect to boost exports more this year when the Kennedy Round tariff cuts take effect July 1.

One dealer we know has had for years been sending sheet music mailings to teen combos, dance bands, private schools, churches, music centers, neighborhood and daily newspapers, teen fan magazines, music teachers, studio operators, bandmasters, orchestral music directors and hundreds of other prospects in his market.

Keener responded to the mailings: "My mail was junk mail like all the stuff I object to in my own mailbox," he explained.

So how is he reaching prospects?

"In my previous mail program," he said, "I was counting on the salespeople on the list to give me a plug now and then, it never happened.

"Now I'm sending a few ads in selected publications that reach my prospects in all categories of sheet music and other merchandise. I'm also sending out teasers to the trade in the form of news releases. Both types of publicity are getting results.

"And I'm no longer a junk mailer."
Decca presents

The Sound of Money

$27.50

Suggested Retail Price

Everyone's getting in on the act. Making your own music is where it's at these days. And here's how they all start out: The Decca Acoustic Guitar Starter Set. The Sound of Money for you. Where else could they get so much for so little?

Handsome steel string guitar • An extra set of steel strings • Instruction book • Guitar strap • 3 picks • Guitar cleaning cloth • Guitar carry bag.

It's a $31.65 value for $27.50—marked that way on the box so your customers can see their savings. You're getting Decca sound, Decca quality and the Decca name, the perfect answer for a budding guitar-playing generation that's growing up around you. Put a Decca Guitar Starter Set in their hands, man, it's your duty! Ring up your Decca rep. He's got a few sets around he'd be glad to show you. And in case they already have the guitar, he's also got a whole line of drums, bongos, amplifiers, tambourines and complete accessories. And guitars for advanced players, too. Every one will put the sound of money in your cash register.

Decca makes the music. You make the money.

For additional information write Dept. JK-19—Decca Dist. Corp., 445 Park Avenue, New York City.
The NARAS Tree
of Grammy winners continues to flourish
... and its ten distinguished years of
growth and glory will be chronicled in a
special "NARAS ANNIVERSARY SALUTE"

EXCLUSIVELY IN BILLBOARD - APRIL 27
Radio-TV programming

**FM'ers Busting Out With Progressive Rock Airplay**

**By CLAUDE HALL**

WYX in Cleveland now has a Sunday night show called "NEMO's Nook" hosted by Doc Nemo. WHOH/WMOH in Hamilton, Ohio, plays progressive rock nightly mixed with Top 100 sounds and also has two special four-hour shows Thursday and Sunday called "The Whistle Stop." Out in Kansas City, WHCQ-FM, a 30,000-watt monopole operation that has plans to go stereo, programs underground 11:00 daily and 10 p.m. to 1 a.m. on alternate nights. And, apparently, he's been very successful in the past.

(Continued on page 38)

**Radio Programming Forum Is Set by BB**

- Continued from page 1

**Separate Play By MacDonald**

SAGINAW, Calif. — The MacDonald Broadcasting Co. bowed country music March 18 on WSAM-FM. A two-month survey by the company in the Saginaw-Bay City area indicated a strong interest in country music.

According to Kenneth MacDonald, president, WSAM-FM first went in the air in 1947, and the company programs WSAM and WSAM-FM were bought by MacDonald in 1962. WSAM is a top 40 operation.

**Other related subjects.** Billboard can bring together Madison Avenue decision-makers, the radio field and the record industry. The Forum will cover the nuances of radio programming, it relates to image and impact.

In sponsoring the Forum at the West Coast Broadcasters Association, Billboard plans to fulfill a need that has long been felt in the industry. Initial response has been enthusiastic.

Broadcasters attending will receive a certificate upon completion of the three-day slate of sessions.

This will be the type of Forum that will enable broadcasters to afford to miss. Although subjects will revolve around music programming, there will be special emphasis on matters of interest to program directors and air personalities.

**Pioneers to Cite Bedside Network**

CHICAGO — The Broadcast Pioneers will present a special seven-hour radio network of the Veterans Hospital Radio-TV Guild during the annual banquet of the convention of the National Association of Broadcasters Sunday-Wednesday (31-3). The award, signed by Pioneer president Glenn Marshall Jr., will honor 20 years of the network in helping hospitalized veterans. The Network will hold a fund-raising ball at the New York Hilton May 3, New York, with Allen Ludden and Butterly White as co-chairmen.

**WGMS Won't Go DRAKE WAY**

NEW YORK — Rumors that WGMS, Washington, would switch to the Drake Way were denied here last week by Ross Taff, vice-president of radio for WGMS. President Bill Drake is programming consultant to a general chain, his stations include WKRO, Boston; KHI, Los Angeles; and KFRC, San Francisco.
YesterYear's Hits

Change-of-place programming from your library's shelves, featuring the disks that were the hottest in the band 5 years ago or 10 years ago this week. Here's how it's done at Record Branch of that time.

POD SINGLES—5 Years Ago, March 30, 1963
1. Prop's Story (Chalmers & Lillian)
2. The Last of the Breed (Bee Gees)
3. Call Me (Captain 13)
4. It's Only a Game (Rocky)
5. The Shadow of Your Smile (Dionne Warwick)
6. I Can Help You (Tony Orlando & Dawn)
7. The Wanderer (Fathers of the Bride)
8. Wrap It Up (The Very Best)
9. Love in the Outfield (Roy Orbison)
10. Blue Suede Shoes (Elvis Presley)

POD SINGLES—10 Years Ago, March 30, 1958
1. That's the Way It Is (Elvis Presley)
2. Locomotion (Champs)
3. Sweet Little Sixteen (Chuck Berry)
4. A Wonderful Time (Tom Tom Club)
5. That's How You Can Make a Man Cry (The Four Seasons)
6. Baby It's Cold Outside (Perry Como)
7. Unchained Melody (The Righteous Brothers)
8. Stop! In the Name of Love (The Miracles)
9. The Lonesome Cowboy (Sonny & Cher)
10. The Twist (Chubby Checker)

R&B SINGLES—5 Years Ago, March 30, 1963
1. Out of the Blue (The Four Tops)
2. The Last of the Breed (Bee Gees)
3. The Shadow of Your Smile (Dionne Warwick)
4. I Can Help You (Tony Orlando & Dawn)
5. The Wanderer (Fathers of the Bride)
6. Wrap It Up (The Very Best)
7. Love in the Outfield (Roy Orbison)
8. Blue Suede Shoes (Elvis Presley)
9. That's the Way It Is (Elvis Presley)
10. The Lonesome Cowboy (Sonny & Cher)

R&B SINGLES—10 Years Ago, March 30, 1958
1. That's the Way It Is (Elvis Presley)
2. Locomotion (Champs)
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4. A Wonderful Time (Tom Tom Club)
5. That's How You Can Make a Man Cry (The Four Seasons)
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7. Unchained Melody (The Righteous Brothers)
8. Stop! In the Name of Love (The Miracles)
9. The Lonesome Cowboy (Sonny & Cher)
10. The Twist (Chubby Checker)
Things are happening . . . it's time to take stock

There ARE new dimensions on the radio programming horizon . . . new forms, new appeals . . . all resulting in NEW RATINGS. The field churns with ideas . . . is in a ferment of change.

The Radio Programming Forum was conceived by BILLBOARD to give all concerned with programming . . . station and general managers, program directors, music directors, disk jockeys, a&r men, record promoters . . . a chance to sit down and compare experience, opinions and ideas.

Mark the dates on your calendar . . . June 7-8-9, Friday, Saturday and Sunday. (Sessions begin at 2:00 p.m. on Friday and end at 2:00 p.m. on Sunday.) The discussions will be concentrated. But they will be far-ranging and meaningful to all organizations and individuals concerned with programming. If you have problems, this will be your chance to get them solved.

Special plans are being made to enable registrants to get together within the structure of the Forum for frank and intimate discussions of mutual problems and opportunities. The Forum is under professional direction and is the first conference realistically directed to such a broad spectrum of radio programming.

It will be an historic occasion. DON'T MISS IT!
SEND IN YOUR REGISTRATION NOW.
USE THE COUPON BELOW.

Please register me for the BILLBOARD RADIO PROGRAMMING FORUM, June 7-8-9, New York Hilton, New York City. (If you wish to register others besides yourself from your organization, please send the names and payments on your letterhead.)

NAME: __________________________________________
TITLE: __________________________________________
COMPANY: ______________________________________
ADDRESS: _______________________________________
CITY, STATE, ZIP: ___________________________________

☐ Check enclosed (Registration Fee $100. After June 1, $125). Send registration and check to RADIO PROGRAMMING FORUM, 9th Floor, 300 Madison Avenue, New York City, 10017, New York.
Radio-TV programming

**FM'ers Bust Out With Prog. Rock**

**Continued from page 33**

said, is No. 4 in the over-all market at night.

**WRBU-FM Expands**

WRBU-FM, the 20,000-watt stereo operation at Brown University, expanded its progressive rock programming to 3:36 p.m. six days a week in February and work it so that the stations may even go further toward progressive rock. Donald B. Soper, program director of WRBU-FM, recently stated, "We feel that this is where we're going now, especially in the FM field of broadcasting."

Jame's Bushkin, general manager of WZUM in Pittsburgh, said that he is programming progressive rock six days a week in a show hosted by Mike Mad. Mike is Station is playing the canned Heat, the Steppenwolf, the Wizard of Oz, the Hassles, the Bobo's, the Plastic Bag, the Spirit, and the Jimi Hendrix Experience, among others.

WIBG-FM in Philadelphia, under the leadership of FM co-ordinator George Meier, is programming progressive rock, but the operation is automated and unannounced. WCMU-FM at Central Michigan University, Mount Pleasant, Mich., is playing a 9:30-noon Sunday show with Randy Martin as host called "The Experiment." WNEW-FM in New York continues to set a torrid pace under a progressive rock format. A recent LP of A&M Records said "New York from WNEW-FM play along. The only thing to be criticized about the station is that deejays also play non-progressive records that can be heard quite frequently by listeners. WMC-A and WABC-WABC-FM just switched to a rock format, but with a heavy load of the progressive sounds. College stations in general have many of them carrier current, seem to be taking quickly to progressive sounds, and not only on the coast. As with any commercial stations, they are dabling in it with weekend programs or maybe a late-night stunt. But those that have gone into it seriously, especially the FM stations, seem to be doing quite well.

**WFAS in Switch From 8-Midnight**

**Continued from page 35**

John J. Talley, station manager at WFAS in New York, has a program that is good, but the program is being heard by the New York City stations that program for teens, so we decided to feature something we could sell to advertisers.

**KLIF's Creative Kick Tricks**

**Continued from page 33**

Dove mentioned "King of the Road" as an example of the way he'd have it sung in San Francisco." He says he has a great local band called "The San Francisco" and the singer can do the song... "The programming is so complex that you can't figure it out by listening on the air," Dove says. "KLIF is programmed like an easy listening station... big in the community's involvement. We're also doing a lot of the 35-55 age group, hoping to pick up many of these listeners because of the music we're playing." The station has most of the teens locked onto music, and the station is doing a lot of major competition. In fact, the most serious competition KLIF has at present among the kids is from WCW, a 350-watt station playing a country music program. The above programming is being done with a special time per hour and four promotions per day, including two commercial spots and five rock music spots.

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KPPC-FM, KMPX-FM HIT BY STRIKES BY DEEJAYS

LOS ANGELES—Management-labor disputes broke into the open week after Labor Day. Staff at both KPPC-FM here and KMPX-FM, San Francisco. Disk jockeys at both the Crosby-Avery Broadcasting Co. outlets are seeking more money, with the San Francisco station walking out Monday (18) in support for the local station's action. DJ's at KPPC-FM walked out to protest the dismissal of general manager Mike McVay and program director Tom Donahue, who has been programming both stations.

Local DJ's claim station has reversed its position on going multiplex stereo. DJ's are not members of American Federation of TV & Radio Artists, so the KPPC-FM contingent has formed a splinter group of American Federation of International FM Workers of the World Local as their spokesmen. Local personalities claim the station is now making money as a result of Donahue's installing a progressive rock music format.

A Mexican TV Series Will Honor 150 Radio Artists

MEXICO CITY — A new TV series will honor 150 outstanding radio artists who figure prominently in the development of radio music since the 1920s. The series of 52 half-hour programs will air at 8:30 p.m. every Sunday at 8:30 p.m. on Televisa.

Called the “Golden Epoch of Radio,” the shows will present such artists as Agustín Lara, Luis G. Robles, Juan Ariztizabal, Amarcio Montes, Antonio Bricio.

LaBrie Adds Pulse Tone To List of Radio Services

NEW YORK—Gene LaBrie, who packages “Lush Go Go Go” and “International Discotheque” radio programming services, will bow a new service within the next few months with an unhearable pulse tone between every tune.

The pulse tone will give radio stations a chance to insert commercials and announce-breaking messages between every record. The new service has been demanded by broadcasters, LaBrie said, because of the growing commercial utilization of FM radio, a sign that FM has come of age.

The “Lush Go Go Go” packaging, which features easy listening music and the “International Discotheque” package, which features soft rock, are programmed in clusters of music. The new package will be up-tempo and feature both soft rock and easy listening music. Keith Lacey, record producer for MGM Music Factory label, produces the “Discotheque” programming; Frank Angel, with Lacey as supervisor, does the lush show, LaBrie, who was with a Columbia Records branch for 15 years, got into the music packaging business by producing national accounts of FM radio; this included the TWA show for more than three years, plus a show for 3M. His services are now used by more than 120 radio stations, mostly FM.

KFIG-FM Format Switch

FRESNO, Calif. — KFIG-FM, stereo station here, has dropped automation and has switched formats to easy listening, reports manager Steve Snell. The station, formerly known as “The Voice of Fresno,” was originally a top-40 station but was rebranded in 1961. Snell said the format is actually “popcorn,” as described in Billboard’s issue of March 16, and “although we will not play hard rock, we may play a song by an artist usually associated with hard rock. The criteria are how the song is performed, not necessarily who performs it.” He said that the station keeps tabs fairly accurately on what listeners want to hear, and requests every night from 10 to midnight. “Response on this program has been overwhelming,” a real morale builder for a new format.”

GIVE...so more will live

HEART FUND

MARCH 30, 1968, BILLBOARD
LOS ANGELES — A three-LP set of Bach's "Mass in B Minor" is being issued by Angel Records and features Agnes Giebel, Janet Baker, Nicolai Gedda, Hermann Prey and Sir John Barbirolli. Tenor Sherrillkopf conducts the CBS Chorale and New Philharmonic Orchestra.

The low-price Seraphim line is releasing a two-record monophonic set of Verdi's "Un Ballo in Maschera" with Beniamino Gigli, Maria Casini, Feodor Chaliapin, Elia Kazan and Gino Bechi. Tullio Serafin conducts the Rome Opera Chorus and Orchestra, and the disc appears recorded originally in 1943. Gigli also appears in a Seraphim album of arias and ensembles. Also appearing on the LP are Amelia Gucci-Di-Prando; and, and

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The Collegium Aureum under Reinhard Peters performs Rameau on one disk, while members of the orchestra play Much on another. A Schubert LP features pianists Joerg Demus and Paul Badura-Skoda.

The fifth Vitebska title has a Renaissance dance music performed by Peress and Conrad on recorder and crumhorn, Ilse Brik-Meijer, Ulich Koch and Friedel von Erich. The orchestra includes An-dricco, Johannes Coch and Hans Kommers, along with the Vitebska orchestra. The disc contains plays on recorder and crumhorn.

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That's their total retail sales. And a new album coupled with a special deal will make it even more in March and April.
The Mormon Tabernacle Choir has a sales record equalled by no other choral group. (Two Gold Records and a total of 13 Billboard Best Seller Chart Albums.) Now we're releasing their Greatest Hits, Vol. II, which will increase their track record even more.
And in addition, we've got a special deal that'll do an extra something for you. So see your Columbia salesman. You'll make beautiful sounds together.
Dell Concerts' 39th Season

PHILADELPHIA—The 39th annual Robin Hood Dell concerts will open June 22, 1971. The 18-concert season runs through July 25. Daniel Barenboim, conductor of the Chicago Symphony Orchestra, will conduct on July 23 with pianist Vladimir Ashkenazy as soloist and American pianist and conductor Robert DePre as soloist. Jacqueline DePre was also soloist.

Lawrence Foster, conductor of the Los Angeles Philharmonic, will conduct the closing night with Barrie Bower at the piano.

In addition to Foster, artists making their Dell season debut this year include pianists Piazzolla, and conductor Robert Merrill. Pianist Van Cliburn will be the soloist on opening night. Other soloists will be pianists Jussi Bjorling, Leonard Bernstein, and violinist Michael Rabin. Also listed are pianists Stanislaw Skrowaczewski, Antal Dorati, Josef Krips and Charles Munch.

Orchestra Grants

- **From page 49**
  - $20,000; Seattle Symphony, University of Washington, $17,470; Detroit Symphony, $11,390; San Diego, $6,950; and the Milwaukee Symphony, $6,950; and the University of Wisconsin, $4,000.

  - Other recent music grants include Chicago Symphony Orchestra, $10,000 for an for an concert tour; and the Oregon Symphony, $3,000, for a National Science Foundation grant.

A "New Tristan"

- **From page 49**
  - includes Luciano Benaroli's "Laboratorium" conducted by the Italian avant-garde composer, and Schoenberg's "Ten Songs," which will be conducted by Dennis Davis of the University of the State. Soprano Cathy Berberian will be featured in both works.

  - Accompanying the pianist Claudio Arrau, is a soloist in "Madama Butterfly," which will be conducted by Dennis Davis and Allan Graham Berberian will be featured in both works.

Concert Review

- **From page 49**
  - by shorty McPhie's "Sharpie" and "Sharpie's Special Selection." And she was in splendid voice. Kraus, whose most recent record was Donizetti's "Lucrezia Borgia" on RCA, also appears on Mondello, Angel, Ebell and Columbia. Miss Scott, whose most recent recording was on Deutsche Grammophon, Mercury and Everest.

  - Sorel, featured in RCA's new recording of Verdi's "Ernani," one of his finest characters, as Belloairo. Most of his recordings are on Angel. Fausto Claudio, conducted by FRED KIRBY
Elvira Madigan

"May well be the most beautiful film ever made."
—Newsweek

"The use of music... is beyond verbal description."
—Bosley Crowther, N.Y. Times

The unforgettable theme as played in the motion picture by acclaimed Mozartian Geza Anda:

PIANO CONCERTOS NO.17, G MAJOR, K.453
NO.21, C MAJOR, K.467

Composed by Wolfgang Amadeus Mozart, Edited and Conducted: Geza Anda

Grand Prix du Disque 1962

S1.PMI 138783 (Mozart Piano Concerto No. 21, 2nd movement)

High on the classical charts this week.

Deutsche Grammophon Gesellschaft

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MARCH 30, 1968, BILLBOARD
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Noel Rogers, Martin Davis, John Spalding and everyone at, in or around United Artists Records in the United Kingdom send their loyal greetings and congratulations to Mike Stewart & his crew on reaching number 10 in the anniversary charts.

Now on the newly independent label:
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MARCH 30, 1968, BILLBOARD
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ON YOUR
10th
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United Artists a Happy Tenth—and
many more!

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New Talent Bursting at Seams on Country Chart

NASHVILLE — Doors are open wider than ever for new artists, songwriters, publishers and record labels here, despite continued dominance of the charts by many of the "giants," a consensus showed.

On last week's Billboard charts, 12 publishers held the copyright for 42 of the 75 listed songs, but the others were well divided. Heading the list were such personalities as Gal-lico, Acuff-Rose (and Miltene).

Clement Adds Press Staffer

NASHVILLE — Independent producer Jack Clement, planning a recording studio, has added a public relations staffer.

Paul Soelberg, one-time RCA Victor director on the West Coast, has assumed the post of public relations director, and will concentrate on the promotion of Clement and the Stone-mans, one of the acts he produces. Soelberg thus joins Merv Shiner, who runs the publishing firms owned by Clement.

Clement and Audrey May- hew are building a recording studio on 17th Avenue, Plans call for completion of the studio and new offices by October.

The two songs started as an "experimant in composing." According to Casen they found (Continued on page 53) Col.'s Byrds Cut Flock of Sides

NASHVILLE — The Byrds, contemporary singing group on Columbia Records, has cut 22 sides here, 12 of them for the country variety.

The songs are: Kevin Kel- ley, Chris Hillman, Gram Par- sons and Roger McGuinn, in- cluded some "genuine blue- grass" in their LP.

For the most part it's orig- inal contemporary country." McGu- inn said. It includes a com- position by Parsons, "Hickory Wind."

McGuinn said the four had been in a country session for a long time, and they had planned to do it here for the past three months. Playing as a sideman banjoist on the sessions was four-Grammy winner John Hartford. The other 10 sides cut by the West Coast group were of the "electronic music" va- riety, more akin to their earlier recordings. The youngsters cut one country standard, "Satis- fied Mind." The sessions were produced by Gary Usher.

Bank 'Deposits' Acts To Pick Up Accounts

NASHVILLE — Two bank officers, charged with the re- sponsibility of bringing country music accounts into this city's Third National Bank, have be- come directly involved in the industry by booking shows on the road.

The initial effort will be at Dayton, Saturday (30), in a show featuring Hank Snow, Webb Pierce, Mac Tills, Del Reeves, Jan Howard and the Frost Brothers. The marine- and-equipment shows, sponsored by station WAVI, will be at the Memorial Hall.

The men behind this unusual move are Don Frost, a member of the Frost Brothers singing group and a finance officer of the bank, and George Harvey, also in the finance department.

"We felt the best way to get the country music business in this highly competitive market was to get directly involved in.

Tommy Finch Dies

NEW HOLLAND, Pa. — Tommy Finch, Cobra Record artist, died at his home here last week of a heart attack. His rec- ord of "Street Without Joy" gained him much success in 1967. His newest, "Spirit of '68," was released on the Cobra label last week.
The Columbia Hubert of Hills Publishing Co. has exploded into a new single with both sides selling.

"The Two Sides of Harold Lee."
Introducing Harold Lee—a new Columbia recording star whose talent for writing and singing has exploded into a new single with both sides selling.

"The Two Sides of Me" and
"Bringing Daddy Home" 8-14-68.

Watch this new single move very swiftly up the charts.  

Manager: Bill Crawford
Hubert Long Talent Agency
Heart of the Hills Publishing Co.
Country Music

New Talent Busts Out on Country Charts

*Continued from page 51*

as publishers that there was a market for true-to-life story songs, ones with more "meat" in the lyrics, a departure from standard forms. Actually, Russell finished "Honey," before "Little Green Apples," but it sat around his desk for a while. It was a departure, too, for Miller, who had previously recorded mostly his own songs.

John Hartford, four-time Grammy winner, is part of the new set who plugged away under the tutelage of the Glaser brothers until he broke through with "Gentle on My Mind."

Acuff-Rose's Mickey Newberry, at 25, is one of the best in the business now. His credits include "Funny, Familiar, Forgotten Feelings," "Here Comes the Rain, Baby," "Just Dropped In," and many more.

At 28, Larry Kingston of Window Music has turned out such hits as "Bottle, Bottle," "I Wouldn't Take Her to a Dogfight," and more. He represents the emergence of the new set.

Tree's Writings:

Tree has such writers as Jack Moran ("Skip a Rope"), a bland Pennsylvanian who just "took a crack" at breaking into the music industry in Nashville. Red Lane, still in his 20s, who has written such tunes as "Black Jack Country Chain," "Walkin' Out of My Mind," and "My Friend on the Right." Bobby Braddock, also in his 20s, has written "Ruthless," "You Pushed Me Too Far," "County Music Lover," and many more.

Billy Ed Wheeler, who has been in Nashville since Jan. 15, has turned out repeated hits (including "Jackson") and handles the publishing for United Artists; Alex Harvey, 25, already has hit it big with "Disappointed Man," "Meter Maid" and others, writing both as an independent and with a publisher. Jerry Chestnut, another independent, is said to be one of the young promising writers.

Moss-Rose and Husky Music have added a string of successful newcomers, all in their 20s. They include Jimmy Poppers, a former drummer for Ferlin Husky, who has written tunes recorded by Roy Drusky and Jean Shepard; Sammi Smith, a young female artist who also has turned out to be a good writer, and Chuck Rogers, who wrote such tunes as "Louisville" and "Lonely Thing."

Frances Preston, vice-president of BMI here, offered some staggering figures to prove the "open-door" point. During the past year she has signed 731 new songwriters, either working in Nashville or placing their music here. They are not confined to young writers, however, as they include Dr. Gilbert Tyn dall, head of the music department at Peabody College, movie and TV actor Eddie Albert, and former advertising executive Tupper Saussy.

Give

The United Way

WILLIE NELSON

Sings

'Little Things'

RCA Victor 9427

Written by: Shirley & Willie Nelson

Personal Representation: Published by:
Hal Smith Artist Prod. Pomper Music
(615) 859-1343 (615) 859-1345
119 Two Mile Pike Goodlettsville, Tenn.
BOBBY HELMS
SINGS
I FEEL YOU, I LOVE YOU
LD. 0041

we know you're going to feel it too
on Little Darlin'

Direction:
Bob Neal Agency, Inc.
509 18th Avenue South
Nashville, Tennessee

54

Nashville Scene

Ohio Records' Ethel Delaney has done another session at RCA here, with Lloyd Green producing. She also appeared on a guest shot at the Black Poodle, Others who did promos hit their included Roger Miller and Bobby Goldsboro. James Dickens was the featured performer. . . . Walt and Betty Riddle, Marion, Mo., cut a session for Sunday for release on Tiger Records, a subsidiary of Stor. Walt is a brother of MGM's George Riddle. He has a large interest in a TV station now under construction in Noblesville, Ind., which will feature country music programs. Tommy Hill produced the session. . . . Bill Carson has joined the talent roster of Hal Smith Artists Products. He is on the Tower label. . . . Billy Deaton has signed Tammy Wynette for the Pineview, Tex., rodeo June 26, 27 and 28. . . . Marlon Worth, home from a month in the hospital, received more than 600 cards, 50 bouquets of flowers, etc. Her best news, though, was the action of her Decca release, "Mama's Sex." . . . Jim Ed Brown has sold, unbeknownst booking in the months of June. In the meantime, along with other bookings, he is cutting three new Victor albums.

The Music City Playhouse, whose hits will show 20 performances each weekend, opens to the public Friday (28). There will be shows each Friday and Saturday night. The show will be the Ray Austin, Minnie Pearl, Ernest Tubb, et al. Sound-track of the first film has just been recorded at RCA . . . Westside Records, Maynard, Mass., has released its first album, "Country Music by the Westside." . . . The Hank Williams Jr. package continues to play to sellout crowds. It filled auditoriums and arenas in Fayetteville, N.C., Norfolk, Va., and Augusta, Ga. The package consists of Hank, Wilma Lee and the Drifting Cowboys. . . . WPLQ has completed its June 1 weekend of Stars show with the signature of Jerry Lee Lewis. The show will also feature Ferlin Husky, Simon Cowell, Dottie West and Jim Ed Brown . . . The Doc Williams country show has been playing to standing room audiences in New England and New York State.

COUNTRY DJ'S! WANT TO WORK IN NEW YORK CITY?

Send picture, tape, resume to:
WJER
Box 970
Hackensack, N.J.
No tapes returned.

Real Hot

"A World Destroyed"
b/w

"Looking Down at Me"
Jimmy Strickland

WAYSIDE RECORDS

DJ's Needing Copies
Write

Little Ritchie Johnson
Belen, New Mexico

COUNTRY DJ'S! WANT TO WORK IN NEW YORK CITY?

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Little Ritchie Johnson
Belen, New Mexico
PARIS—The 10th International Festival du Son, held at the Palais d’Orsay, Paris, from March 7 to 12, showed a continuation of the trend, remarked last year, toward increased emphasis on stereophony and transistorization.

The exhibition, occupying more than 200 of the Palais d’Orsay, attracted 140 exhibitors from seven countries: Germany, Austria, Belgium, France, Great Britain, Holland, Italy, Japan, Norway, Sweden Switzerland and the United States (compared with 123 exhibitors from 11 countries last year).

Of the 400 models of audio equipment on view, only 10% were new, the other 90% of already made models. In the transistor-Xix section, which featured the planar and field effect transistor which, until recently, were only in the experimental stage.

Also notable was the increased number of compact audio systems on display, the display volume being achieved by the use of printed circuits in amplifying equipment and the progress made in miniaturizing speaker cabinets without loss of quality or frequency range. In addition, 75 of the amplifiers displayed had built-in preamplifiers.

More than 200 models of speakers and speaker cabinets were on view and several famous

Festival Du Son Sound Exhibit

PARIS — In addition to publishing the French and Luxembourg edition of the international magazine "Novos Vitesos d’Amour" for this year’s Eurovision Song Contest, the French wire service A.M. Press, which was selected to handle official handling, has issued the first single-activated record— a monaural-stereo EP—by guitarist Vixi Davis. Classic series, has been pressed in bright yellow plastic and is

Tutti Enters Eurovision Deals

PARIS — In addition to publishing the French and Luxembourg edition of the international magazine "Novos Vitesos d’Amour" for this year’s Eurovision Song Contest, the French wire service A.M. Press, which was selected to handle official handling, has issued the first single-activated record— a monaural-stereo EP—by guitarist Vixi Davis. Classic series, has been pressed in bright yellow plastic and is

Tutti also publishes a French version of the Swiss song "Guar- deau de l’Amour." Meanwhile Tutti reports impressive sales of records and sheet music for this year’s Eurovision Song Contest, which has been recorded by Pietro di Donato and featured in the Swiss entry "La, La, La" from Zafiro Music of Madrid. Dutron will distribute the record performed by Juan Manuel Serral, also featured by Tutti. Other one-shot deal. Serral will air "La, La, La" in Italian at a TV show Saturday (30), before the Eurovision competition. Also, Foni-Cetra will issue the record of the Italian entry "Quand Tu Reviendrai" by Claude Lombard (Pailette) with both a French and an Italian version and will jointly sub-publish the Italian version. Foni-Cetra has also refused on the "Pailette" label. Ariston Music acquired "Nous Vivons L’Amour," the Luxembourg entry, originally published by Radio Monique France. E. & C. Music bought the rights of the French entry "La Source" from Editions Tutti of Paris.

Barclay’s Mini Compatible Record Launched in France

PARIS — Eddie Barclay, who recently launched six-track mini LP, has issued a single 7-inch, 45 RPM disc. This single is the first compatible record— a mono-stereo EP—by guitarist Vixi Davis. Classic series, has been pressed in bright yellow plastic and is

 classmates black star

PARAMOR in Deal With Prosadis

LONDON — Record producer Norrie Paramor has signed his first production deal since leaving EMI earlier this year. The French singer Sacha Tiral, who has been signed by Paramor to cut his first album, will also be handled by the label.

Paramore signed the deal with Distel’s production outfit, Prosadis. Prosadis will produce and manage the singer here later this month. Distel records for Paramor because the company is interested in the singer and hoped to expand his career in the United States.

Poucel to Festival

PARIS — Pathe-Marcini, record, artist, conductor— arranger French Poucel, who is best known for his participation in the Festival on April 3. Poucel will coordinate all the music for the Festival, working with the French performers participating in the Festival, including Pathe-Marcini singers Teresa Tereza and Georges Chelon.
London — A new label, Aurora, will be launched by CBS Distributors and distributed by RCA Victor.

It is another aspect of music publisher Aaron Schneider's international expansion. Schneider, who is based in New York, left here March 16 after completing details, and flew to Los Angeles to sign with American artists to the label.

Schneider is also a general partner in a general partner in a general partnership of independent management responsible for the Aurora and Sweden and other international labels in London. American-born Stone, who once recorded the Kinks and other rock groups with Shal Talmy, started work March 18.

McLeod also named John McLeod as musical director of Aurora with responsibility for arranging, composing and conducting accompaniments. McLeod is songwriting partner of Pye record producer Tony Macaulay with hits by the Foundations, London Leftovers, and the Paper Dolls to their credit.

**MUSICIANS WIN EXCHANGE RULE**

STOCKHOLM — The Swedish Musicians Union has won the support of the government in its fight against foreign groups performing in Sweden unless an exchange of struggling groups has been arranged. This means the foreign bands can't play in Sweden unless a Swedish band also performs there.

The union wants to get the country filled with the country of the visiting artists for the same money. The first exchange agreement was of the SwedishATOM, which was that of John Mayall and the Bluesbreakers (Decca) who played in Sweden to sell records.

Italian Swiss Rep at Fest

**BARCELONA**

Los Cats (Belter) recorded the first Spanish cover version on the single "Más Tumbado" (La Bala, 30,000 copies) and "La Cumbia" (La Bala, 30,000 copies) by Miguel Eduardo Castellanos, who has played at the Palma de Mallorca Festival, for the first time on public radio in Spain.

Los Cats (Belter) recorded a Spanish version of "I Don't Know What To Do," by Raybon and Pi de la Sierra (Edigion) to packed audiences at the Forum Theatre in Nimes, France.

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**From The Music Capitals of the World**

**MILAN**

The Civica opera catalouge will be published in October, the Cavazza affairs are in a state of suspension.

**NEW YORK**

Charles Burchard, an American record producer, has released his new album, "The Ballad of Love and Hate," with a collection of classical and folk songs. The album, which features performances by artists such as Joan Baez and Bob Dylan, has been well-received by critics and has topped the charts in the US and UK.

**OSLO**

Diana Ross and the Supremes' visit to Stockholm for a TV appearance, which was also broadcast in Denmark and Norway, has caused a marked increase in the sales of their records in all three Scandinavian countries. The Finnish magazine "Husand" has released a special issue focused on the Supremes and their impact on the music industry.

**PARIS**

Pathe Marconi records have released a new album, "L'Ombre de la Rose," which features a mix of traditional French songs and contemporary pop music. The album has been well-received by listeners and has charted at the top of the French pop charts.

**NEW YORK FOR UNITED ARTISTS RECORDS**

Al Bano, the Italian singer, will be releasing his new album, "Amore e Musica," on April 11-20. Album reviews have been positive, praising the singer's unique style and the album's blend of classical and modern sounds.

**MUNICH**

Response ratings to the TV series "A Man and His Music," by composer John Williams, have been mixed. While some have praised the series for its historical accuracy and its portrayal of American music, others have criticized it for its focus on the personal lives of its characters.

**SAN FRANCISCO**

Jimi Hendrix, the legendary American guitarist, will be performing at the Fillmore Auditorium on March 20th. The concert will feature a special guest, the legendary soul singer Otis Redding, who will be performing a tribute to his friend and fellow musician.

**DURING A TOUR OF CAPE COD (CA), LTD.'s new headquarters, John Marcon, left, general manager of Discos Capitol de Mexico, chats with G. Edouard Lehtah, director ofmedicine for the company. Marcon spent several days studying the Canadian operations recently.**
An International Affair...
Like the French Paul Mauriat and his fabulous no. 1 hit, “Love Is Blue”.
Philips Records brings you a World of Music.
Even if you're in the back of the plane, you can have a front seat for the movie.

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

More simply stated, a guy who's sitting in the rear of the cabin is pretty far away from a movie screen up front.

With this rule in mind, an airline that wants everyone to get a seat close to the screen has two alternatives: Fly fewer people. Or fly more screens.

It occurred to us that the second choice is more economical.

So we've put 14 screens on every transcontinental plane. A screen every 3 rows in First Class, and one every 4 or 5 rows in Sky Club. And we've given each screen its own projector.

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

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

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

And no one will be admitted once the feature has begun.

American Airlines
The airline built for professional travellers. (You'll love it.)
BUSY SELLING AT NARM Convention

GORTIKOV HAS NARROW MISS

CASSETTE'S USE AS OFF-THE-AIR DUBBER IS HIT

MTD to Increase Cassette Output And to De-Escalate on 8-Track

Tape CARtridge Seminar Top Puller

MINNEAPOLIS — Cassette tape recorders are gaining steadily in popularity in Minnesota and St. Paul camera stores, according to dealers recently surveyed. And renting is considered a profitable operation by most customers and speeds the popularity of the tape units. In addition, cassette rentals promote other tape recorder sales.

At Swansen Camera in St. Paul, tape recorder sales are up. Portables especially are moving well. Rentals at Swansen are usually to program chairmen who want large tape recorders to use in meeting programs. The store considers the businessman as a major prospect. He often uses the recorder for work and then will also put it to work during family functions.

The principal tape recorder business at National Camera Exchange is with industrial firms and schools. "Two specialty firms use a lot of cassette recorders," one spokesman noted. "The company will provide them to their salesmen who sell in reports via tape. Often they'll dictate call reports while driving along in their cars. It saves them a lot of time."

The National Camera showroom has working tape recorders. Customers can check them to see how they work. Salesmen at Jay's noted that exclusive lines are required by the store buyer. The turnover of Jay's brands can be rapid if competitive outlets in the area are showing the same tape recorders. Cassette models are strong at Jay's. The store does not push rentals, but will rent if a customer expresses interest in a certain type.

Brand Camera noted that tape recorders are "holding their own" with cassette models definitely the best-seller type. The unit was purchased by a large volume of 100's. Customers who don't like to rent a used model so you have to give them a new one. And then you have another used tape recorder. In store demonstrations are considered the best promotion device for recorders.

AT LOS ANGELES — Magnetic Tape Duplicators (MTD), among the nation's oldest tape duplicating firms, will concentrate on cassette production and depletion its interest in 8-track CARtridge.

The switch from 8-track to cassette became possible when engineers at MTD designed a new 11%4 inches-per-second automated "Blasonk" system for cassette duplication. The system, which made possible 35 ips high fidelity tapes on reel-to-reel, was designed and built entirely by the firm's own engineering staff.

"The cassette concept is the most reliable, economical and smallest of all forms and, with fast forward and rewinding features it will become the industry standard," claims Cliff Berenson, general manager and co-owner of MTD.

Complete automation of the new cassette system was achieved when the number of tapes required were fed into the duplicator control and the tapes were produced automatically. Extras were added by Whentwood. Automated cassette loading was built by the MTD engineering staff.

MTD engineers are working on a revised edition of the cassette duplicator and loading equipment which will speed production. Benmosch, general manager, noted that more than 200 relay circuits and will operate from 11/2-inch or 1/2-inch masters for 2 or 4-track tapes. Completion of the revised system is scheduled for May.

At the workshop with Sach Rubinstein (Greenwich, Conn.), stressed the need for more promotion of the cartridge concept so that more consumers will be aware of it.

Cactus Merchandisers Irving Green, president of Mercury Record Corp., cautioned manufacturers that cassette players have been quite liberal in accepting so-called defective units, but he said the minute of this privilege is running out, so that manufacturers will be forced to be more rigid in their policies. It was pointed out that many consumers return tapes which are not defective but merely they trade in them for other titles.

Stan Gortikov, Capitol Records president, said manufacturers cannot keep taking back "phony defective" cassettes, and that wholesalers should insist that merchants make exchanges only on a title-for-title basis so as to discourage the consumer's temptation to get a new tape when he tires of the old.

TWO-TRACK PLAYBACK Battery and electric operated.

Play back time: 11 min. Power source: 6V. AC 117V., Amps...5 Transistor...1 Harmonic Weight...2 lbs.

MTD, 4 and 8 track with one amp. and power supply. Mounted in wood cabinet. Two speakers and power amp. of three watts per channel.

ABOVE AVAILABLE TO OEM USERS ONLY ON QUANTITY ORDERS.

Other products from United Stereo Corp.

Cassette recorders: units, tape strippers, 4 & 6 track units with 12-amp. power supply. United Stereo Corp.

TWO TRACK PLAYBACK Battery and electric operated.

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ABOVE AVAILABLE TO OEM USERS ONLY ON QUANTITY ORDERS.
for you, $10. each

(naturally there's a string attached)

Top quality stereo tape player, only $10.00 with purchase of 250 GRT cassettes or 8 track cartridges during Swing Into Spring promotion. Choose any albums in the red hot GRT catalog. When you order 250 cassettes, you'll receive a solid state Mayfair portable cassette player/recorder for only $10.00! If you order 8 track cartridges you'll get a handsome Craig 8 track cartridge player in walnut and brushed steel finish; Act now as this offer is good only from participating GRT distributors on orders received by April 30, 1968. Don't know who to call? Ring us collect on the Hot Line for the names of participating distributors in your area. General Recorded Tape, Inc., Sunnyvale, California 94086, (408) 734-2910. String along with GRT... just for the dough of it!
### A CARtridge Vending Machine Developed by Vend Marketing

**By ERLA PAIGE**

PITTSBURGH—Vend Marketing Inc. here has developed a vending machine to dispense 2-track PlayTape CARtridges and will soon have modifications of the unit that will vend 4 and 8-track cartridges and cassettes.

The obvious cumbersome nature of feeding coins into the units will be avoided through use of a token that can be sold across the counter. The token, said Vend Marketing president Daniel Steiner, can be sold at any price and will be designed so it can only be used once in a particular location.

Steiner said he originally looked at PlayTape because of its low-price aspect. A prototype model for vending PlayTapes vends at any price from 5 cents to $3.25, through a coin mechanism Vend Marketing independently developed.

The prototype model has 100 selections and displays each one. It has a vend capacity of 1,500 PlayTape cartridges and cassettes.

Steiner said the design of this unit is itself to handling the physical size of 4 and 8-track cartridge packages as well as cassettes.

"The problem, of course, is the physical requirement of putting a quantity of goods in the unit until the price of a cartridge is accumulated. When you purchase a machine, it is designed to vend cartridges anywhere from $4.95 to $6.95 and up, you usually have to consider a token that will replace coins.

"Right now, we're watching the tape cartridge field very carefully. The whole market is drastically changing. We think cassettes will emerge very strongly and we're hearing from cassette manufacturers who are talking about low-priced cassettes."

"As this prototype model indicates, our objective is to design this token out of a special alloy metal. It can't be duplicated, and will not activate one vend cycle in one particular machine. This will give the necessary price flexibility no matter what configuration we're talking about."

"We are not finished pricing the unit out," Steiner said. "We're hoping the cartridge vendor can be sold for anywhere from $4.95 to $6.95 and up, you usually have to consider a token that will replace coins.

"Right now, we're watching the tape cartridge field very carefully. The whole market is drastically changing. We think cassettes will emerge very strongly and we're hearing from cassette manufacturers who are talking about low-priced cassettes."

### Audio Magnetics in Overseas Expansion

LOS ANGELES — Audio Magnetics, the manufacturer and duplicator, has embarked on an overseas expansion program with the establishment of an international network of factories.

New factories will spring up in India, Mexico, Formosa and Israel, with technical support going to a company in Lebanon.

### Seminars Pull Biggest Crowds

**Continued from page 62**

Consumers have been known purposefully to snap a tape so as to get a different title in exchange. It was said that the need to move the product down through the pipeline from retailer to wholesaler to manufacturer is high.

**Different Title**

Amon Helischcr (Helischer Bros., Minneapolis) replied, "often a dealer may not have the same title in stock and is forced to give a different title in exchange. He stressed the fact that the merchant wants to keep the customers' good will and often must go along with their wishes."

General Recording Tape announced availability of a dealer poster starting a 30-day customer return privilege on defective tapes, provided the customer returns the package within the specified time and it is accompanied by the sales slip.

Larry Finley, president of International Tape Cartridge Corp., said, "If this firm's policy is to accept so-called defective tapes directly from the consumer who calls the cartridge back with 50 cents. If after checking the tape it is found to be defective, the money and replacement tape is mailed back to the customer."

Finley said, "Saves retailer and wholesaler the time and trouble of handling returns."

Finley asked that this system be adopted by the industry as standard procedure in handling defective exchanges.

### Audio Magnetics’ Indian Plant

Katz, president of Audio Magnetics, will leave on a month-long trip to southeast Asia and the Orient to open several new locations and to negotiate for others.

Katz will make stops in Japan, the Philippines, Hong Kong, Jakarta, Taipei, Bangkok, Australia and India. Each international facility will be geared to manufacture blank tapes in all configurations, but with emphasis on cassette products.

India Katz will inspect his Jai-Electronic Industries plant in Bombay before talks in Taipei and Israel. Engineers from Audio Magnetics will travel to British acquire Flex Record & Magnetic Tape Manufacturers, the largest record-tape firm in Lebanon.

Katz reports his firm will spend more than $1 million in 1968-69 in plant machinery and equipment and in increasing the size of its Gardena, Calif. plant from the present 30,000 square feet to 60,000 square feet.

The additional space will be used solely for cassette production, with some 350 persons working in the new section within 30 days. The firm will move its warehouse facilities to another location.

"We're gearing our operation to handle about 40,000 cassette cartridges each day," says Katz.

Headlining the cassette product at Audio Magnetics are a 15-minute, extended-play, blank cassette retailing at 79 cents, a 30-minute, blank, long-playing cassette listed at 98 cents, and a compact blank cassette duplpack, at $1.79 (Billboard, Jan. 20).

Because of its overseas-distribution expansion, Katz sees sales reaching $10 million by 1970, a little projection from its $2.2 sales year in 1967. On the drawing board, along with its domestic expansion program, is a program to improve cassette packaging for retail display and self-display racks.
Cassette's Use as Dubber Hit

• Continued from page 62

Nothing has made the purpose of these machines crystal clear to every teen-ager and adult," Racusin said. When the consumer takes the music off the air, he does so without payment of royalties to performers, composers, or music publishers, and all levels of the recording industry—from manufacturer to retailer—lose out, Racusin said.

Al Bennett, Liberty Records president, agreed that this posed a serious problem, but said it is up to the record industry to supply the music for the equipment out in the field so that the consumer will not have to resort to dubbing. Irving Green, Mercury Records Corp. president, reminded manufacturers, "You've lost a lot of money by staying out of 4-track and leasing an open field to the bootleggers. Put your music in cassette form before the bootleggers grab this market, too. Many of you are playing a walk-and-see game. What in the hell are you waiting for?"

PlayTape Unit Wins A Vote of Confidence

NEW YORK — The MGM PlayTape CARtridge player has turned its hat into the political—_for all candidates. Murray Roman, head of Campaign Communication Institute of America, has been working with MGM Records president Mort Nahal and Mel Price, manager of MGM's tape operations, to establish a direct communication between candidates and the public. The PlayTape 2-track cartridge machine proved the best link and it's being used in two different ways.

In a trial in the Bronx here, the PlayTape was carried by volunteers in a door-to-door effort with a message recorded in Spanish. Roman said the unit is highly useful, too, in telephone message work. "One volunteer can telephone a potential voter, asking if they have any particular subject they would like to hear the candidate's viewpoint on. Then all they have to do is take out the cartridge labeled with that topic and play it in."

A simple device hooks the player with the phone.

Roman, a public relations expert who worked for years for United Artists and 20th Century-Fox, has just bowed a catalog of equipment and tools that a candidate can use. The catalog—_in '68—Communicate_— is being sent free to candidates and people who sponsor campaigns. The first edition was 5,000 copies. It features not only the MGM PlayTape unit, but a Norelco cassette... even a list of songwriters and people who make paper records.

The PlayTape unit was recently used in a phone campaign also by the General Development Corp. A cartridge was made up featuring Gordon MacRae promoting Florida and the firm's projects in Florida. The election campaign and Roman predicted it would change the whole face of the election.

It was at this point in the now-heated debate that Columbia's Davis spoke. "The focal point here is ease-of-use. It's one thing to fight unauthorized duplication of music. It's another thing to sell equipment which simplifies that duplication by customers who take music off the air."

Thus, two of the nation's largest record companies appeared steadfast in their position against cassettes. In the meantime, the convention corridors echoed with rumors that Capitol Records will soon announce entry into the cassette field. While Capitol executives refused to divulge their plans, usually reliable sources indicated an announcement will be forthcoming within several weeks. Capitol reportedly feels that product availability will discourage some off-the-air dubbing.

Assembly Instructions:

Snap Together.

4 and 8-track cartridges, pre-assembled.

More will LIVE

the more you GIVE

HEART FUND

MARCH 30, 1968, BILLBOARD
Know your competitors

Hardware store cuts out a share of the tape recorder business

Brookfield, Colo.—Some audio retailers tend to overlook the fact that the friendly neighborhood something or other up the street is cutting into their market share.

Heights Hardware here, for example, is doing a modest but significantly good job of moving tape recorders. And store owner Bob Greenwald isn’t a bit bashful about talking about his diversification into audio lines.

Greenwald has sold sixteen tape recorders in the first five months of 1967—not an earth-shaking figure, but respectable in view of the 30 per cent mark on recorders which sell at from $250 to $400.

Greenwald related, he had no thought of going into tape recorder merchandising until just before Christmas. When he was asked by a customer who asked him to order one. This led to a bit of research into the market, which convinced Greenwald that he could sell recorders under the following conditions:

1. Specializing in one good brand.
2. Providing excellent service.
3. Setting up a display along with the cash register where there would be plenty of opportunity to discuss the subject with prospects.

Display

Greenwald does indeed have a six-foot display fixture immediately across from the checkout stand at the front of the store. The top shelf displays from two to seven recorders (depending upon the size). A vertical-standing stereophonic model is shown in the center, with four to six small, top-quality portables in the same brand on either side. For a touch of humor, Greenwald has mixed several kerotone lamps in the recorder display.

All recorder models appear at convenient eye-level, where customers wait in line to check out. They note the display, and ask questions.

Service

Made plain to every customer is the fact that Heights Hardware carries every model at the same price which applies anywhere; that the tape recorder line is backed up by last service in nearby Denver, and that the customer can benefit by time payment plans which have been in effect for years.

“We were surprised to find one of our younger, mobile persons knows about tape recorders,” Greenwald said. “We were pleased to find that they have accepted the brand we are featuring without any reservation whatsoever, and that the chief concern is the availability of service.”

Greenwald sells nearly every recorder by basis of the display out to customers who have come in for something else. Reliable prospects are invited to take a recorder home, where the family can experiment and make up their minds.

“So far, we have never had to bring one back,” Greenwald said. He added that most people who develop an interest in owning a tape recorder will guard themselves against the age, and then come back a few days later, prepared to buy, after discovering for themselves that the Heights Hardware price is exactly the same as that maintained by other dealers in nearby Denver, or Boulder.

“We found there might be some problem in selling expensive stereo tape recorders with a hardware store background,” Greenwald said. “However, in selling an acknowledged brand, we found that the customer’s attitude is much the same as if he were buying a shotgun, an outboard motor, or an electrical appliance.”

Is TV’s Loss Audio’s Gain?

Philadelphia — The public’s disenchantment with the programming during the past year has meant a boom in hi-fi and stereo sound systems for the home. That’s the opinion of Joel Chaitkin, manager of the Superscope video studio in the center-city store of the stereo chain. In addition to managing the stereo studio, Chaitkin is also the purchasing agent for the six Superscope branches stores located throughout New Jersey, Delaware and Pennsylvania.

“Let’s face it, Chaitkin observed, there is a lot of money being spent in home entertainment equipment these days. People tell us they are getting tired of the same old TV shows and they are discovering the entertainment value of sophisticated sound systems.” The average person, he added, is being made aware of stereo today and it’s no longer something for just a certain few hi-fi buffs.

Superscope embarks on dealer education drive

Los Angeles — Superscope, U.S. distributor of Sony tape recording equipment, has began a dealer education program to continue through August.

Dealers will also be exposed to the line of high fidelity equipment manufactured by the Marantz Co., a subsidiary of Superscope, during the program.

The seminars and banquets will be set up in 12 major markets, including Boston, Philadelphia, Pittsburgh, Cleveland, Washington, Miami, Tampa and Atlanta.

Purpose

The purpose of the seminars, according to Fred C. Tushinsky, Superscope vice-president-director of sales, is to provide dealers with an understanding of the Sony line of recorders, magnetic tape and other items.

New models will be introduced in conjunction with the seminars, Tushinsky said. Seminar topics will be advertising, merchandising and sales techniques and inventory control procedures.

The seminars will be conducted by Paul Markoff, national sales manager, Andre Antrant, advertising manager, and Paul Dumbranke, Marantz national sales manager.

“In a trial seminar last year,” Tushinsky said, “we found the seminar-banquet form of dealer presentation more meaningful than meetings associated with trade shows or conventions. For this reason, we have diverted much of our trade show budget to this program.”

Arvin shows radio ideas

Colux-Jus, Ind. — New radio models introduced by Arvin Industries recently are replete with new appearance and functional designs.

For example, the firm has just introduced a new 8-transistor portable at $32.95 suggested retail which is packaged in black, top-grain cowhide. It’s obviously intended for the young, mobile crowd and will play 200 hours on four "C" batteries. It’s model 6889.

Another example is clock radio model 58458, just introduced at $35.95 suggested retail. It is all solid-state and its walnut-grain finish makes it classify as a "cost decorator of any room in the house. It has repeat-a-call, slumber switch, wake-to-music and wake-to-alarm features.

High intensity lamps have been brought to the forefront recently introduced Arvin radios, an AM-FM desk model at $49.95 suggested list and a bedside desk AM-FM model at $56.95. The low-heat unit has a micro-integrated circuit, weighs just over five pounds and has full features clock and wake-up functions. The high-intensity lamp is on a 14-inch telescoping arm.

THAT HARDWARE STORE open the streets may be your competitor. Look closely at this shelf shot taken in Heights Hardware in Brookfield, Wis. There among such brand names as Cornin Ware and Irvin Ware you’ll find a Sony.

Superscope embarks on Dealer Education Drive

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Bigger Role for Personal Portables in Motorola Line

CHICAGO—Motorola Consumer Products, Inc. is laying unprecedented stress in personal portable style radios in its 1968 solid-state portable radio line.

The line includes such additions as model XP44E, AM-FM personal carrying a $14.95 suggested list. Another example of an addition to the personal genre is model TP3E, an FM-AM personal at $19.95, the same price last year's counterpart model.

Motorola has brought into the line Model TP2E, a dual band pocket model at $17.95 suggested manufacturer's list price.

The two top-of-the-line FM-AM personal portables feature an indicator light which glows when the radio is operating on AC rather than battery. They also have automatic battery switching for uninterrupted audio performance. This means that had someone been listening to model TP2E at the beginning of the Great East Coast Power Failure the sound would not have suddenly failed.

Motorola manager of radio products, C. J. Gentry, said the firm enjoyed a successful sales year on portable radios in 1967. A total domestic portable radio market, on-hand stock and units is expected in 1968, which would mean an 11.7 per cent increase over 1967 industry sales. However, Mot-
ora is showing for a 23 per cent increase in unit sales in this product category, Gentry said.

In the Motorola pocket portable line as well are five models ranging in list from $6.88 to $16.95.

The Portable line includes such additional features as model TP3E, “Freedom Model” with the AM-FM personal at $19.95, the same price last year's counterpart model.

Motorola's “Freedom Model” is a dual band portable radio with the AM-FM personal at $19.95, the same price last year's counterpart model.

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New Album Releases

- ATLANTIC
  THE HARVEY AVERDE DOG - Viva Voce
  6/12

- COLUMBIA
  THE ELECTRIC FLAG - A Long Time Coming
  5/17

- CAPITOL
  LEONARD COHEN - Sempiternal
  6/17

- DESTO
  THE STANDEE KOBOH - Ohio, SD 1917

- DJG
  STEPHEN HANDBROOK - Works for Solo Guitar
  5/17

- DOT
  THE FIREBALLS - Firewater
  5/25

- EDEN
  EDDIE HAZEL - Concert LP
  5/2

- HEART WARMING
  THE KANSAS BOYS - A Great Day
  5/4

- JAY JAY
  LET'S ALL DOG WITH LIL WALLY
  5/18

- LOMA
  RED FOX - Scottsdale
  5/44

- LONDON
  ORIGINAL CAST - Roberto Cantelli & Guildhall Symphony Orchestra
  5/13

- MERCURY
  CLEMMOW & THE ORCH. - A King's Night
  5/17

- MONUMENT
  DON CARROLL
  LET IT BE ME
  5/18

- NASHVILLE
  FLATT & COUNCILS/STHENES & JONES/FRANK ROLAND - That Country Side
  5/1

- ODYSSEY
  ANDREW'S SINGERS - I'll Be Seeing You
  5/15

- PHASE FOUR
  THE HEART OF TOLMAH/COLUMBIA SYMPHONY ORCHESTRA
  5/8

- PRESTIGE
  5/4

- RCA VICTORA
  MARSHALL/LAETRE/ALBERTA/STEVENS & THE AMERICAN COMMUNITY ORCHESTRA
  5/12

- REPRISE
  NANCY SINATRA & LEE RAYMOND - Magic
  5/17

The fantastic follow-up to Johnny's highly successful homecoming album, JOHNNY SMITH V/VG-8922
Designed for all-station airplay by the greatest guitarist of them all. On

Venue Records is a division of Metro-Goldwyn-Mayer Inc.
**Album Reviews**

**POLOK (POLKA)**

*Let's All Sing With Lil Mally—Jay Jary 118 (5)*

Chalk up one more for the polka king. This time, 11-year-old polka prodigy gives us a 10- track album of pure Polish polka, performed with the same zest as the old ones. It's "Sing Along No. 4," and it should move as well as the first three.

**A LONG TIME COMIN'**

The Embers-Fly Columbia CS 9379 (5)

There are many musical cultures in the world, and this LP by the Embers is a fine example of one of the many. The album consists of eight outstanding instrumental selections, with plenty of time lost in a room filled with music and voices and even more lost in the excitement. It should come out strong in the contemporary music area.

**POWER OF LOVE**

-Harry Glass Liberty LEP 3355 (4)

This new group is a good blue-ray soul group that should be watched for. The album is a fine debut, in the hope of the future. A fine album that should be watched for.

**THE UNITED STATES OF AMERICA—Columbia CS 9974 (4)**

The United States of America is an electronic rock group that should be watched for. The album is a fine debut, in the hope of the future. A fine album that should be watched for.

**TOSCANNI—HUNG SCHIFF—K. Barenboim—Busch Festival LSC 1048 (4)**

Here's another in the Toscanini series, with the famous title selection. Bavarian "Serenade," and dance works by Schieff and Poppey. This album is a fine debut, in the hope of the future. A fine album that should be watched for.

**BIZET—Mario Lanza—Capitol LC 1057 (5)**

Here's another in the Toscanini series, with the famous title selection. Bavarian "Serenade," and dance works by Schieff and Poppey. This album is a fine debut, in the hope of the future. A fine album that should be watched for.

**RHYTHM & BLUES**

No Sad Songs—Joe Simon Sound Step LPS 15004 (4)

Rosie, Mountain of His first solo album, is "Sad Songs." Joe Simon has shown that he is a versatile talent. This album features with gospel voice and rock rhythm, the latest trend. "You Keep Me Hangin' On" is also featured along with "Flying Home" and "Man From Black Rock." Simon is a genuine talent in the market, in his first LP effort.

**LOW PRICE CLASSICAL**

**THE MUSIC OF HINDEMITH—Amsterdam Symphony Orchestra, Gert ten Dam 16502 (5)**

Hindemith is a composer whose name is not yet familiar. This album is a fine debut, in the hope of the future. A fine album that should be watched for.

**JAZZ**

BLACKBEARD—Donald Dorsey Blue Note BLPS 3923 (5)

HI VESTIGE—Huck Blues Blue Note BLPS 3937 (5)

SONS OF MARS—Johnny Madison's Sound Track 7506 (5)

**COMEDY**

THE HANDWRITING ON THE WALL—United Artists UAL 3031 (4)

**INTERNATIONAL**

**THE CLASSICAL MUSIC OF INDIAN—All-American, Prestige 7044 (5)**

**LOW PRICE COUNTRY**

**JASPER RING—Jasper Young, Mercury 5901 4358 (5)**

**SINGLES**

**NATIONAL BREAKOUTS**

**NATIONAL BREAKOUTS THIS WEEK**

**NEW ACTION LP's**

**BOARD OF DIRECTORS**

Jill's Brothers/Count Basie & His Orch. Liberty LEP 3538 (5)

**THE MASTERS**

United Artists UAL 3031 (4)

**OUR LOVE AFFAIR**

50 Guitars of Tommy Garrett, Liberty LEP 15041 (4)

**CLASSICAL**

**CARL CAILLOUX—P-I-P—P.I.P. LPS 658 (5)**

Producer Stan Phipps has taken just a few instruments to create the atmosphere of "Just Plain Charlie." It's done with a lot of style and is a good album, in the hope of the future. A fine album that should be watched for.

**DAVID DRAUGHON**

*Let It Be—Glen Campbell, Monument SL 1380 (5)*

Glen Campbell is a comely talent. His latest album is a fine debut, in the hope of the future. A fine album that should be watched for.

**THE GREAT REVIVALS—Robert Lynn Strings & Voices, Deram DEM 1392 (5)**

Beauiful music, beautifully produced. Full power and excitement for the listener. This album is a fine debut, in the hope of the future. A fine album that should be watched for.

**VICTORIES BẠI BỘ**

*People, Capitol 2078 (Mainstay, BMI) (Seattle)*

**MORE ALBUM REVIEWS**

**REVIEWS**

*March 30, 1968, Billboard*
**Spotlight Singles**

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

**Spotted Predictions to reach the top 20 of the HOT 100 Chart**

**STEVIE WONDER—SHOO-BE-DOO-BE-DOO-DAY**
(Fred, M. Jagger) (Writers: Topper White, Al Jester, Don Covay, BMI) is due to top the Beat Magazine charts in the next few weeks. It is also predicted to reach the top 20 of the HOT 100 chart.

**JIMMY RUFFIN—SOMETHING TO BELIEVE IN**
(Paul Williams, M. A. J. Williams) is predicted to reach the top 20 of the HOT 100 chart next week.

**LOVE GENERATION—MAGIC LAND**
(Tommy Oliver, G. W. Oliver) is predicted to reach the top 20 of the HOT 100 chart next week.

**MAYA—THE MOON**
(Paula Kekula, M. K. Kekula) is predicted to reach the top 20 of the HOT 100 chart next week.

**𫖮SPECIAL AMERICAN SINGLES**

**Spotted Predictions to reach the top 20 of the HOT COUNTRY SINGLES Chart**

**WYNSTON STUART—JACK THE RABBIT**
(William Stuart) is predicted to reach the top 20 of the HOT COUNTRY SINGLES Chart next week.

**JOEY COX—SOMETHING TO BELIEVE IN**
(Joey Cox) is predicted to reach the top 20 of the HOT COUNTRY SINGLES Chart next week.

**KENT WELLS—BETTER LUCK NEXT TIME**
(Kent Wells) is predicted to reach the top 20 of the HOT COUNTRY SINGLES Chart next week.

**CHARLIE DANIELS—HEARTBREAKER**
(Charlie Daniels) is predicted to reach the top 20 of the HOT COUNTRY SINGLES Chart next week.

**CHART**

**Spotted Predictions to reach the top 20 of the TOP SELLING SINGLES Chart**

**INEZ & CHARLIE FOX—AIN'T GOING FOR THAT**
(Inez, Charlie Fox) is predicted to reach the top 20 of the TOP SELLING SINGLES Chart next week.

**BOBBY PATTENSON & MUSTANGS—BANJO BABY**
(Bobby Pattenson, Mustangs) is predicted to reach the top 20 of the TOP SELLING SINGLES Chart next week.

**VICKI ANDERSON—WHAT THE WORLD NEEDS NOW IS LOVE**
(Vicki Anderson) is predicted to reach the top 20 of the TOP SELLING SINGLES Chart next week.

**CHART**

**Spotted Predictions to reach the top 20 of the TOP COUNTRY SINGLES Chart**

**BILLY JOE CRAWFORD—GET WILD**
(Billy Joe Crawford) is predicted to reach the top 20 of the TOP COUNTRY SINGLES Chart next week.

**JERRY RAYNE—A GOOD MEMORY**
(Jerry Rayne) is predicted to reach the top 20 of the TOP COUNTRY SINGLES Chart next week.

**MARK HAMPTON—DON'T THREATEN ME**
(Mark Hampton) is predicted to reach the top 20 of the TOP COUNTRY SINGLES Chart next week.

**JOHNNY RODGERS—TOO LATE**
(Johnny Rodgers) is predicted to reach the top 20 of the TOP COUNTRY SINGLES Chart next week.

**SILAS BOWIE—HERE COMES THE NIGHT**
(Silas Bowie) is predicted to reach the top 20 of the TOP COUNTRY SINGLES Chart next week.

**BILL MONDO—WHAT DO YOU THINK**
(Bill Mondo) is predicted to reach the top 20 of the TOP COUNTRY SINGLES Chart next week.
PAULA WAYNE
Spend 2 minutes and 59 seconds with this exciting new singing star.

"YOURS UNTIL TOMORROW"
c/w "It's a Happening World" #1021

Then spend a few minutes ordering from your RCA Distributor.

MANUFACTURED AND DISTRIBUTED BY RCA

(COLGEMS)
<table>
<thead>
<tr>
<th>ARTIST</th>
<th>Title</th>
<th>Label &amp; Number</th>
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</thead>
<tbody>
<tr>
<td>16 1 1</td>
<td>PAUL MAURITIUS &amp; HIS ORCHESTRA</td>
<td>Bourbon Street Blues, Booze &amp; Hell Blues (VP) 1426</td>
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<tr>
<td>3 4 2</td>
<td>SOUNDTRACK TO THE GRADUATE</td>
<td>Columbia CL 3407 (M)</td>
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<td>8 3 3</td>
<td>JIMMY HENDRIX EXPERIENCE</td>
<td>Axis: Bold As Love (Reprise) 4SP 3211 (M)</td>
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<td>10 5 5</td>
<td>BOB DYLAN</td>
<td>Like A Rolling Stone (Columbia) CS 9601 (M)</td>
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<td>BEATLES</td>
<td>Magical Mystery Tour (Capitol) ML 3528 (M)</td>
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<td>SNOOKY ROBINSON &amp; THE MISSIONS</td>
<td>Greatest Hits, Vol. 1 (Vee Jay) M-280 (M)</td>
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<td>4 12 8</td>
<td>DIONNE WARWICK</td>
<td>Valley Of The Dolls Soundtrack, Part I (Vee Jay) 6054 (M)</td>
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<td>5 11 9</td>
<td>RASCALS</td>
<td>Once Upon A Dream (Atlantic) 30-6904 (M)</td>
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<td>LETTENBERGER</td>
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<td>SOUNDTRACK TO THE GRADUATE</td>
<td>Columbia CL 3407 (M)</td>
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<td>OTIS REDDING</td>
<td>Revolutionary History Of Rhythm And Blues (Vee Jay) 4SP-381 (M)</td>
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<td>2 71 13</td>
<td>OTIS REDDING</td>
<td>The Stock Of The Bay (Vee Jay) V-8714 (M)</td>
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<td>41 14 14</td>
<td>BEATLES</td>
<td>Set - Pepper's Lonely Hearts Club Band Capitol M-2562 (M), SP-3816 (M)</td>
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<td>73 23 15</td>
<td>SIMON &amp; GARFUNKEL</td>
<td>Parsley, Sage, Rosemary &amp; Thyme Columbia CL 2523 (M)</td>
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<td>27 8 16</td>
<td>DANA ROSS &amp; THE SUPREMES</td>
<td>Greatest Hits Mitron (No Label) MS 2603 (M)</td>
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<td>17 17 17</td>
<td>CREAM</td>
<td>Disraeli Gears Atco 33-2392 (M), SP-33292 (M)</td>
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<td>8 18 18</td>
<td>BEE GEES</td>
<td>Horizontal Atco 33-223 (M), SP 33-223 (M)</td>
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<td>9 20 19</td>
<td>SOUNDTRACK</td>
<td>Walt Disney Presents The Story &amp; Songs Of The Jungle Book Disneyworld Waltz (M) 3948 (M)</td>
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<td>5 21 20</td>
<td>VANILLA FUDGE</td>
<td>Best Of Fudge Atco 33-227 (M), SP-33-227 (M)</td>
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<td>8 27 21</td>
<td>SOUNDTRACK</td>
<td>The Good, The Bad &amp; The Ugly United Artists UA 943 (M)</td>
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<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Nite At The Alhambra (MGM) 7517 (M)</td>
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<td>SOUNDTRACK</td>
<td>Dr. Zhivago (United Artists) UA 1670 (M)</td>
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<td>159 24 24</td>
<td>SOUNDTRACK</td>
<td>The Sound Of Music RCA Victor LEC 2503 (M), LEP 2503 (M)</td>
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<td>15 16 16</td>
<td>TEMPTATIONS</td>
<td>'67 Temptations On A Mellow Mood Sonny (No Label) 394 (M)</td>
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<td>68 25 25</td>
<td>TURTLES</td>
<td>Golden Hill (MGM) 2680 (M)</td>
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<td>6 53 28</td>
<td>BOB AMES</td>
<td>Who Will Answer And Other Songs Of Our Time RCA Victor LSP 4172 (M), LSP 414 (S)</td>
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<td>28 29 29</td>
<td>DIONNE WARWICK</td>
<td>Greatest Hits Part II Capitol 3402 (M)</td>
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<td>Sounds Like A Mambo (MGM) 4132 (M)</td>
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<td>JUNIOR GAVIN</td>
<td>Greatest Hits - Whipped Cream &amp; Other Delights Capitol 3402 (M)</td>
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<td>21 26 33</td>
<td>SOUNDTRACK</td>
<td>Camelot (Vee Jay) 30-6912 (M)</td>
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<td>19 32 34</td>
<td>MONKEES</td>
<td>Please, Please, Please (Columbia) CS 9601 (M)</td>
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<td>BLUE CHEESE</td>
<td>Windsor Castle Philips PHR 200-614 (M), PHR 600-564 (M)</td>
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<td>White Whale WM 115 (M), WNS 7715 (S)</td>
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<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Greatest Hits, Vol. 1 (Vee Jay) M-280 (M)</td>
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**TAPE PACKAGES AVAILABLE**

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<thead>
<tr>
<th>ARTIST</th>
<th>Title</th>
<th>Label &amp; Number</th>
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<tbody>
<tr>
<td>12 12 12</td>
<td>NANCY SINATRA</td>
<td>…Moods With Reprise (No Label) 30-6912 (M)</td>
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<td>RAY CONNIFORD &amp; THE SINGERS</td>
<td>It Must Be Love Columbia CL 3509 (M), CS 9593 (M)</td>
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<td>RAY CONNIFORD &amp; THE SINGERS</td>
<td>Actually M 662 (M), MS 345 (M)</td>
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<td>MONKEES</td>
<td>Love Bus (Columbia) CS 9601 (M)</td>
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<td>26 46 46</td>
<td>WALLY CARNI</td>
<td>I Want To Be Sure Of Something Liberty LS 3500 (M), LS 7923 (M)</td>
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<td>57 45 45</td>
<td>SIMON &amp; GARFUNKEL</td>
<td>Sounds Of Silence Columbia CS 9601 (M), CS 9602 (M)</td>
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<td>RAMA'S &amp; THE PAPAS</td>
<td>Farewell To The Golden Era Dunhill (No Label) CS 9601 (M)</td>
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<td>47 79 79</td>
<td>BOB DYLAN</td>
<td>Greatest Hits Columbia CS 9601 (M)</td>
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Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard.
**TOP 1000**

**Record Label**

1. Columbia
2. Capitol
3. RCA Victor
4. Decca
5. United Artists
6. ABC-Dunhill
7. Fantasy
8. Liberty
9. Liberty
10. Smash

**Top 10 Artists**

1. Elvis Presley
2. The Beatles
3. The Rolling Stones
4. The Beach Boys
5. Bob Dylan
6. The Who
7. The Beach Boys
8. The Animals
9. The Who
10. The Beatles

**Top 10 Songs**

1. "Like A Rolling Stone" by Bob Dylan
2. "Hey Jude" by The Beatles
4. "Yesterday" by The Beatles
5. "It's Now or Never" by Elvis Presley
6. "Can't Buy Me Love" by The Beatles
7. "Good Vibrations" by The Beach Boys
8. "What a Wonderful World" by Louis Armstrong
9. "(I Can't Help) Falling in Love" by Elvis Presley
10. "A Whole Lotta Shakin' Goin' On" by Sam & Dave

**Other Highlights**

- "Viva Las Vegas" by Elvis Presley
- " jegamin's Jungle" by The Animals
- "Here's Little Richard" by Little Richard
- "Are You Lonesome Tonight?" by Elvis Presley
- "Green Onions" by Booker T & the MG's

Continued on page 76
A SHORT CUT TO THE BOOMING BUSINESS IN BRITAIN

**RECORD RETAILER**

U.S.A. and Canada: 50
Europe: 3 pounds 11 shillings. Australia: 12 pounds 11s.

### A SHORT CUT TO THE BOOMING BUSINESS IN BRITAIN

### RECORD RETAILER

<table>
<thead>
<tr>
<th>British Top 50 Singles chart</th>
<th>Top 40 Albums chart</th>
<th>R&amp;B chart</th>
<th>Irish Best Sellers</th>
<th>Reviews</th>
<th>Releases</th>
<th>Promotions—Pop, Classics, Jazz, Folk</th>
<th>New Outlets</th>
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### Dealer views
- Talent reviews
- Special Supplements (Ireland, Scotland, Budget lines, Folk, Children's Records, etc.)

### New Outlets
- Charley Pride—Country Way
  - RCA Victor LPM 2097 (5)

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**CORPORATE NAME CHANGE**

LOS ANGELES — Corporate Corp., 4 and 8-track tape player manufacturer and distributor of prerecorded car-stereo and home-stereo tapes, will change its name to "achieve a one-company image."

**SHADOW BACK - LEO'S GOT HIM**

NEW YORK — "Who knows what evil lurks in the hearts of men?"

**PRICE DROPPED BY HIP POCKET**

NEW YORK — Hip Pocket Records, the three-inch vinyl disk line marketed by Philco-Ford Corp., has reduced its prices from 69 cents to 39 cents.

**SPECIAL MERIT PICKS**

MARCH 30, 1968, BILLBOARD

**JAZZ**

TRIO FOR SHOEP-Norman Brown, impelaer A1955; Robin Metz, double bass, and Marion Watley, pianist and vocalist. The Trio is now playing at the Sticks and Stones, 123 West 43rd Street.

**FOLK**

DAVE VAN RYCKBROOK & THE HUDSON CROONERS—Vance on 1st MD 1001, 1124 (sinc. 1965). "Raging Through the Seasons" is a greatly original, exciting, and emotional folk, written by Kermit..."One of my favorite songs of the early '70s."

**INTERNATIONAL**

KENNETH MAGUIRE'S SCOTLAND-London based magazine "Scotland," which is published by Kenneth Maguire's publication of the top of the traditional. Scottish singer's will be handled by this effort. "Dilator" is currently being released in London and will be followed by "Spring," which should get good exposure to bring special attention.

**SPECIAL MERIT PICKS—Continued from page 69**

North Carolina

**FOOK**

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**HERE IS BARBARA LYNN—** Atlantic 8717 (M); SD 8717 (S)

Here's a vote for the singer who helped the late 1960s become a truly great time. She's a winner. Her latest single, "You're So Strange," is driving a new wave of listeners to her. This is the third in the series of hit songs that have made her a familiar name on the charts.

**THE RIEFLER-PATHE-JOYCE**

**COMPILED: BRASS / ROYAL ORCHESTRA/EMI**

- RCA Victor, UK 3007 (M); LSC 3007 (S)

**THE GEMINI AGE OF OPERA**

**FOTOMANUFACTURED PHILHARMONIC GEM**

- CBS, Canada 1387 (M); SD 1387 (S)

- This delightful two-compact set for superfans includes music with some of the leading composers of operas, such as Verdi, Puccini, Donizetti, and Rossini. The sound quality is excellent. The album comes in a special slipcase, but there are many others, both unfamiliar and familiar.

**JAZZ**

**JUAREZ LLOYD IN EUROPE—** Atlantic 1300 (M); SD 1300 (S)

- Charles Lloyd's jazz is bridging the generation gap and international boundaries. His music, which is all of his composition on this LP, appeal for the jazz buffs as well as the rock fans. This concert was performed in Oslo, Norway, and it's a worldwide winner.

**THE SPIRIT OF '47—**

- Pee Wee Russell/George Wilson/Philharmonic (BSP, USA)

- When a couple of old pros such as Pee Wee Russell and George Wilson get together, the result is a spectacular performance. This is a fantastic effort, with two original compositions by the performing artists. A 1947 classic.

**FIREBIRD SUITE**

- London Symphony (EMI)

- This trio works on this album featuring "Firebird Suite" and "The Bear's Dance," both performed by the London Symphony Orchestra. The music is often beautiful, but the orchestra is a bit stiff. This album is a must for anyone who enjoys listening to the "Firebird," of course, it's wonderful.

**SOUNDTRACK**

**HERE WE GO ROUND THE MULBERRY BUSH—** Soundtrack (BTO, USA)

- This musical is a children's delight for all ages. The master of soul, Ray Charles, has assembled a talented cast in his latest album, which is now available in vinyl and cassette. This is the second recording of "The Genius," and "Am I Black," a song Charles has kept in his repertoire for the sake of soul music.

**SOUND IN THE EIGHTH DIMENSION**

- Columbia CT 3664 (S)

- Ray Price has become the foremost purveyor of "country soul." This is a style that's catching on, and it's spreading like wildfire. In this album, he takes hold of several soul hits and delivers them with a purpose and passion.

**THE HEART OF MAN—**

- Hank Cochran, Monument M17 1809 (M); SD M17 1809 (S)

- It's a new scene—Monument Records. This is the "Raymond Scott Orchestra." The "I'm a Fool to Want You" indeed. It's the story of theamental and emotional life of men, women, and children. The "Raymond Scott Orchestra" is an excellent performance. "I Couldn't Happen to a Nice Guy."
THE GOOD! 
THE BAD! 
AND THE UGLY!

FAST! 
HOT! 
CLIMBING!

ORIGINAL MOTION PICTURE SOUNDTRACK

THE GOOD, THE BAD AND THE UGLY

Music by ENNIO MORRICONE

Presold by the successful United Artists Motion Picture release now playing throughout the country.